Tourism in Tamilnadu
CHAPTER - II
TOURISM IN TAMIL NADU

Tamil Nadu “the land of Tamil” is the southern most State of India. Tamil Nadu is a beautiful State nestled in the southern Indian peninsula, on the shores of the Bay of Bengal and the Indian Ocean. It is a heady combination of the tropical climate, cooler hill resorts, ancient culture, and friendly people, making it an ideal holiday destination. The pride of many Tamils is the language Tamil itself, Scholars recognize Tamil to be one of India’s two languages of antiquity. Karnataka and Andhra Pradesh bound Tamil Nadu in the north and Kerala in the west. The waters of Bay of Bengal and the Indian Ocean lap the coastal eastern and southern boundaries respectively. The Point Calimere and Mudumalai wild life sanctuaries define the eastern and western tips of the State while the northern extreme is Pulicat Lake and the southern most tip is Cape Comorin or Kanniyaka Kumari the land’s - End of India.\(^1\) – Tamil Nadu is a Tourist paradise.

History

The history of Tamil Nadu is very ancient and it is believed that human activity in this area began as early as 300,000 years ago. It is also suggested that the first Dravidians of Tamil Country were part of the early Indus Valley

settlers and moved south during the advent of Aryans around 1500 BC. However the documented history goes back only to the 4th century BC. There are references in the early Sangam literature to the social, economic and cultural life of people. The proximity to the sea established the Tamil Country on the maritime map of the world even before the dawn of Christian era. The Tamils had trade links with ancient Egypt, Greece and Rome.2

Prior to the Christian era, the Chera, the Cholas and the Pandiyas ruled Tamil Country. This was the classical period of Tamil Literature called the Sangam Age that prolonged upto three centuries after Christ. The domains of these three dynasties changed many times over the centuries. At times other dynasties like Pallavas Chalukyas came into power. All these dynasties engaged in continual skirmishes; but their steady patronage of arts served the expansion of Dravidian culture.3 The Cholas took several measures for the welfare of the people. Karikala Chola constructed a barrage across the river Cauvery. Thanjavur and Kumba konam were prominent chola centres.

During the later half of 4th century AD, the Pallavas the great temple builders emerged into prominence. The Dravidian architecture reached its epoch during the Pallava rule. The monuments at Mamballapuram, Kailasnather Temple at Kanchipuram and the Kapaleswar temple at Chennai

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3 S. Pratap Singh, *Heritage of Tamil Nadu*, International Institute of Tamil Studies, Chennai, p.27.
are only a few examples. The Pallavas were constantly in war with the Chalukyas. By the end of 11th century AD, the Chalukyas rose to power together with the Cholas and the Pandyas. Eventually the Cholas became prominent and ruled Tamil Country for the next two centuries. Under Raja Raja Chola and Rajendra Chola, Sumatra, Java, Lakshadweep and Sri Lanka became part of the Chola Empire.

In the 14th century Muslim invasion weakened the Cholas and led to the establishment of Bahami Kingdom. An alternate power in the south during this period was Vijayanagar Empire that absorbed all strongholds of Cholas and other local Hindu rulers to check the Muslims. Governors called Nayaks were engaged to run different territories of the empire. With the capital at Hampi, Vijayanagar Empire was the most prosperous dynasty in the south. But by 1565 the empire came to an end at the hands of Deccan Sultans in the battle of Talikota. The empire was split into many parts and was given to the Nayaks to rule.

East India Company established itself in Tamil Nadu in 1640. They negotiated the use of Madraspatnam (Chennai) as a trading post. Petty quarrels among the provisional rulers helped the British gain administrative control over them. Under the British colonial rule, most of South India was integrated into the region called Madras Presidency.

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With the formation of Indian National Congress in 1885, the freedom movement gained momentum in Tamil Nadu. Many Tamils played a significant role in the freedom struggle. When Indian became independent in 1947, Madras Presidency became Madras State. In 1956 the Madras state was reorganised to present day Tamil Nadu on linguistic lines.

**Geographical Area**

With an area of 130,058 sqkm and population over 55 million, Tamil Nadu is the 11th largest state in India. The union Territory of Pondicherry is a small enclave in the district of south Arcot.

Traditionally, the land of Tamils has been divided into 5 major physiographic divisions, the Kurinji or mountainous region, the Mullai or forest region, the Palai or arid region, the Marudham or the fertile plains and the Neidhal or coastal region. The Eastern and Western Ghats meet in Tamil Nadu and run along its eastern and western borders. All of Tamil Nadu's famous hill stations, i.e Udhagamandalam, Kodaikanal, Kothagiri and Yercaud are situated in this region. The higher reaches of Eastern ghats have their share of beauty, and the hills of the western ghates have dense forests. Tamil Nadu has a wealth of flora and fauna and some of its major Wildlife sanctuaries like Madumalai and Anaimalai (Indira Gandhi W.S) are situated in the hills of the

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5 Padmanabhan, S., *Heritage of the Tamils, Temple Arts*, Published by International Institute of Tamil Studies, Chennai, 1988, p.17.

6 Ibid., p. 18
Western Ghats which is the habitat of elephants, tigers, bisons and a variety of
monkeys and deers. Of the 3000 and more plant species found in Tamil Nadu,
a majority is found in the mixed deciduous forests of this region. One of the
most noteworthy flowers is the Kurinji of Kodaikannal, which blooms once in
12 years. Cinchona from which quinine a drug for treating malaria is extracted,
and eucalyptus grow abundantly in the Nilgiris. Forests of medicinal herbs are
found in Palani hills and Courtallam. Palmyrah trees grow by the thousands in
Tirunelveli and its products are used as raw materials for several cottage
industries. Rubber is the main plantation crop in Kanniyakumari and the more
exotic sandalwood grows, though not in very large numbers, in the Javadhu
hills of Vellore district.

The Coramandal Coast in Tamil Nadu in the region of Tuticorin and
Kannayakumari has been known for pearl fisheries. Mylapore, Poompukar and
Mamallapuram were the famous ancient ports on the Coramandal from where
merchant ships sailed to Rome, Greece and the Far East. There are mangrove
forests at Pichavaram and prominent Bird Sanctuaries at Pulicat Lake and
Vedantangal. Once famous for its fisheries coast now it is a major tourist
attraction is Tuticorin.

Tamilnadu is one among the choicest tourist delights and destination in
India with a peculiar admixture of tourist attractions such as hill resorts, beach
resorts and wild life and bird sanctuaries. Sandy seaside resorts, captivating

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reservoirs, water falls and countless pilgrim centers attract tourists. Temples in Tamilnadu unique in their style of architecture serve as standing specimen of the past glory, repositories of ancient mythology and treasure houses of culture and fine arts which once flourished under the royal patronage.

There are wonderful varieties of tourist potential in Tamilnadu to serve the tourist of any interest or flair. The handicraft festivals, folklore, painting etc. have an enchanting and irresistible appeal to the studious tourists.

Table I shows the “increasing number of tourists year by year to Tamil Nadu.

Table - 1

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<th>Name of the centers</th>
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Source: Tamilnadu Tourism Development Corporation, Chennai.
In the above mentioned nine important places in Tamilnadu it was surveyed to find out the increase of Tamil arrivals year by year. As per table I from 2002-2004 the increase in tourist arrival per year is 3.2%.

**Climate**

TamilNadu has a tropical climate with no wild swing between summer and winter temperature. April and May are the hottest months with the mercury often soaring above the 40°C mark. Coastal regions also get uncomfortably warm and humid during these months but the nights are usually cool, because of the sea breeze that sets in during the afternoons. Summer temperatures are quite equable at the foothills of the ghats. But the most pleasant are the hills stations where the maximum temperature rarely rises above the mid twenties in summer. ‘Winter falls between November and February when the climate is pleasantly cool unless you wish to visit the hill stations, in which case you will need woolen clothes. Minimum temperature in the plains rarely dips below the 20°C while in the hills the mercury may drop to 5°C or below. The important point to remember about Tamil Nadu, is the rainy season between October and December when the north-east monsoon brings rain in spurts of rain.
### Vital Statistics

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<tr>
<td>Climate</td>
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<td>Best Time to visit</td>
<td>October through Feb</td>
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<tr>
<td>Capital city</td>
<td>Chennai / Madras</td>
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<td>Major Towns</td>
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</tbody>
</table>

**Places of Tourist Interest in Tamil Nadu**

**Chennai**

Among the states of southern region, Tamil Nadu stands out elegantly with many attractive places. Chennai the capital of Tamil Nadu is of historical importance. It possesses many places of interest. The Fort Saint George which at present houses the state legislature and the Secretariat was the former bastion of the Britishers.

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The second longest beach of the world, Marina, created by Bay of Bengal adds to the attractions of Chennai. Some other places of tourist interest in Chennai are the Theosophical society at Adayar, the Cathedral at San Thome, and the memorials of national leaders like Kamaraj, Rajaji and Mahatma Gandhi. The Valluvarkottam built in the memory of Thiruvalluvar is designed like a temple Chariot.

The Kalakshetra an institution of dance is a renowned place of tourist interest. Chennai is well connected with the other parts of the nation. The international Airport is located at Meenambakkam, from where flights are flying to various parts of the world. This airport acts as the arrival point for the foreign tourist whose destination is the southern region.

The harbour at Chennai too helps in bringing passengers and Cargo. The Road transport connects areas within the city as well as other parts of the country. Around Madras we have a number of tourist spots which attract thousands of tourists.

Mamallapuram

Located 60Km from Chennai, Mamallapuram or Mahabalipuram was the second capital and sea port the of Pallavas. Mahendravarman built the seaport during 7th century A.D. The Pallava Chisels breathed life into stones. The Sculpture in Mamallapuram emphasises blending mythology epics and day today life of the people. The most important of the Architectural relics are
the shore temple, the Five Chariots, Arjuna’s penance and the Mahishasura Mardini temple. Mamallapuram can be reached by road that runs along the coast. Regular buses operate from Chennai. Chennai is the nearest Airport. Various types of accommodation are available in plenty. But during weekends and seasons Hotels will be fully booked.

**Shore Temple:** This beautiful temple built in the 7th Century AD represents the final phase of Pallava art. The temple has two shrines, one dedicated to Vishnu in the reclining from and the other to Shiva.

**Arjuna’s Penance:** The open-air rock sculpture known, as Arjuna’s Penance is the largest bas-relief in the world. It depicts the penance of Arjun to obtain the legendary arrow Pasupathastra from Lord Shiva. The legend has been carved on a rock measuring 80 × 30 feet. There are others who believe that it represents Bhagiratha who brought the celestial Ganges to the earth. The natural cleft in the center of the rock is conceived as the celestial Ganges descending to earth. On the two wings of the rock are beautiful sculptures of people, gods, birds and animals.

**Five Rathas (Chariots):** These are monolithic temples named after the five Pandava Brothers, the heroes of epic Mahabharata. Each temple represents different style of architecture and looks like a chariot. The
architecture of these Rathas reminds one of about the ancient Dravidian temples.\(^9\)

**Mahishasuramardhini:** This cave has two superb sculptures, Goddess Durga on her lion vanquishing Mahishasura, the buffalo headed demon, is one of them. This is considered the crown jewel of Pallava sculptures. The second is of Lord Vishnu reclining on the legendary serpent Anantha. There are eight Mandapams situated in Mamallapuram within a radius of one kilometer. The most famous are those of Mahishasura and Krishna. Salivan Kuppam, a cave temple complex is four km north from here.

**Sculpture Museum:** The museum contains about 3000 sculptures of wood, metal, brass etc. Local artisans make the sculptures. On the way to Mamallapuram, one can visit Cholamandal Artist's village (18km from Chennai), Dakshinachitra (12km, Arts and crafts of Southern India), Covelong Beach (38km) and Crocodile Bank (15km).

**Tiger cave:** This rock cut shrine dedicated to Durga is located 5 km from Mamallapuram. The shrine might have been built in the 7\(^{th}\) century. The entrance of the cave resembles the mouth of a tiger.

**Thirukkalukundram:** This hilltop temple dedicated to Shiva is located 14km from Mamallapuram. Everyday two eagles, believed to be from Varanasi, visit the temple at noon.

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\(^9\) Ibid., p.31.
Vedandangal: 53km from Mamallapuram, this bird sanctuary attracts visitors to watch thousands of water birds which congregate every year during the season from Nov-Feb.

Kanchipuram: The city of thousand temples is situated about 76km from Chennai on the Chennai Bangalore high way. It was the Capital of Pallalvas during 6th – 8th centuries and during this period the best temples were built, later it became the Citadel of Cholas, the Vijayanagar Kings, the Muslims, and the British. Kanchipuram is one of the seven sacred cities of India. Kanchipuram is also famous for its pure silk fabrics woven from pure mulberry. The city can be reached by rail and road from different places of State. The nearest airport is Chennai.

Kailasanathar Temple: This is the oldest and perhaps the most beautiful temple in Kanchipuram. The architecture reflects the simple early Dravidian style. King Rajasimha built this temple dedicated to Lord shiva in the 7th century. There are 58 small shrines around the main shrine those honor Shiva, Parvathi, Murugan and Ganesh.

Ekambaranathar Temple: This is one of the largest temples in Kanchi. The temple is dedicated to Shiva and covers approximately 12 hectares. The Pallavas built this thousand – pillared temple in the 7th century. Later the cholas and the Vijayanagara kings improved it. Krishnadevaraya of Vijayanagar dynasty built the 59 m tall gopuram and the massive outer

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stonewall in 1509. The mango tree in the temple yard, believed to be 3500 years old, has four branches representing four Vedas. The tree still bears fruits.

**Vaikuntaperumal Temple:** This temple, dedicated to Lord Vishnu, was built shortly after the Kailasanathar temple. Pallava king Nandivarman Pallavamalla built the temple in 7th century AD. The main shrine, on three levels, has images of Vishnu in standing, sitting and reclining positions. Numerous inscriptions relating to the wars between the Pallavas and the Chalukyas are found here. The Kailasanathar temple built by Rajasimma and his son Mahendravarman III in the 8th century AD is noted for its sculpture and architecture. \(^{11}\)

**Varadaraja Perumal Temple:** Located on Hastagiri rock at the end of Kanchipuram town, the temple is dedicated to Vishnu. The temple provides glimpses of 16th century pillared pavilion with exuberant workmanship.

**Kamakshi Amman Temple:** This 14th century Chola temple is dedicated to Goddess Parvati in the guise of Kamakshi, the presiding deity of Kanchi. This is one of the three holiest places of Shakti worship in India. The other two is being Madurai and Varanasi. The temple car festival is in February – March.

**Devarajaswamy Temple:** Vijayangara kings built this temple dedicated to Vishnu. It has a beautifully sculptured pillared hall and a marriage hall. Within the large temple tank a 10m statue of Vishnu is immersed. Once every

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40 years the tank will be drained so that the statue could be viewed. It was viewed last in 1979 and is said to have had visitors over 10 million.

**Vellore:** The small town of Vellore surrounded by the hills of Western Ghats in 135 km from Chennai. Vellore is best known for its fort and the Christian Medical College. One can reach Vellore by road or rail from other parts of the state.

**Fort:** Built in the 16th century by a Vijayanagar Chieftain, the fort is one of the finest examples of military architecture in this part of the country. In 1676 Marathas occupied the fort for a brief period. The British took control of it in 1760 after the defeat of Tippu Sultan. Inside the fort there are several buildings and the Jalakanteswara Temple. The Temple and the fort are in excellent state of preservation.

**Christian Medical College:** Dr. Ida Scudder, a medical missionary started this world famous institution. This is one of the best hospitals in the country.

**Vellamalai:** (18km from Vellore) Named after Valli, second wife of Lord Murugan, the temple is dedicated to Murugan. Situated on the top of a hill, the main temple is carved from a massive rock.

**Thiruvannamalai (85km):** This is a Saivite town where Shiva is revered as Arunachaleswar. The temple that covers an area of ten hectares is one of the largest in India. The temple was constructed in the 11th century. But

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12 Ibid., p.72.
much of the structures were completed during 17th – 19th century. The legend says that Shiva appeared on the hill as a column of fire. The karthigai Deepam festival celebrated this legend by lighting a great fire on the sacred hilltop on the karthigai (full moon) day of November / December.

**Ramanashramam:** This small ashram of Sri Ramana Maharishi draws devotees of the Guru who died in 1950 after fifty years of contemplation.

**Thiruthani:** It is 82 km from Chennai on the Chennai-Raichur section of the southern Railways. The temple is dedicated to lord Subramanya (Murugan). The temple has 365 steps leading to the shrine and each step is supposed to be representing a day of the year.

**Cuddalore:** Located on the east Coast of Tamil Nadu, Cuddalore is the headquarters of the district. It was an important British training post and port. The most important landmark in Cuddalore is Fort ST. David from where Robert Clive wore his spurs during the campaign against the French. Cuddalore is 192 km from Chennai. The nearest airport is Thiruchirapalli. It can be reached from any part of the state by rail or road.

**Chidambaram Nataraja Temple (44 km from Cuddalore):** Chidambaram was a chola capital from 907 AD – 1310 AD and the Nataraja temple was erected during the late period of the administration. The temple complex has four large gopurams. The north and south ones are 49 m tall. The presiding deity is Shiva in his aspect of as the cosmic dancer. The Chidambaram temple is situated in the middle of the town surrounded by four
broad chariot streets. The temple gopurams have sculptures depicting 108
dance postures of Lord Shiva. The temple complex is another fine example of
Dravidian architectural delight.\textsuperscript{13} The ten-day temple car festival is celebrated
in April-May and December-January. The Natyanjali dance festival is in
February and prominent performers from all over the country take part in it.

\textbf{Poompuhar:} This ancient capital of Cholas is situated 40km from
Chidambaram. Originally known as Kaveripoompattinam, it was submerged
underwater except for a small village. The seven storey museum has a pictorial
representation of Silappatikaram in his relief.

\textbf{Parangipettai:} It is 25 km from Chidambaram. This port town still has
the ruins of the Dutch cemetery and the battlefield where the British defeated
Hyder Ali.

\textbf{Pichavaram:} This is a 3000 acre mangrove picnic spot located about
15km from Chidambaram.

\textbf{Viruddachalam:} This is a major town located 45km from
Chidambaram. The ancient temple is dedicated to Shivaas Virudhagreeseearar
with his consorts periyanayaki and Ilayanayaki.

\textbf{Tiruchirappalli:} In Trichy the tourists are particularly impressed and
are attracted towards the majestic temples that decorate the soil of this district.
Now we will see about some of the important temples in Trichy. Trichy's main
attraction is the 83 metre high Rockfort. This Rockfort is most commonly

\textsuperscript{13} \textit{A land of Enduring Heritage}, Pamphlet issued by Department of Tourism, Chennai, n.d., n.p.
known as Malaikottai and Uchi pillaiyar koil. This rock is considered to be the chip of Mount Meru.

"The eastern portion of the Rock looks like a huge bull with its head lifted up in pride of having a shrine on his back, the Vinayaka temple on its hump and the belfry on its crest. So the Rock is known as Rishabhachalam".14

At the summit of the rock there lies the temple dedicated to Lord Vinayaka. From there one can see Trichy city in its full splendour. At the entrance of the Rockfort temple also, there is another small temple dedicated to Vinayaka. The steps hewn out of rock leads to the top. The flight of rock cut steps leads to the temple of Mathrubutheswarar or Thayumanaswami. The temple’s main deity is Lord Siva. The lingam there is the projection of the rock.

"Below the temple there are two Pallava Cave temples that have beautiful sculptures of the 6th and 7th centuries".15

The Teppakulam (tank) situated at the foot of the Rock Fort is used during the float festival of the temple. To beautify the Rockfort in order to attract the tourists many steps have been taken. In the year 1990 floodlighting arrangements at the cost of Rs.5.25 lakhs have been carried out by the government. Near the Teppakulam, the house where Robert Clive lived is situated. At present this house is part of St. Joseph’s College, Trichy.

15 Trichy District Pamphlet, Published by Department of Tourism, Chennai, March 1998.
Trichy is the place which is studded with many temples of architectural importance. Srirangam which is considered as *Buloga Vaikuntham* is one of the greatest temples which attracts thousands of devotees and tourists daily.

“Srirangam, ...... is located in an island just 5 kms from Tiruchi, surrounded by the river Kaveri on one side and its tributary Kolli dam on the other. It is a 600 acre island – town enclosed within the seven concentric walls of the gigantic Sri Renganathaswami temple”.\(^\text{16}\)

The Srirangam temple has 21 gopurams and the Rajagopuram is the largest of its kind in south India. This Rajagopuram is of 72 m high and is 13 tiered. It was built in the year 1987 but the other gopurams were built between the 14\(^{\text{th}}\) and 17\(^{\text{th}}\) centuries. The Cholas, Cheras, Pandiyas, Nayaks of Madurai, Vijayanagar kings and the Hoysala kings have contributed for the expansion and the present position of the temple.

This big temple consists within its fold, the temples dedicated to Aandal, Chakkarathazvar, Udaiyavar and Venugopalan. There are many mandapams like the Sheshagiri Mandapam, Thousands pillar Mandapam and the Kamban Mandapam. The thousand pillar mandapam or the Ayirangal Mandapam is a masterpiece of architecture.

\(^{16}\) *Cultural Treasures of Tamil Nadu Pamphlet*, Published by Department of Tourism, Chennai, March 1998.
"The images carved out on these pillars attract our attention and reveal the remarkable talents of the sculptors of those days". The gopuram of the temple is covered with gold. The Chola king Jatavarman Sundara Pandya I is said to have covered the temple with gold. The Vimanam of the temple is in the shape of Om. This temple also houses some beautiful paintings. The paintings in the ceiling of the four pillared mandapam at the Venugobala’s shrine are marvellous in nature for their decorative features. The paintings include the picture of Venugobala and the picture of the eight Svayam Vyaka Kshetras of Vaishnavite tradition.

Throught the year many festivals are celebrated in the temple. The Vaikuntha Ekadasi festivals is celebrated with much fervour. This temple also has 353 inscriptions engraved in stone and 13 copper plates. As one of magnificent temples in Tamilnadu Srirangam has a unique place in the cultural map of India.

When we study about Trichy as a cultural centre, the temples are the standing monuments of this fact. As Trichy had been under the rule of various dynasties right from the early Cholas to the Nayaks, this place has been endowed with so many temples of architectural splendour. The temple at Thiruvanaikoil is one of its kind. This Siva temple is located 2 km east of Srirangam comprising five enclosures or prakarams this temple measures

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2500 feet by 1500 feet. This temple is said to have existed from the first Century B.C.

"The Lingam enshrined here is Appu (Water) lingam. The image is placed under a jambu tree which is much venetrated and is said to be many hundred years old and hence this place is known as Jambukeswaram and Lord as Jambukeswara, Jambunathan, Jambunayakar and Jambu Lingam". 18

This temple also includes within its structure, the temple of Goddess Akhilandeswari. Here in the Prakarams of the temple many small shrines are dedicated to various Gods and Godesses. In the shrine dedicated to Raja Rajeswarar, the Lingam has five faces, which is known as Panchamugha Lingam. The sculptures of the temple are of rare and exquisite beauty. There are many Mandapams in the temple and some of them are the Thousand pillared Mandapam, Hundred pillared Mandapam, Nataraja Mandapam and so on. In the Thousand pillared hall the inner portion resembles like a chariot, wheels, horses and beautiful images have been carved out in pillars.

Many festivals take place in this temple throughout the year. The Mandala Brahmotsavam festival is celebrated for 40 days in the Tamil months of Punguni and Chitarai and attracts thousands of devotees St. Lourd’s Church located in the premises of St.Joseph’s College too attracts many visitors.

Thanjavur

Thanjavur, the granary of Tamil Nadu is the seat of Chola supremacy in the ancient times. Enriched by the water of river Cauvery, Thanjavur was the cradle of Chola art and architecture. The Brihadeswara Temple, which is listed in the map of world heritage, welcomes the visitors to witness the distinctive art style of the Cholas. The vimana on the top of the temple is said to have been carved out of a single piece of granite.

The big Nandhi at the entrance of temple is the second largest of its size in the country. The Thanjavur palace built by the Nayaks of Madurai is another interesting place. Here we have the Raja Raja Chola Art Gallery, which exhibits fine pieces of stone and bronze sculptures. In the Saraswathi Mahal Library nearly 30,000 Indo-European manuscripts written in palm leaf are preserved.\(^{19}\)

Around Thanjavur there are many places of tourist importance which include Velankanni, an important pilgrim centre, Thirnallar Vedaranyam, Nagore, Naga Pattinam, Thiruvaiyar and Swamimalai. Kumbakonam is another important place, which has many majestic temples. Important temples of Kumbakonam are the Nageshwara temple, the Kumbehwara temple and the Sarangapani temple. Near Kumbakonam we have the Airateshwara temple at

Darasuram, the Abathsagayeshwarar temple at Alangudi and the temple at Patteshwaram.

Pudukottai

Pudukottai, a former princely state is one of the most ancient regions in the country. The stone circles and the megalithic burial sites discovered around the area stand as witness to the antiquity of the place. Sittannavasal near Pudukottai holds within its boundaries, a jain cave temple of 2nd century BC. The fresco paintings of this cave temple are reminiscent of the paintings of Ajanta. In Thirukkokarnam, there is a rock cut cave temple built by Mahendravarman Pallava and an interesting Museum, which exhibits rare collection of ancient remainings in the fields of Geology, Zoology, Epigraphy and etc.

In Tirumayam at Pudukottai, there are huge temples, one dedicated to Lord Siva and other to Lord Vishnu. In the Shiva temple there are musical inscriptions. Narthamalai is another interesting place to visit. There is an earliest structural temple circular in shape. In Narthamalai, there are pre-historic burial grounds and Kadambarmalai temple, which are worth visiting.

Kudumianmalai possesses beautiful sculptures and a thousand - pillared hall in the temple. This temple of Sikhagireeswarar is voted for numerous inscriptions. The Atmanathaswami temple at Avudaiyar koil contains life-size

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sculpture which presents rich sculptural varieties. The woodcarvings of this temple car are very much renowned.

**Madurai**

Madurai is one of the ancient cities of the world. Its history goes several centuries before Christ. Tamil and Greek documents record its existence from 4th century BC. The city is situated on the banks of River Vaigai. The Pandyans ruled Madurai until 10th century AD. This was the golden era of Tamil culture, literature and learning. Madurai changed hands with Cholas, Pandyas, Muslim rulers, Vijayanagar rulers and finally the Madurai Nayaks under whom Madurai became the cultural centre of Tamils. Madurai is situated about 472 km from Chennai. One can reach Madurai by road, rail or air from Chennai, Bangalore and Trichy connect Madurai by air.

**Meenakshi Temple**

The landmark of Madurai is the Meenakshi Sundareswarar Temple dedicated to Parvati, the consort of Lord Shiva. Kulesekharra Pandya originally built the temple. But the credit for making the temple as splendid as it is today goes to the Nayak dynasty that ruled Madurai from 16th – 18th centuries. It is a twin temple dedicated to Meenakshi and the other to Lord Sundareswarar (Shiva). The rectangular temple is enriched by twelve gopurams (towers). The southern gopuram is the tallest and rises to 49m. The thousand pillared hall has beautiful sculptures. The temple is a fitting example of Dravidian temple
architecture. There are 985 richly carved pillars here and each one surpasses the other in beauty. The palace of Thirumalai Nayak is an Indo-Saracenic building constructed in 1523 and was as it is today.

**Mariamman Teppakulam:** This huge temple tank is about 5km from the temple. The mandapam in the center of the tank has an idol of Vinayaka (Lord Ganesh)

**Gandhi Museum:** The museum is housed in an old palace of Rani Mangammal. The Government museum is also located on the same grounds.

**Koodal Alagar Temple:** This temple is dedicated to Lord Vishnu and it is as old as Madurai. Vishnu is depicted in three postures - standing, sitting and reclining one over the other.

**Alagar Koil is** 21 km from Madurai and is situated at the bottom of the Alagar hills, this temple is dedicated to lord Vishnu. It is believed that Vishnu came down to this place from his abode Vikunta to give away Meenakshi to Lord Sundereswarar.

**Thiruparangundram:** Located 8km from Madurai, the temple here is one of the six abodes of Lord Subramanya (Murugan). It is believed that Subramanya got married to Deivayani in this place...

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Coimbatore

Coimbatore is situated at the foot of the Nilgiri Hills, in Western Tamil Nadu. It is a highly Industrialized city known as the Manchester of south India because of its production of textiles. One can arrive in Coimbatore by road, rail or air. Coimbatore is a major rail junction. Many trains operate daily to major towns of the state from here and accommodation of different ranges is also available in and around the town.

There are important tourist places at Avinasi Lingeswarar Temple, Sriuvani waterfalls, Udagamandalam, and Tirupur also.

Salem

The name Salem is derived from Sanksrit word Sailam meaning an area surrounded by hills. Salem is an important Industrial area known for its stainless steel, sago industry, and hand weaving Salem, is 328 km from Chennai and the nearest Airport is Tiruchirappalli. The town is accessible by rail and road from other parts of the state.

The town houses the Indian Institute of Handloom Technology, the second of its kind in India. The Government Museum contains valuable sculpture and terracotta. Salem, is also well known for its mineral wealth and its mangoes.
Mettur Dam

49 km from Salem the dam is constructed in a gorge, where the River Kaviri enters the plains. This is one of the largest dams in the world. It irrigates 108,400 hectares in and around Salem, Tiruchirappalli and Thanjavur districts. There is a beautiful park close to the dam.

Tirunelveli

Tirunelveli was a popular Cultural centre during the reign of Pandians. It was even the Pandiya capital for some time. The town is on the banks of River Tamiraparani on Madurai-Kanniyap Kumari road. One can reach Tirunelveli by rail and road. The nearest Airport is Thiruvananandapuram.

Important places Kanthimati Nelliappapa Temple, Kuttalam (Courtallam) Mundanthurai Wildlife Sanctuary. Kuthakulam Bird Sanctuary and Kalakadu Wild Sanctuary are important tourist place in this area.

Rameswaram: Rameshwaram, which is hailed as the Benares of south houses the temple of Ramanatha Swamy. This temple is famous for its impressive corridor with massive Sculptural Pillars lining the 4000 feet length. Dhanuskodi Kothandaranswamy temple contains the idols of Rama, Sita, Lakshmana Hanuman and Vibhishana.

Kanyakumari

Kanyakumari, where the three seas meet is one of the most popular and enchanting tourist spot. It fascinates the tourist as it is the very tip of the Indian
peninsula. The sunrise and setting provide new look to the eyes. It is a scene worth witnessing. The Kumarianman temple, Gandhi Memorial, Vivekananda Memorial, and the Thiruvalluvar Statue attract the tourists. Near Kanyakumari, at Sucheindram a temple is dedicated to a deity, which is said to be the representative of the combined forces of Shiva, Vishnu and Brahma. This temple houses a beautiful gopuram, musical pillars and a sculpture of Hanuman.

Udhagamandalam

In Tamil Nadu the two important hill resorts are Udhagamandalam and Kodaikanal. Udhagamandalam the queen of hill stations in the Nilgris is the most popular hill station of the south. It is most popularly known as Ooty. The lake at Ooty is the gem in the crown. The botanical garden contains a rare variety of exotic and ornamental plants. The annual flower show held here annually attracts thousands of visitors.

The Doddabetta, 10km form Ooty is the highest peak in the Nilgris. Ooty offers many trekking routes which are picturesque.

Kodaikanal

Kodaikanal another important hill station attracts lot of visitors with its flora and fauna. An interesting feature in Kodaikanal is the blooming of Kurinji flowers once in twelve years. The star shaped lake at Kodaikanal offers

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opportunities for fishing and boating. The Coaker’s Walk and the Priest’s Walk induce one to take long walks surrounded by greenery.

The Bear Shoal Falls, Silver Cascade, Fairy Falls and the Glen Falls at Kodaikanal are famous with picnickers. Nearby Kodaikanal in Palani, where Lord Subramanya abodes in the temple is situated at the top of the hill.

**Courtallam**

Courtallam brings to the mind’s eye the legendary waterfalls. It is major attraction for the young and old who visit here. Courtallam is not only an ideal tourist but also an excellent health resort. Important falls in Courtallam are the main falls, small falls, Shenbaga Devi falls, Honey falls, Fine falls, and Tiger falls. The tourist throng to these falls, enjoy nature’s bounty and bath in the refreshing waters. Adjacent to the main falls is the Thirukuttalanata swamy temple, a temple dedicated to Lord Shiva.

**Hogenkkal**

Hogenkkal situated on the Tamil Nadu Karnataka border welcomes the tourists with its picturesque waterfalls. The mountains attract and offer delightful opportunities for trekking. The Suruly falls in Cumbum and Kumbakarai falls in Periya Kulam in the district of Theni are potential tourists sports of scenic beauty.
Mudhumalai wild life sanctuary lies in the Nilgris district. In this area herds of elephant and bisons are very commonly seen. Animals like tiger panther, wildcat antelope, mouse, deer, giant, squirrel barking, deer make this sanctuary their home and it is a famous wild life sanctuary.

The important waterfalls which are known for their curative properties are Courtallam and Hogoneakkal one in Tirunelveli and the other in Salem district.

Vedanthangal

Vedanthangal is a major bird Santuary. The best season is from October, to March, when the birds come from all over the world.

The tourists spots within Tamilnadu are connected with good net work of roads. The transport facility which is essential for a successful tour are excellent. The state is connected with other neighbouring states by means of railways, roads and airlines. The tourists to this place will never feel the inconvenience as far as transport is concerned.

An aggressive nation wide campaign to promote domestic tourism in Tamilnadu has contributed to the growth of tourist arrival.24 The growth of tourism in Tamilnadu is mainly due to the impetus given by the government of Tamilnadu. Tamilnadu Tourism Department is under the control of a separate ministry. Tamilnadu Tourism Development Corporation completely takes up the responsibility of the promotion of tourism in Tamilnadu.

24 Nation wide Campaign to promote Tourism, The Hindu sep 10 to 2004 Tamilnadu.
### TamilNadu Tourism

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<th>Apr</th>
<th>May</th>
<th>June</th>
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<th>Aug</th>
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\[
\bar{x} \quad \frac{1}{12} \quad \frac{\sum x_i}{100} \quad \frac{1}{12} \quad 1199.9 \quad \frac{x}{2311} \quad 192 \quad .5833
\]

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Survey by Candidate
Tamilnadu Tourism Development Corporation cordially welcome a visitor and sends back a friend. Because of the concessions and encouragement given by the Government of India Tourism Development Corporation, the tourist arrival in India is increasing year by year. The following table shows the increasing trend of tourists to India and the percentage share of Tamilnadu from which importance of tourism Industry as far as India can be established.

Table II highlights the percentage distribution of foreign tourist arrivals in Tamilnadu.
<table>
<thead>
<tr>
<th>Name of the Country</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
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Source: Tourism Department of Tamilnadu
The foreign tourist arrivals of Tamilnadu has registered 2,545,591 for the year 2000 which is 6.7% growth rate. For the year 2003 the total foreign tourists arrivals 88% of them occupied above given major important 11 tourist generating countries. Srilanka (33.2%) stood first of them followed by Malaysia 14.7. Singapore 9.5% USA 8% U.K. 5.3% France 4.9 Germany 3.3% Australia 2.8 Japan 2.6. Italy 2.0 Canada 1.8 respectively.

The remaining 12% was registered by all tourist generating countries. However in 2003 the arrivals of other tourist generality Countries was increasing in the growth rate of 27.8% to the Year of 2000.
Table - III

Month wise Details of the Foreign Tourist arrivals To India and the Percentage Share of Tamilnadu

<table>
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<tr>
<th>Month</th>
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<td>Tamil nadu</td>
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Source: Tourism department of Tamilnadu.
Month wise Details of the Foreign Tourist arrivals To India and the Percentage Share of Tamilnadu
The percentage share of Tourists to Tamilnadu during 2003 was slightly negative compared to the previous year. 11.3 percent as against 11.7 percent. However the tourist arrivals were increasing from 2001 to 2004. The total growth rate was recorded 60.3 in figure 258964 during 2004 as against 161585 during 2000 but the to all India increase in growth rate was recorded at 22.3 percent during 2004. (in figure 2283579 during 2003 as against 186765) during 2000 the percentage share of Tamilnadu to was recorded maximum in the month of June and minimum in the month of October except during 2000 march.

Pattern of variation in tourist inflow

A period of five year was taken into consideration for the preparation of seasonal variation. The number of tourist to Tamilnadu from January 1998 to December 2003 was found out. The monthwise arrival of the tourists were classified and seasonal variations are calculated.

1998-2003 inflow of tourist to Tamilnadu figures

Seasonal variation means the periodic and regular movements of the tourists in a time series within a period of less than one year. The season or the climate condition or the weather are important reasons for increasing and decreasing number of tourists.
For the preparation of the seasonal index "sample average method" is used. The average tourist figure for each month is calculated. From these values the seasonal index is prepared by using the following equation.

\[
\text{Seasonal Index} = \frac{\text{Month average of Tourist arrivals}}{\text{Averages of months} \times 100}
\]

The following table clearly shows the seasonal variation for both Indian and foreign tourists from 1998 to 2003 Calculated Values with the above equation are given below.

**Table - IV**

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Foreign Tourist

\[
\bar{x} \quad = \frac{1}{12} \sum \bar{x} = \frac{1}{12} \\
\text{SV} \quad = \frac{\bar{x}}{x} \times 100 \quad 1199.9999
\]

\[
x \times 465.75 = 38.81 = 5
\]
Domestic Tourist

\[
x = \frac{1}{12} \sum x = \frac{1}{12} \cdot 2704.25 = 225.3542
\]

\[
SV = \frac{x_i}{x} \times 100 \times 1999.9996
\]

Table IV calculated Values are plotted in a group taking months in the and the Seasonal Variation in the y. The trend line is obtained.

The two different curves in the graph indicated the trend of the arrival of the tourists in a particular season to Tamilnadu. The lines of the graph indicate the inflow of domestic and foreign tourists to Tamilnadu are not identical. They contrast with one another. They move in opposite direction or trends. December January and February are the months in which the arrivals of the foreigners to Tamilnadu reached the maximum. The warm and salubrious climate and attract tourists to Tamilnadu in those particular months. This shows that foreign tourists have chosen winter season in the South India as the most appropriate period for their visit and stay. By visiting India during that time they also escape from the chill-winter for the northern hemisphere.

The fall in the inflow of the domestic tourists in the month of November May be due to the heavy monsoon of rains of the month. The opposite trend is observed in the months of May and June where the foreign tourists are the minimum. The foreigners can not bear the summer heat in Tamilnadu. So they quietly avoid the visit to Tamilnadu in the above mentioned months.

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26 Survey by Candidate
At the same time the domestic tourists from the northern states come to Tamilnadu in order to avoid the heat of the northern states. Particularly in the month of May and June. Comparatively south India is better than the north during the months of May and June. Again May is a vacation month for educational institutions. So the people make it convenient to the arrange for a family tour to South in the month of May.

As a result the inflow of tourists from North India to Tamilnadu reached the maximum figure in the months of May, August and December. The minimum arrival of the domestic tourists to Tamilnadu is in September. Thus it is the indication for the tourist department and for the foreigners December, January and February is the full season and May and June is half season.

It is also observed during seasons. When the tourists arrival is heavy, greater employment is provided on temporary basis. It will also increase considerably.

**Age of the Visitors and % expectation of Fulfillment**

The author wanted to know whether there is any relationship between the percentage of expectation of fulfilment and the age group. So $x^2$ test was carried out to establish the fulfilment of independent age group.
Hypothesis

It is indeed gratifying to note that the visitors who are 25 years old or 65 year old have derived more satisfaction by their visit here. The percentage of Satisfaction on the 10 Point scale seems to be the same for all irrespective of the age of the visitor.

Observed Frequencies

<table>
<thead>
<tr>
<th>Age</th>
<th>50% to 75%</th>
<th>75% to 100%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-35</td>
<td>2</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>35-50</td>
<td>9</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>51-65</td>
<td>5</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>35</td>
<td>51</td>
</tr>
</tbody>
</table>

Expected Frequencies

<table>
<thead>
<tr>
<th>Age</th>
<th>50% to 75%</th>
<th>75% to 100%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-35</td>
<td>5.36</td>
<td>11.65</td>
<td>17</td>
</tr>
<tr>
<td>36 – 50</td>
<td>4.40</td>
<td>9.60</td>
<td>14</td>
</tr>
<tr>
<td>51-65</td>
<td>6.30</td>
<td>13.70</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number of Visitors to Tamilnadu

<table>
<thead>
<tr>
<th>Observed Frequency</th>
<th>Expected Frequency</th>
<th>(O-E)^2</th>
<th>(O - E)^2 / E</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>5.35</td>
<td>13.32</td>
<td>2.490</td>
</tr>
<tr>
<td>2</td>
<td>4.40</td>
<td>5.76</td>
<td>1.309</td>
</tr>
<tr>
<td>5</td>
<td>6.30</td>
<td>1.69</td>
<td>0.268</td>
</tr>
<tr>
<td>8</td>
<td>11.70</td>
<td>13.69</td>
<td>1.170</td>
</tr>
<tr>
<td>12</td>
<td>9.60</td>
<td>5.76</td>
<td>0.600</td>
</tr>
<tr>
<td>15</td>
<td>13.70</td>
<td>1.69</td>
<td>0.727</td>
</tr>
</tbody>
</table>
The calculated value of $x^2$ test and statistics $= 5.960$

The table value of $x^2$ test and statistics at 5% level of significance $= 5.991$

Degree of freedom $= 2$

Since the calculated value is less than the table value, the hypothesis is accepted at 5% level of significance. The percentage of satisfaction is independent of age of the visitor.