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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. Since 1990, the number of tourists visiting Tamil Nadu has surged 2.5-fold. According to figures from 2013, 245.8 million tourists visited, with 238.1 million domestic visitors and 7.7 million international visitors. In the previous few years, Chennai, Madurai, Ooty, Kodaikanal, Rameshwaram, and Kanyakumari have attracted the most tourists from all of Tamil Nadu's tourist spots. The debate in this article revolves around the tourist attraction of Tiruchirapalli Rock Fort and how it has improved through time. West Boulevard Road in the west, East Boulevard Road in the east, Butterworth Road in the north, and Gandhi Market in the south run through the fort. Tiruchirapalli Fort Station is located just across from the main watchtower, whereas Tiruchirapalli City Station is located directly across from the eastern entrance.

Keywords: Tourism Management, Tiruchirappalli Rock Board, Tourists

INTRODUCTION:

Ucchi Pillayar Temple in Rockfort and Thayumanaswami Temple in Rockfort are two Hindu temples on the premises. The famed Pallava-era Ganesha temple and the Madurai Nayak-era castle are two more local attractions. The Madurai Nayakas and the Adil Shahi dynasty of Bijapur, the Carnatic area, and the Maratha Empire soldiers fought deadly engagements in the fort complex. The fort was a significant part of the Carnatic Wars, which helped to establish the British Empire in India.

Pallavas erected a cave temple in 580, which is the oldest structure in the stronghold. The Madurai Nayaks, who served as rulers of the Vijayanagara Empire, ruled the region in the early 16th century. Tiruchirapalli, on the other hand, developed in its own way under Madurai's Sailboat and grew into 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.

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 sites are well connected by road, rail, and other means. However, they differ in terms of service and satisfaction. Whereas most locations have a sufficient level/quality of services, Kancheepuram's roads and traffic are less satisfactory, according to the market investigation's findings.

ECO-TOURISM IN INDIA

In India, these habitats have grown in importance as a source of ecotourism.Ecotourism's expansion, as well as its good effects on environmental protection and community development.Tourism is a perishable commodity in the sense that unsold plane seats, hotel rooms, and other such items have no value after they have been sold. In order to support any projected tourist activity, including local and international tourism, enough infrastructure1 must be supplied and maintained. The offer of tourism services is primarily defined by consumer movement - i.e., tourism encompasses a wide range of service sectors -.

CONCLUSION

From 1559 to 1559, Viswanath Nayaker, King of Madurai, erected much of Trichinopol's fortification and most of the city. The city was a regular location of fighting between French and British forces in the struggle for control of southern India in the mid-eighteenth century. The city was also attacked during the Mysore wars in the second half of the century, and was destroyed on several occasions. All that is left now in Tiruchirappalli, Tamil Nadu, is the railway station with this name and the major watchtower along West Boulevard Road. Tamil Nadu has a lot to offer local and international tourists, with its beautiful temples, ancient monuments, places of worship of all faiths, and centers of art and culture.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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