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## **New approach of Tiruchirappalli Rock Board Effective reduction strategies for tourism management among tourists**

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### **ABSTRACT:**

*The state of Tamil Nadu, located in the southern part of the Indian Peninsula, has more than 20 centuries of cultural heritage and historical significance. In addition to the fairgrounds and historic sites in Tamil Nadu, the scenic beauty of nature in and around the state comes in the form of forests, nature reserves, mountain stations and a long biologically diverse coastline. These places provide visitors of various categories, including adventurous tourists, with huge opportunities for sightseeing, entertainment and leisure. The number of tourists coming to Tamil Nadu has increased 2.5 times since 1990. According to statistics from 2013, 245.8 lakh tourists arrived, of which 238.1 lakh were domestic tourists and 7.7 lakh were foreign tourists. Chennai, Madurai, Ooty, Kodaikanal, Rameshwaram and Kanyakumari have attracted the maximum number of tourists from all tourist destinations in Tamil Nadu in the last few years. In this paper discussion about Tiruchirapalli Rock Fort tourist place and improved step by step development distracts Reliability of cultures. The fort can be traced along West Boulevard Road in the west, East Boulevard Road in the east, Butter-worth Road in the north and Gandhi Market in the south. Tiruchirapalli Fort Station is opposite the main watchtower, and Tiruchirapalli City Station is facing its eastern entrance.*

### **INTRODUCTION:**

There are two Hindu temples inside, Ucchi Pillayar Temple, Rockfort and Thayumanaswami Temple, Rockfort. Other local attractions include the famous Pallava-era Ganesha temple and Madurai Nayak-era fortress. The fort complex witnessed fierce battles between the Madurai Nayakas and the Adil Shahi dynasty of Bijapur, the Carnatic region, and the Maratha Empire forces. The fort played an important role in the Carnatic Wars, helping to lay the foundation of the British Empire in India.

The oldest structure in the fortress is a cave temple built by Pallavas in 580. In the early 16th century, the area was under the control of the Madurai Nayaks, who served as governors of the Vijayanagara Empire. . However, under Madurai's Sailboat, Tiruchirapalli prospered in its own right and became the city it is today. The Madurai Nayk people built the Stone Temple Lake with great walls as its foundation, establishing the town as a trading city and later as their capital.

During the rule of Queen Meenatchi Madurai Nayak, the Fortress Palace was occupied by the invader Chanda Sahib, when he ruled in alliance with the Kingdom of France. He lost this command when his uncle, Nawab of the Carnatic along with the British, captured the fortress after the Carnatic Wars. In modern times, the fort is maintained and managed by the Chennai Circle of Archaeological Survey of India.

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## **NAYAK ERA**

One of the biggest was the Battle of Toppur for supremacy between the Aravidu dynasty of Vijayanagara and the Madurai Nayaks. The Nayk then faced fierce attacks from the Adil Shahi, Mysorean and Imperial Maratha armies. The Fort complex forms the territory northwest to the Nayaks.

## **CARNATIC NAWABS**

In the middle of the century, Chanda Sahib, with the help of the French, built this fortress into his base.

## **BRITISH ERAS**

In the late 18th century, Hyder Ali was a major threat to the British, as well as to the French who were still fighting for their colonial dominion in the area. To date, the town has been firmly established as a Cantonment town and the gate of the fortress is known as the main guard gate. As the name suggests, the Rock Fort Temple is perched on 83-meter-high cliffs. Originally the Pallavas built this temple, but the Nayk boats took advantage of its natural fortified position and redesigned it.

## **DISCUSSION WITH IMPLEMENTATION**

long-term tourism plan for Tamil Nadu was mainly to identify development aspects of the tourism industry, including the identification of a new tourism product in the state, to develop direction and long-term goals for meaningful and growth-oriented tourism in the state. To meet this goal, TTDC has expanded its activities to 3 main operations, namely hotels, transport and trade fairs. TTDC hotels currently have 78 stores. Of the 54 hotels under TTDC control, two long-term 30-year hotel units were handed over during the year.

The Tamil Nadu government has already approved a franchise proposal for 30 TTDC hotel units and 7 restaurants. Efforts are being made to long-term franchise these hotels for 10 years for small 5-room hotels and 15 years for other hotels. Temples are a distinctive feature of the Tamil Nadu landscape. There are a large number of monuments that still today reflect the cultural, social and ethnic background of this region in various forms.

Festivals include - summer festivals, saral festival, silk festival, sculpture fair, pilgrimage festival, dance festival, tea and tourism festival, Pongal festival and music festival.

## **PROMOTIONAL TOURISM SERVICES OFFERED BY THE DEVELOPMENT OF TAMILNAD TOURISM**

There are several hotels / units owned by TTDC that are suffering losses and need to be franchised for private parties. Tamil Nadu ranks second in the transport network. The state effectively uses all three types of major transportation facilities. It is well connected globally through international seaports and airports.

Chennai in addition to domestic airports in Chennai, Salem, Trichy, Coimbatore, Madurai, Neyveli and Tuticorin. The main railway junctions in the state include Chennai, Madurai, Trichy, Salem, Coimbatore, etc. The length of the total road network in Tamil Nadu, together with surface and unpaved roads, is almost 1.82 km / h. Tamil Nadu has a long seashore that can be used to connect places on the east coast and provide tourists with greater appeal. All pilgrimage destinations are well connected by road, etc. The level of service and satisfaction, however, differ between them. Where most sites have a satisfactory level / quality of services, Kancheepuram has less satisfactory roads and traffic, as indicated by the results of the market investigation.

### **ECO-TOURISM IN INDIA**

These ecosystems have become a major source of ecotourism in India. The growth of ecotourism with its positive impacts on environmental protection and community development.

Tourism is a perishable commodity in the sense that unsold airline seats, hotel rooms, etc. have no residual value. Adequate infrastructure must be provided and sufficiently maintained to support any intended tourist activity, both for domestic and international tourism. The offer of tourism services is characterized mainly by the movement of consumers - ie tourism consists of a large number of service sectors, such as -.

### **CONCLUSION**

Most of Trichinopol's fortress and most of the city were built during the reign of Viswanath Nayaker, King of Madurai, from 1559. In the mid-eighteenth century, the city was a frequent center of conflict between French and British forces in the struggle for control of southern India. The city also suffered attacks during the Mysore wars of the second half of the century, when it was devastated more than once. Now all that remains is the railway station with this name and the main watchtower along West Boulevard Road in Tiruchirappalli, Tamil Nadu. Tamil Nadu with its pictures temples, ancient monuments, places of worship of all faiths and centers of art and culture has a lot to offer domestic and foreign tourists. Efforts have been made to identify areas for improvement, including those that are currently less developed or popular, but with sufficient potential to attract tourists.

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