

Vol 3 Issue 5 June 2013

Impact Factor : 0.2105

ISSN No : 2230-7850

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Monthly Multidisciplinary  
Research Journal

# *Indian Streams Research Journal*

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**RNI MAHMUL/2011/38595**

**ISSN No.2230-7850**

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## TOURISM PROMOTION THROUGH FESTIVALS OF TAMIL NADU

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### Abstract:

*Tamil Nadu, having fascinated tourists for decades, it has some thing new to offer every year. The Department of Tourism, Tamil Nadu and Tamil Nadu Tourism Development Corporation have been making every effort to promote tourism in Tamil Nadu through the festivals. Festivals provide an opportunity for the fulfillment of such customs. The festivals and the festive moods of Tamil Nadu are one of the main reasons for the constant inflow of tourists.*

### KEYWORDS:

Promotion , Festivals , Tourism , Communication.

### INTRODUCTION:

Tourism promotion is to communicate with the consumer. Media advertising, brochures, posters and leaflets are all designed to inform, persuade and motivate people to create a state of mind dispelled towards the sale of a tourist product. Communication is a continuous process, messages have to be repeated to change attitudes.<sup>1</sup> There is no place like Tamil Nadu, having fascinated tourists for decades, it has some thing new to offer every year. Tamil Nadu is blessed with a rich culture and a traditional past. The glory and the grandeur comes alive to great the tourists every day.

The Department of Tourism, Tamil Nadu and Tamil Nadu Tourism Development Corporation have been making every effort to promote tourism in Tamil Nadu through the festivals. Festivals provide an opportunity for the fulfillment of such customs. It preserves our culture, transmits it to the succeeding generations, brings people together and develops social relationships among them.<sup>2</sup> The following important festivals, which are conducted in Tamil Nadu attract all age group of foreigners and the domestic tourists.

### PONGAL FESTIVAL

Pongal festival is celebrated in a grand manner throughout Tamil Nadu. After a good harvest, people celebrate pongal as thanks giving to the Sun god. The occasion is called Makara Sankranti, though the Tamil speaking people have given the festival day the name Pongal Pandigai for the reason that the newly harvested rice is first cooked and the preparation goes by the name pongal.<sup>3</sup> Jallikattu, Reklarace or bullock cart race, sheep fighting and cock fighting are conducted generally on the next day of pongal. Tourists are coming from abroad to see the event.

### TEA AND TOURISM FESTIVAL

A three day festival at the hill stations of Tamil Nadu (Ooty and Coonoor). Varieties of tea are on

display. Tea is also available for tasting. Cultural extravaganza, cuisines of the south and the pleasant climate add more flavour. This attractive 'Get – together' is held on the last week of Janury.<sup>4</sup>

#### **NATYANJALI FESTIVAL**

Chidambaram is famous for Nataraja temple and its Natyanjali festival. It is situated along the coast of the Bay of Bengal, 75 kms south of Pondicherry. The festival starts from the day of Mahashivarathri for 5 days in every year. Lord Nataraja, according to Hindu Mythology is a cosmic dancer (Lord of Dances)<sup>5</sup>. This is an opportunity for all dancers, from all over India, to perform and to pay their tribute to Lord Nataraja.

#### **MADURAI CHITHIRAI FESTIVAL**

Chithirai festival is celebrated for 12 days in Madurai Meenakshi Sundareswarar temple. On the tenth day celestial wedding takes place in the temple. On the eleventh day is the car festival. On the twelfth day the festival is shifted to river Vaigai. Alagar (Lord Vishnu) of Alagarkoil, the brother of Meenakshi comes to attend his sisters wedding. But the marriage is over before his arrival. With disappointment, he crosses or entering the river on 'Chitra Pournami', and it is observed on the full-moon day in the Tamil month of Chithirai and finally he returns back to Alagarkoil. The festival comes to an end on that day.<sup>6</sup> During the time of Chithirai festival the TTDC conducts various cultural programmes. A large number of tourist attend this festival.

#### **SUMMER FESTIVAL**

There are several beautiful hill stations in Tamil Nadu. Among them Ooty, Kodaikanal, Yercaud and Yelagiri are very popular. With the summer festivals, the hills are even hospitable to welcome the visitors. Cultural programmes, adventure sports, boat races, flower shows and fruits shows add to the splendour of the festivals. It is celebrated every year in May or June.<sup>7</sup>

#### **MANGO FESTIVAL**

Krishnagiri is the venue for the famous Mango festival. Mangoes of different varieties are kept on display. It is also an event for the buyers and sellers to meet. Tourists are welcomed to taste and enjoy the succulent sweet mangoes. This festival is generally conducted last 3 days of June every year.<sup>8</sup>

#### **SARAL FESTIVAL**

The waterfalls at courtallam, the spa of India receives an influx of visitors, and excursionists. The waterfalls on rocks and tiny droplets are sprinkled into the air. The monsoon brings happiness. Thus, it gives a fog-like appearance. The breeze carries this fog far. The phenomenon is called Saral in Tamil.<sup>9</sup> The waters are known for medicinal value. Cultural programmes, competitions, fun and frolic make this festival remarkable.

#### **CAPE FESTIVAL**

Kanyakumari is surrounded by the Indian Ocean, the Bay of Bengal and the Arabian Sea. The Hindus consider a bath in this confluence as very sacred.<sup>10</sup> Cape festival will be held in October for 3 days and it is marked by a series of cultural programmes.

#### **DANCE FESTIVAL**

The Dance festival in Mamallapuram starts on the 25th December every year and conducted on all Saturdays, Sundays and Government holidays upto February first week. Dancers and musicians of repute from India and abroad thrill the crowds every year. Folk dances of India are other added attractions.<sup>11</sup>

#### **TOURISM DAY**

September 27 is usually celebrated World Tourism Day all over the world every year. Such a declaration is expected to create the proper atmosphere for and awareness about tourism and its importance

and the need for its further development.<sup>12</sup> The Government of India announced January 25 is the India Tourism Day. The Ministry of Tourism presents the Annual National Tourism Awards to the industry's best performers.<sup>13</sup>

In addition to that the Dawn festival at Pichavaram, Kavadi festival at Palani, Skandashasti festival at Tiruchendur, Kattabomman festival at Panchalankurichi, Thiruppavai festival at Srivilliputhur, Arudra festival at Uttarakosamangai, Ramanavami at Rameshwaram and etc., are celebrated in Tamil Nadu.<sup>14</sup>

The festivals and the festive moods of Tamil Nadu are one of the main reasons for the constant inflow of tourists. There is a festival every month in Tamil Nadu. Festivals that make a year full of fond memories to the tourists.

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