

## TOURISM IN SALEM DISTRICT - A STUDY

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### Abstract

*Yercaud is an important and very beautiful hill station situated on the Servarayan range of Eastern Ghats and also this place is popularly called as Ooty of the Poor. Yercaud is the summer resort and this becomes an important and also busiest gateways. This is the very attractive place that also emerging the 'tourism destination' among the hill stations situated in Tamil Nadu. The number of the tourists are increasing in every year who visiting Yercaud for the various beautiful scenario such as Parks, Lakes etc. Then various other places forts, temples and others also situated in this district which are also very important Tourist places in the district. This research paper analyzes the History of Salem and Tourism in the Salem district.*

**Keywords:** Tourism, History, Facilities, Attractions, Industries, Temples, Forts, Sculptures and Hills

### Introduction

The Tourism is the travelling from various places to the places away from the home in the relaxation, pleasure and also recreation. This is a significant and one of the most pleasant aspects of every one's life. It also plays very important role to bring the happiness and also the peace of mind. In the 17th C. E. the Tourism is the product of present Social arrangement which beginning in the Western Europe. The Human life which has changed very much and man who spends his life earning money. Because of this reason most of them are subjected also to stress and tragedy to their personal life. So, the Tourism that free from them in various factors.

### Tourism and its Purpose

This Tourism boosts economical development and this creates 1000s of the jobs which develops infrastructure in the Salem district. The numeral jobs created by the tourism in various parts in this district are significant. These are not only the part of the field in the tourism but also the various sectors such as agriculture, Health, Educational and Communication. This also creates cultural exchanges between the tourists and native people.

Number of ancient temples are also found in this district and various large scale industries are also found in this district such as steel plants, Dairy forming, SAGO, Power looms and small scale industries such as making of silver ornaments, garments, hand loom weaving, etc and this district is a most remarkable attractions of the tourists such as Yercaud, Mettur Dam and Tharamangalam temple.

### Types of Tourism

The Tourism has 2 types and various forms based on purposes of the visit and also different forms of the tourism.

## History of Salem

The region of Salem has distinction of being very first district (Salem District) was formed in the year 1729 C. E. as a largest district with the borders from the Hosur in north to the Dattayangarpettah in south and also from banks of river Cauveri in the West and Thalaivasal in the East side. The Salem had a main military centre of Tamil Nadu in the rule of 'Hyder Ali', king of Mysore kingdom and Salem district was an important division of ancient Kongu Nadu. Culture of various evidences of the human's civilization from store which retrieved from the stone implements found in Salem region which belonging to Neolithic and Paleolithic age.

The Salem district which came in to control of the English by a peace treaty with Tipu Sultan of Mysore in the year 1792 C. E. by which all of Places belonging to the Salem region was as well ceded by 'treaty of Mysore' in the year 1799 C. E. by which the Balaghat is known at present as Hosur taluk. This is supposed that this district is also composed of Talaghat on Salem taluk Trichengode, Attur and Namakkal. The Salem district was an important division of Baramahal in the regime of the British and Baramahal was ruled from 12 administrative capitals included Salem, Dharmapuri, Krishnagni, Tiruppattur and Uthankkurai.

## Location of this District

Salem is situated at 275 meters height above the sea level and this Salem lies at 11 39° of North latitude, 78° of east longitude. The Salem is bounded by large numbers of hills, Of these, sherveroys hills and Nagaramalai hills on north, Jergumalai on south, Kanjamalai on west and Godakumalai on east.

## Eco Tourism in Salem

In the district of Salem, the Eco tourism is an important form of the tourism which involving accountable travel to the natural areas also conserving environmental and to improve local people's well beings. This also contains the features of education and interpretations. Then this Eco Tourism in this district focusing socially accountable travel, growth of personals and also environmental sustainability. The Yercaud of this district originated from the ancient period and various implements of the Stone Age were founded in the ancient temple of Yercaud. In the year 1840 C. E. Sir Thomas Munroe, who was the governor of the Madras Presidency who had found in this place also. Due to cold weather, number of Christian missionaries who had Started various schools in the Yercaud

This Hill Station situated in the Eastern Ghats. The attitude of this hill is 4969 Feets (1515 metres) above sea level. This hill resort is very famous for coffee plantations and also substantial bamboo forests, Lake, Rose Garden, Bears Cave, Pagoda point, Shervaroy Temple, Killiyoor Falls. The months October to the June is also considered as the best to visit this hill station because of its weather.

## The Historical Tourism

This tourism also is mainly focused upon the historical places. The growth of this tourism is essential for the development of a particular region. In the Yercaud hill station, there are lot of historical destinations includes monuments time- honored building, parks and palaces. The important historical sites in the Salem district are Temples, Forts, 1008 Lingam Temple, the Sri Ramar temple and also Sri Karapurunathar temple.

### Sankagiri Fort

This is a very important historical site which is maintained by ASI (the Archaeological Survey of India). This fort was constructed in 15th century C. E by the Vijayanagar Kingdom. The Sankagiri hills are the elevation of above 40 feet, the sea level. The Constituting to the fort compound walls has 5 numbers of temple complexes, 2 Mosques and also 6 numbers of platforms and this fort is most popular among the tourist places in the Salem District.

### Sri Kailasanathar Temple

This is an ancient temple in Salem district and main deity of this Temple is Sri Kailasanathar on the form of Lord shiva and this temple is situated in the small town Tharamangalam. The Shrine of this temple has very beautiful and also complicated Sculptures on the Single rock pillar and also panels.

### 1008 Lingam Temple

This is also one of the famous temples in the Salem district. This temple is the well-known tourist attraction. In this temple, there are 1,008 Lingams found. 1,007 Lingams are positioned around a huge Lingam. On the backside of this temple Sankagiri mountain is seen and this makes more beautiful surroundings.

### Sri Raman Temple

This is a very ancient temple in Salem and this temple is known 'Kodhandapani Ramar' temple also. This temple has very tall gopuram. The beautiful carvings on wooden chariot is an indication clearly to architectural magnificence that is also held within this temple. This temple is dedicated to Sri Rama. The temple has various pillars and each of them carving beauty. This temple is located in Ayothiapattinam.

### Shiva Temple

Sri Sugavaneshwar Temple is also located in the Salem city and this is a very ancient temple which has the contributions from the kingdom of Cheras, Cholas and Pandiyas. This is the Dravidian style temple. This temple is constructed facing east direction. Avvaiyar was a great poetess who is supposed to have performed the lots of the miracles in this temple that attracted various rulers to the temple.

## Industrial Tourism

This Tourism is a second and largest industry. This earns large amount of foreign exchanges with no export of any tangible products. The 'Steel Authority of India Limited' was started on 13th of June 1972 by Mr Mohan Kumara Mangalam. The Steel Products which made in this plant are exported in the various parts of the world.

## Film Industry

Salem is called as a cradle of film industry in Tamil Nadu and 'Modern Threatre' was a cinema studio and this was a pioneer of Tamil film industry. This was founded by T. R. Sundara Mudaliar in the year 1935 C. E and these theatres teamed up with the 'American Film' company and produced first move in the year 1952 C. E. The theatres produced more than 150 Films including Tamil, Kannada Telugu, Malayalam, Hindi and Sinhalese even English also.

## Wild Life Tourism

This is a very important Part of 'tourism industries'. This is also centered around observations and interactions with the local animals and plants in natural habitats of them. This has experienced in dramatic and fast growth in the recent times. The 'Kurumbapalti Zoological Park' is an relaxing and amusement spot in Salem. This park is established in 1976 Kannankurichi and this park is constructed in a forest area and this area has natural enclosure for wild animals. This is also located 12 Km from the Salem Bus stand, this Park with the beautiful and natural environmental circumstances. The beautiful lake also found in this Park. The area of the Park is large and this Park suits for the children to watch exotic animals and birds.

## Conclusion

The Salem is an important geographical Paradise which was surround by the hills and also the landscape which dotted with the hillocks. The Yercaud summer hill station is located in the Servarayan ranges and this is an attractive place which emerging the tourism destinations. TTDC (Tamil Nadu Tourism Development Corporation) takes various measures to promote the tourism in the Salem District.

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