

SEPT 1973

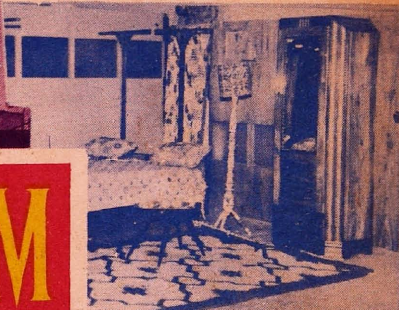
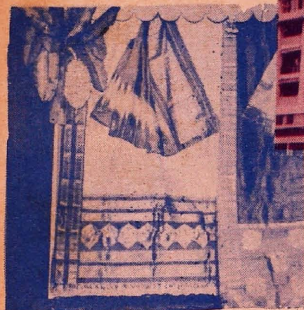
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Tamil Arasu



All your Needs

Are Available Here



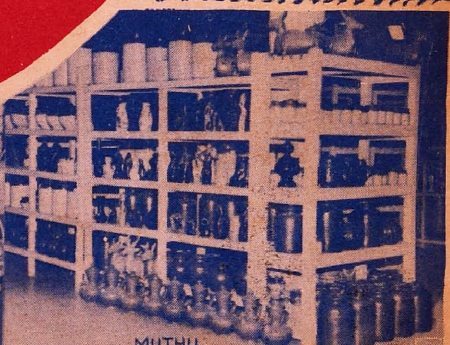
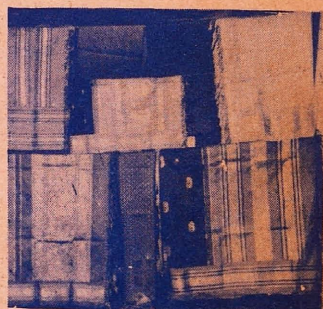
KURALAGAM

Madras-1.

KHADI-KRAFT

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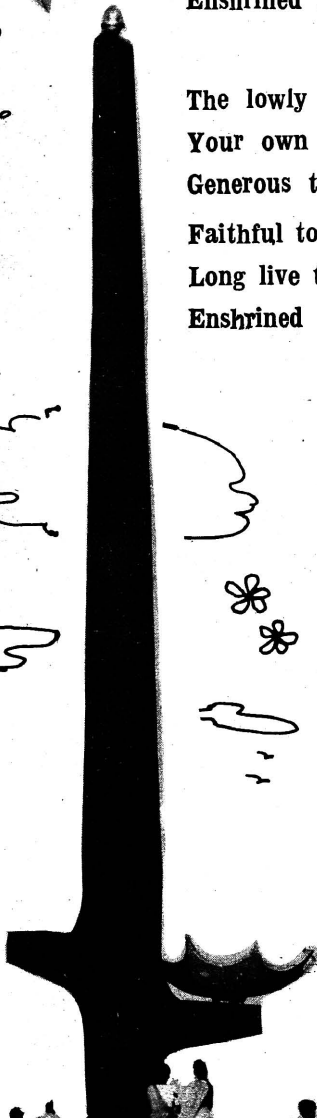


MUTHU

OUR BELOVED *Anna*



Glory to our land! This ancient Tamil Land!
Whose wisdom in the Past and Present shine aloft
Glory to her sons dignity incarnate!
As our late Anna bears witness adequate.
Long live thy name! Anna! Our Leader!
Enshrined in our hearts, our beloved Brother!



The lowly and the humble were thy foremost care;
Your own health, you bestowed scanty care;
Generous to a fault, and courteous to all,
Faithful to the cause, You sacrificed thy all.
Long live thy name! Anna! Our Leader!
Enshrined in our hearts, our beloved Brother!

You raised your voice against the march
Of an alien tongue coming to searh
Our life and language; we rallied as one
You led us to the front and the battle was won
Long live thy name! Anna! Our leader!
Enshrined in our hearts, our beloved Brother!

Looked down we were—There were insidious foes—
An enlightened race fell on evil days.
This illustrious land gave birth to this son
Who routed her enemies and glory brought again
Long live thy name! Anna! Our leader!
Enshrined in our hearts, our beloved Brother!

R. NATARAJAN

by
Tamil Arasu

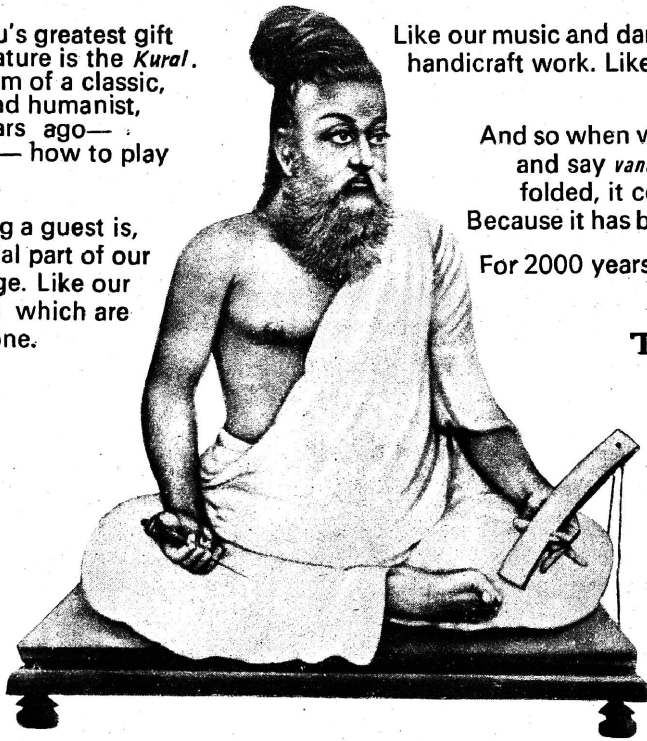
Vol. IV SEP. 1973 Issue 3

Sanny

A poet asked us, about 2000 years ago, to keep an open house ... and we still do

Perhaps, Tamil Nadu's greatest gift to the world of literature is the *Kural*. And through this gem of a classic, Tiruvalluvar, poet and humanist, taught us 2000 years ago— among other things— how to play the host and like it.

The art of welcoming a guest is, therefore, an essential part of our great cultural heritage. Like our magnificent temples which are really sermons in stone.



Like our music and dance, folklore and fine handicraft work. Like our golden beaches and glorious skies.

And so when we bid you welcome and say *vanakkam* with our palms folded, it comes naturally to us. Because it has been a way of our life.

For 2000 years. Maybe, even more.

TAMIL NADU
WHERE HOSPITALITY
IS AN ART



All over Tamil Nadu, there are hotels aplenty...offering excellent accommodation and suave, sophisticated service. And restaurants where you can enjoy gourmet dining. De-luxe coaches and taxis are always available for sight-seeing.



DIRECTOR OF TOURISM,
GOVERNMENT OF TAMIL NADU, MADRAS-600009



Tamil Arasu
welcomes

12th ALL INDIA
HOTEL & RESTAURANT
CONVENTION

Photo by: Raj.

THE TAMIL NADU TOURISM DEVELOPMENT CORPORATION
GREETES

THE DELEGATES TO THE 12TH ALL INDIA HOTEL AND
RESTAURANT CONVENTION AT MADRAS

AND

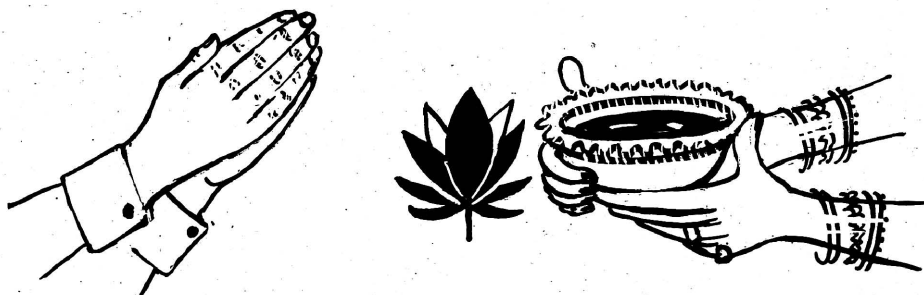
WISHES TO SAY THAT IT IS ALSO THEIR PARTNER IN
PROVIDING THE TOURIST INFRA-STRUCTURE IN TAMIL NADU.

The Tamil Nadu Tourism Development Corporation Runs a chain of eight well appointed Tourist Bungalows at Tiruchi, Madurai, Tiruchendur, Kanyakumari, Ooty, Kodaikanal and Yercaud in Tamil Nadu.

It also operates CONDUCTED TOURS AND PACKAGE TOURS covering all Tourist Spots in Tamil Nadu.

Plans to build Tourist Bungalows in "Tourist Centres", "Health Resorts", "Sea-side Resorts" in the coming years.

For **COURTESY—CARE—COMFORT**

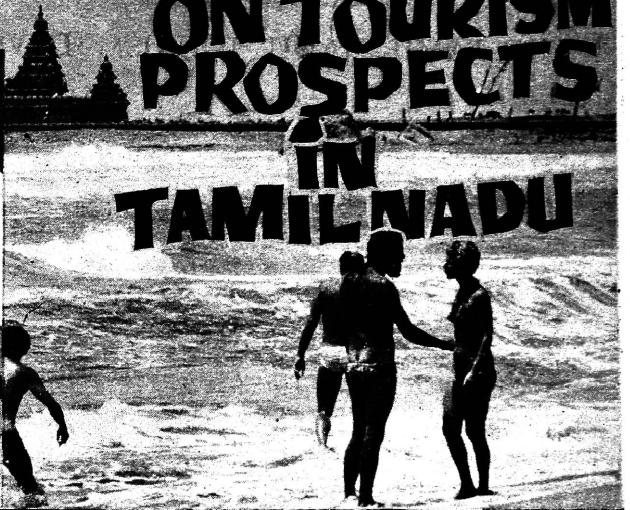


Tamil Nadu Tourism Development
Corporation Limited.

34, ANNA SALAI, MADRAS-2.



A COLLOQUIUM ON TOURISM PROSPECTS IN TAMIL NADU



A discussion to ascertain how far the 12th All-India Hotel and Restaurant Convention will help focus attention on the Tourist infrastructure facilities created by the Government of Tamil Nadu was held among three persons dedicated to Tourism and Hotel industry. In this discussion Thiru P. Ananda Rao, President of the I.H.R.A.I. and Thiru L. S. Nadhan, Director, Government of Tourist Office in Madras, played a leading part, while Thiru K. S. Ranga Rao, asked questions from the point of view of the consumer.

As on opening gambit, Thirumathi Nadhan declared that Tourism cannot survive without the Hotel Industry. Thiru Ananda Rao led the discussion by saying that Government was certainly playing a leading role in developing and fostering tourism to a considerable extent, but that "in all these promotional campaigns there is no limitation factor at all and the more you do the better results you get".

Mrs. Nadhan : Naturally! until this year perhaps, the traffic to the Southern Region has been very much smaller than it could have been. Much of this is due to the fact that some

of your facilities were not first class or were not up to the mark ; and what little facilities we did have were well utilised. But it simply is not enough to rate the southern region as a Tourist Paradise. We have always been stressing the fact that whether you are looking for the traditional India, with its wonderful monuments and temples or whether you are looking for scenic beauty or beaches or game sanctuaries, the South has much to offer. For instance, in the North (the tourists have mentioned to us) the cosmopolitan atmosphere does make them feel it is not much different, the big cities like Bombay, Calcutta or Delhi can be just big cities anywhere. But as they come down South this has a very special appeal. But our best hotels didn't compare with the best hotels in other parts of India, leave alone the rest of the world. Though more and more tourists are turning to the medium-budget hotels, the fact that there is no first class hotel immediately places any city in a particular category in relation to tourism. We could never boast to a travel agent that we have first class hotels as they go anywhere in the world. And this will be a draw-back. And how with all the hotel building activities going on, by 1975 we should be really

ready for very big traffic. Mr. Ananda Rao do you agree ?

Chicken or the Egg ?

Mr. Ananda Rao : Yes, I do agree. To a certain extent, speaking on behalf of the hotel industry, I might also say that hotel buildings come up only when there is demand. The entrepreneur is not willing to take a risk for fear of low occupancy.....

Mrs. Nadhan : Here the problem is which comes first, the chicken or the egg. Our problem is we can't advertise unless there is some facility or some background available. And your problem is unless they start coming, you are not prepared to give us the buildings. But I think somewhere we must break this impasse. And we are on the way to.

Mr. Ananda Rao : I do agree with you on that, and also the Tourist promotion to this part of the country has been a little tardy in the past. Mrs. Nadhan is reasonably correct when she says that there should have been the infrastructure before any major promotional aspect for diverting traffic to the Southern Region. But now these things are going hand in hand.

There is appreciable pressure on tourism aspect in the South and tourists have also been coming in larger numbers and the entrepreneurs have also thought that this is about the correct time for building up more hotel rooms in South India, particularly in Tamil Nadu.

Tributes to T.T.D.C. :

In addition to the number of rooms that are being put up by the hotel industry, we are very happy to welcome in our midst the activities of the Tamil Nadu Tourism Development Corporation. Because, they have done some pioneering work; they have a well equipped unit for transportation and sight seeing; and they have got accommodation, medium priced, in fact we can even say low-priced accommodation so that nobody can say that the charges are beyond the reach of the common man. They have places in Kanyakumari, Tiruchendur, Madurai, Tiruchirappalli, Ootacamund, Kodaikanal and Yercaud. We have a dynamic Chairman for the Tourism Corporation Mr. Asaithambi, he is ably assisted by Mr. Ahluwalia. The Tamil Nadu Tourism Development also should be complimented on getting us a little focus of attention; they had a brilliant Pongal week celebration earlier this year and next year they are planning a Tourist Fair in the Defence Department's Island ground which will coincide with the Pongal of 1974 and is bound to be a Food draw for tourists. Countries all over the world will have advance intimation as to what is going on. The rooms by and large, are improving day by day; the hoteliers themselves have realised the importance of maintaining clean hotels, looking up to the comforts of tourists who come. And lastly, whatever publicity one might get by way of advertisements, the best is always what goes by way of the word, from person to person, someone who has utilised the hotel, if he feels satisfied, you can be sure he will go back and talk to his friends and relatives in his home town and that will bring you greater results and greater rewards than anything else. This way, the hotel industry can play an effective tourism promotion work.

Tourism And Prohibition

Question : Mr. Ananda Rao, could you tell me whether the traffic



has increased because of suspension of prohibition in Tamil Nadu?

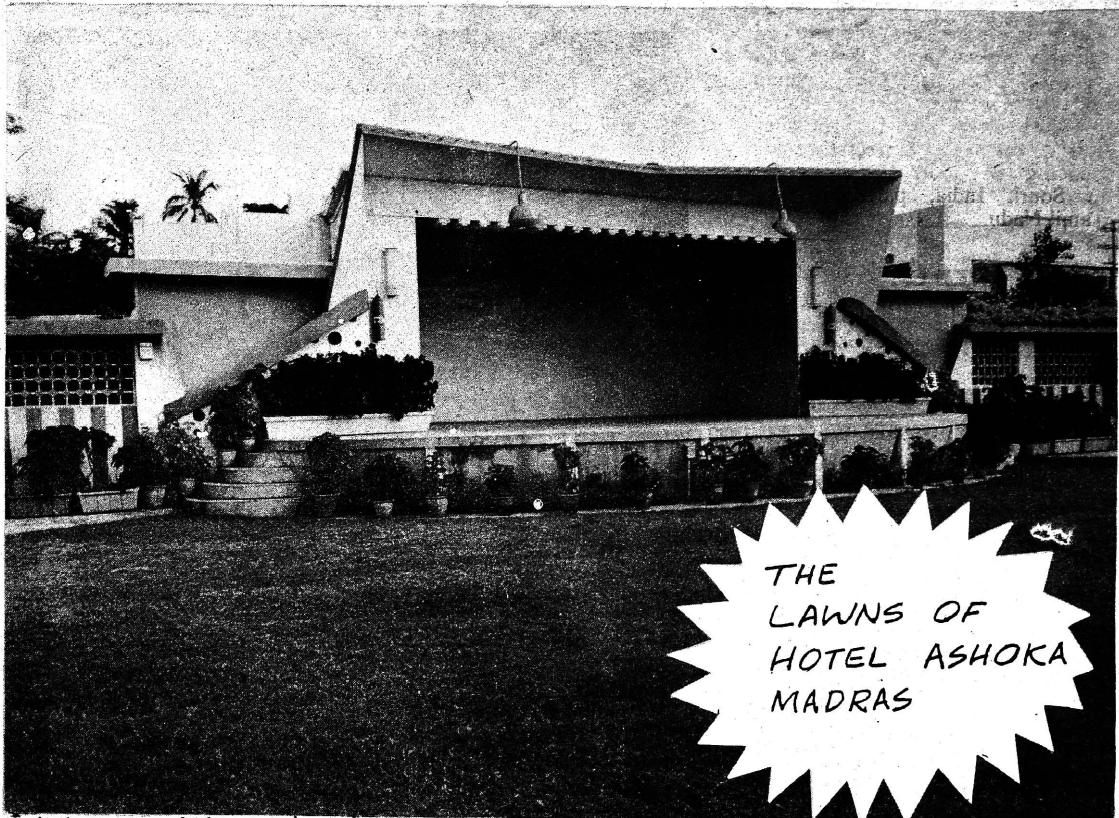
Mr. Ananda Rao : I'm not willing to subscribe to that idea. Because one must be very, very definite about these things. All tourists, who come into India, do not come merely because they want to drink. It is a habit with people, i.e., after a day's hard work they want just to have a peg or two to relax. It is also in their food habit. But I will never subscribe to the idea that one of the reasons why tourism is improving and more tourists are coming to Tamil Nadu is on account of suspension of prohibition.

Mr. Nadhan : I would put it this way. When we had prohibition it was not as if anybody was deterred from drinking; however they found the formalities very irksome and a person who is used to drinking as a casual part of his day's routine,

found it very, very irritating that he had to get a permit and go to a special room to have it. It has eased, the suspension of prohibition has eased conditions. The lifting of prohibition has put an additional amenity in his way, i.e., to drink very casually as he would in his own country.

Not so International

Inevitably, then the inadequacies of airflights landing at Madras Airport and of airports were gone into, Mr. Ananda Rao was emphatic that the South India Hotels and Restaurants Association had always been harping on the need for diverting some of the Airlines to pass through Madras Airport. He said that except three flights of Air-India and three flights of Air-Ceylon, none of the International Air Flights touch the Madras Airport. Of course the stock reply that was given to



THE
LAWNS OF
HOTEL ASHOKA
MADRAS

us is that you can't have entries and exit points in India, because these are all arranged on a reciprocal basis. But there is nothing to prevent the Civil Aviation Ministry to divert the traffic which is focussed between Delhi and Bombay. This will certainly help in promoting tourism here. Our thinking is very simple, if an aircraft passes through Madras, it is likely that some one, who goes beyond Madras, will stop over in Madras for a day or two to go around and see the places in Madras and take a plane the next day.

Now that the airport has been got ready for the 747 also after, strengthening the runway, we think, this is just about the time when the Tamil Nadu Government must back us up on this and take this up at the highest level with the Civil Aviation Department at Delhi.

Mr. Ananda Rao was very candid about our airports. He said, "I think, we are still in the pre-historic stage as far as Madras airport is concerned. There is scope for a lot of improvement and we are told that certain schemes are in the process of being worked up, but how long it is going to take effect is anybody's guess. So, here again, is

a point in which the Government of Tamil Nadu can assist the Travel agents and the Associations of Hoteliers by taking up with the Airport Authority to get conditions in Madras airport improved without any further delay. We call the Madras an International airport, but there is nothing very much International about it.

Mrs. Nadhan agreed that much has to be done in general terms about improving our airports. She said that the creation of the Airport Authority for the four major airports, Madras, Bombay, Calcutta and Delhi was the first step towards improving airports to international standards. But even our small airports do need quite a lot of improvement. Hyderabad is one of our points of pride. Even though it is a small one, the facilities there are adequate and it makes you feel that this is an airport of this century. Others are unfortunately still in the previous century.

Where is Customer satisfaction?

Continuing, Mrs. Nadhan said that what matters more than the air-

port building was the customer handling at our airports. She averred that much streamlining was needed in ways of Customs handling in our airports. "I think at the movement we are just managing to handle the traffic without much impact on the tourists by way of special facilities and the special attention which earn customer satisfaction".

Mrs. Nadhan was then asked about the fact that last year there was a 27 per cent leap in the number of visitors to India. She said, "It is one of the phenomenal. All our efforts have contributed to it, we also have to recognise the fact that India is perhaps an 'IN' place now especially with the younger people. It will continue to be so. Rather than worrying about the number of tourists, we should worry about increasing the length of their stay, seeing that they spend longer time in each area and seeing that they go back and come again after a little while as second-time visitors.

The hotels particularly should be quite keen to make more efforts to this end."



VIEWS "GOLDEN SUN"
AT MAHABALIPURAM

Mr. Ananda Rao: "In this context we should like to pay a tribute to the work done by the Government of India Tourism Department officers abroad as also various officers of Air India abroad, who have been putting out a very true picture of what India is, what Indians are and what type of facilities are available here, and we are very deeply grateful to these two units who have done tremendous amount of promotional work for the country. So also, the PATA India chapter team who have visited countries like Canada, U.S.A., U.K. and Europe to bring India greater strength of foreign tourists, larger amount of foreign exchange earnings and reasonable amount of economic prosperity which our country needs.

The question of cars and coaches

One sure point with hoteliers and Travel Agents is the non-availability of imported cars and coaches for the benefits of tourists, Mr. Ananda Rao feels (regretfully no doubt) that the number of imported cars and coaches in Madras are totally inadequate for the use of tourists. He said that the hotel industry not only in the South India Regional level but also in the National level have been trying to impress on the Tourism Department that in addition to the State Trading Corporation cars and Coaches which are being allocated to the various travel agencies and hotels they should give import licences to import first class car into the country. Though we can be reasonably proud of the Indian-made cars, the tourist is just not fully satisfied with our cars, because he is used to some type of comforts and unless we may assure

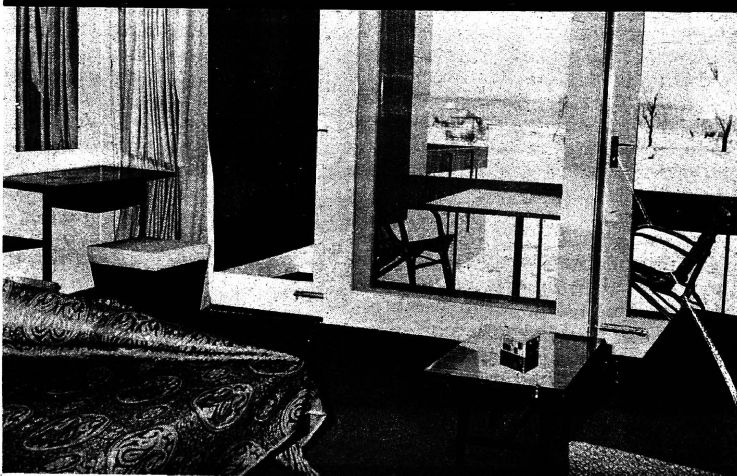
that type of comfort is available he may not look to India for his travels and that he may look elsewhere for his travels.

Mrs. Nadhan : Well, I also think on the same lines. Our coaches really do not conform to international standards. I have myself talked to tourists after a coach tour whether it is a privately arranged coach tour or by Government agencies. Most of the complaints relate to the standards of comforts available even in the best of our coaches. The width and the size of the seats are inadequate for westerners. The coaches must be air-conditioned, because during nine months of the year in India the whether is uncomfortable for tourists for the long distance journeys. He

does not mind the hot sun when he reclines on the beach but on his way

to the beach, he wants reasonable comforts. So he need comfortable coaches with first class public address system. None of the coaches even those provided with the P.A. we find adequate sound system. The P.A. system is just there. It is not completely adequate. So I think that special attention could be paid in the next few years for building,

coaches in India, first class coaches of international standards. Many of the group tourists, as also the tour leaders have told me that they prefer a coach rather than five cars. Because it is easier to handle large groups when they are all together. They will certainly be happy to pay well and hire these first class coaches.



A TOURISM PHILOSOPHY FOR INDIA AS ACCEPTED BY THE NATIONAL TOURISM BOARD

Tourism is a mammoth, rapidly expanding global industry. It is among the most lucrative markets, of which India's share so far has been very small. It need not be. Beyond purely commercial and merchantile gains, tourism, if seen in the proper perspective and encouraged with the requisite imagination and dynamism, can bring immense profit to the community and nation in material and intangible benefits. This fact has not been fully appreciated by our policy and decision makers and planners. Tourism has been considered as some sort of an international fad in which we are somehow involved and which we must humour. The interplay of conflicting ideas has led to haphazard, un-co-ordinated activities with self-defeating or counter-productive results.

For the past twenty-five years, Tourism has been a part of Indian activity, for fifteen it has been a conscious and organised activity growing in time, size and scope. But the thrust of this activity has never been towards a clearly planned objective except to entice large numbers of people, affluent people, into India and to earn foreign exchange from their spendings.

We believe the time has come when we must see tourism in the large view of the country's aims and goals, in the context of the people's needs, in every aspect of their existence, and in terms of the consequences, good or bad, that this activity can bring upon them. We must spell out a philosophy which can guide us along the right line of action.

Tourism is for us travel by all people, foreign and Indian around the country. Tourism is an economical, developmental and promotional activity which can have a profound impact upon the nation and its place in the world.

Tourism can bring in the largest amount of foreign exchange and the maximum return for minimum investment, with no depletion of national resources. This can significantly reduce the need for foreign aid and assistance and help in the self-reliant development of certain crucial economic sectors.

Tourism investment brings in more than the immediate and visible return. It benefits a wide radius of related and ancillary activity. Tourism enables money to circulate among and percolate to many levels of the community.

Tourism can provide substantial employment in service industries and particularly jobs to the "educated unemployed." Tourism can give a stimulus to the socio-economic development of areas of the country which have received inadequate attention so far.

As an open society, we must expect people to visit us, see us as we are and gather some impressions of us. Tourism, therefore, has more than an economic dimension. It can be an important means to create a larger understanding among the people of the world about India, her people and her aspirations and efforts towards bringing about an advanced social, economical and cultural order.

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A tourism philosophy must, therefore, be so conceived that it helps distil the good while drawing off the bad. It must help preserve, retain and enrich our world-view and life-style, our cultural expression and heritage in all its manifestations and development. The prosperity that tourism brings must cause accretion and strength rather than damage to the structure of our life and objectives.

WE, THEREFORE, FIRMLY BELIEVE THAT, IN TOURISM, INDIA MUST PRESENT HERSELF ON HER OWN TERMS, NOT AS AN ECHO OR IMITATION OF OTHER COUNTRIES AND OTHER CULTURES AND OTHER LIFE-STYLES, NOT IN A SPIRIT OF INSOLENT ULTIMATUM—TAKE IT OR LEAVE IT, BUT ALSO NEVER APOLOGETICALLY. THIS IS THE INDIA WE HAVE. THIS IS THE INDIA WE ARE BUILDING. THIS IS THE INDIA WE ARE PROUD TO BELONG TO.

The needs of tourists must be properly read and fulfilled within reasons but co-related with our

terms. We must not be totally insensitive nor must we go out on a limb to pander. We must merely gratify what they want but also stimulate them to what we want them want.

India must present herself as a unique combination of elements rarely to be found elsewhere that will be developed and strengthened for the long-term benefits of the country and Indians themselves.

We must aim not only at pleasure-bound tourist but also those who are receptive to other aspects of life in India, particularly our social, economical and cultural quests.

We must not seek purely an annual increase in brute numbers but people of the type we need and can handle adequately based on existing and developing capacity. Far better to have a manageable cross-section which returns happy than a disorderly mass which goes back smouldering. Numbers must increase in direct proportion to increased capability.

We must offer a variety of novel and inventive tourist packages, apart from time-honoured targets.

Tourism must deliver adequate benefits locally and to the local people. The luxury image of tourism needs to be carefully handled. The disaffection caused by the encouragement of conspicuously affluent hotels at the cost of other more pressing priorities should not be overlooked. The optimum number of super luxury hotels in our major cities needs to be fixed. The continuing emphasis on them ignores the pockets and tastes of large numbers of tourists, both foreign and domestic. What we need is a larger number of modest, functional, neat, clean and aesthetically satisfying accommodations with good services efficiently maintained.

A greater and equitable dispersal of prosperity to larger number of people is possible through encouragement to small investors in setting up hotels, mansions, etc. or ancillary services like transport.

In this line, servicemen being retired out of the Armed Forces, while not yet past their prime, might make for excellent entrepreneurs. Their sense of discipline and management and acceptance of working and living anywhere can be a great asset and should be fully exploited.

The tremendous variety of authentic Indian cuisine needs to be developed to tourist tolerance. No attempt has been made yet even to touch the fringe of this highly exciting gastronomic adventure. A vast culinary world exists beyond what is now available.

We must seek a massive improvement in tourism mobility and achieve a break-through in road, rail, air, sea and river transportation. We

must accept that inadequate capacity in Indian Airlines stands to become the greatest single hurdle in tourist mobility unless far-seeing plans are put well under way now to reverse this eventuality.

A qualitatively different type of decision-making, co-ordination and executive skill is needed for tourism planning and execution.

We must create, develop and use our own talents and skills for tourist plans and programmes. In rare cases, where there might be imperative need, foreign experts should be sought only on the condition that they will work with Indians in such a manner that they themselves can rapidly be phased out.

A massive effort is required (though not only for tourism alone) to correct the distortions in our life-style, bureaucratic excesses, vagrancy, rapacious touts, bad food, exposure to infection and humiliation, avoidable filth, etc. These must be seen as distortions and not airily dismissed as inevitable ingredients of the "Indian Experience".

An equally massive effort needs to be made to engender in our people sympathy and friendliness and not hostility for tourists.

It must be a major function of tourism planning to protect, conserve and develop our environment, natural, archaeological and man-made. In vital sectors of Zonal and area development, tourist authorities must be intimately associated. The preservation of Indian Wild-Life must also be considered a major concern of tourism.

In all these spheres there is a great need to sort out and rationalise the multiple overlapping and counteracting inter-ministerial and inter-departmental agencies.

Central, State, and non-Official plans and projects for tourism need to be developed with the highest degree of collaboration, co-ordination and co-operation. At present, they seem to be undertaken in isolation or in a vacuum. Every activity must blend into the overall national structure. There should be no scope for duplication and cross purpose.

There is imperative need for uniform legislation related to tourism throughout the country. At the moment different States have different laws, many of them opposed to each other. This proves a cumbersome hindrance to the smooth operation of tourism. To begin with, a rationalisation of existing laws as between States is crucially urgent. Fresh legislation should be undertaken only in the context of an all India framework.

Ultimately, tourism's performance must be constantly evaluated solely in terms of its contribution not to any particular section or sections of the community but to India's wider socio-economic development.

OUR HIGH HOPES HAVE SOLID PLANS AND NO FALSE CEILINGS

The sad fact has to be admitted that it was found at one stage that there was practically no provision for expenditure on Tourism projects in Tamil Nadu under the Fourth Plan. Vigorous campaigning by State Officials and some generous gestures on the part of officials connected with Tourism in New Delhi, however enabled the State to fulfil some cherished schemes such as the Mahabalipuram complex which has already started yielding results in that we see groups of tourists making a bee-line for Mahabalipuram after landing anywhere in India and 'doing' the Kancheepuram round with Mahabalipuram as the centre of halt for two or three days. But for these vigorous efforts we could not see foreign Travel Agents selling India as a 'Taj, Temple and Sun' package, the last two being a reference to Mahabalipuram its glorious Sun, Sand and Sea.

The Tamil Nadu will not be found so sleepy in the drafting of the Fifth Plan and the subsequent one too. For, the State has now its own Planning Commission which has appointed Task Forces for examining various aspects of development. Similarly it has appointed a Task Force for Urban Development and Tourism headed by no less a person than Thiru N. Mahalingam, B.Sc., F.I.E., who is also a Member of the State Planning Commission. In addition, the State's Tourism Department has also done a good deal of 'home work'. So much so, Tamil Nadu has well thought out and feasible as also necessary Tourism Schemes for the next decade, 1974-84.

The following knowledgeable persons find a place in the Tourism Working Group of the Task Force :

Convenor.

- 1 Thiru A. S. Ahluwalia (*Director of Tourism in State*).

Members.

- 2 Thiru P. Ananda Rau,
- 3 Thiru A. V. P. Asaithambi (*Chairman, T. T. D. C.*),
- 4 Thiru Bahirathan (K. Mahalingam),
- 5 Thiru N. M. Balasubramanyam,
- 6 Thiru V. R. Chakravarthi,
- 7 Thiru K. Cherian,
- 8 Thiru A. K. Chettiar,
- 9 Thiru K. R. Gopal,
- 10 Thiru V. Jayaraman,
- 11 Thiru W. P. A. Nagarajan,
- 12 Thiru K. S. Narasimhan,
- 13 Thiru J. G. Oak Shott,
- 14 Thiru D. N. Sharma, and
- 15 Thirumathi L. Sivamani Nadhan.

The Working Group was assisted by Four Sub-Groups constituted as follows :—

Accommodation.—

- 1 Thiru P. Ananda Rau, *Convenor*.
- 2 Thiru J. G. Oak Shott.
- 3 Thiru V. Jayaraman.
- 4 Thirumathi L. Sivamani Nadhan.

Transport : (Surface and air).—

- 1 Thiru V. R. Chakravarthi, *Convenor*.

- 2 Thiru A. V. P. Asaithambi.
- 3 Thiru K. Cherian.
- 4 Thiru K. R. Gopal.
- 5 Thiru D. N. Sharma of Indian Oil Corporation.
- 6 Thiru N. M. Balasubramanyam of Southern Railway.

Publicity and Promotion.—

- 1 Thirumathi L. Sivamani Nadhan, *Convenor*.
- 2 Thiru K. Cherian,
- 3 Thiru K. R. Gopal,
- 4 Thiru V. R. Chakravarthi,
- 5 Thiru P. Ananda Rau,
- 6 Thiru A. K. Chettiar.
- 7 Thiru K. S. Narasimhan.

General and Environmental Factors.—

- 1 Thiru P. Ananda Rau, *Convenor*.
- 2 Thiru K. Cherian.
- 3 Thiru J. G. Oak Shott.
- 4 Thirumathi L. Sivamani Nadhan.

The Task Force conducted three meetings. The Working Group conducted two meetings and its report was finalised in January 1973 by the Convenor Thiru A. S. Ahluwalia, I.A.S.

While presenting the Report Thiru Mahalingam said : The report makes an attempt to assess, on a perspective basis, the scope, the potentials and importance of Tourism in Tamil Nadu in the midst of the rapidly developing

image of Tourism in the international sphere with a view to develop Tourism in the State by providing the required infrastructural facilities for all the important Tourist area and create better attractions to both foreign and home Tourists.

Of late, Tourism has been gaining much importance in most other parts of the World and this growth is being reflected in our country and Tamil Nadu too. Even though Tamil Nadu is fortunate in possessing ancient, rich and cultural heritage all of them have not been brought to light during the past plan periods. Tourism, apart from contributing as earner of foreign exchange, has a multiplier effect on employment and economic growth. It encourages art and craft workmanship. It also brings in Social understanding and unity among nationals. Above all, Tourists by visiting places of tourist interests, and participating in entertainment of local culture, Art and customs refresh their minds enjoy the days spent on Tourism and carry pleasant and happy memories to their homes.

Tamil Nadu is rich in nature's gifts—by way of enchanting mountains, flowing rivers and waterfalls, vast sea beaches and forests with accompanying wild life, Human skill exhibited in Water Reservoirs and Dam sites, parks and scenarios also add to tourist attractions. Further Tamil Nadu is noted for its ancient history and reputed Rulers as the Pallava, Chera, Chola, Pandya and Nayaks. Most of these rulers, being themselves eludite scholars and artists, were patrons of at and culture. Some of their brilliance are even now alive in the various sculptural art work in many of the ancient temples of Tamil Nadu, especially in Thanjavur district which has the largest number of ancient temples in the State.

The numerous ancient stone inscriptions found in these temple offer good opportunities for research work by scholars and historians. The Tamil culture, its philosophy and numerous ancient classics have in stone enough material to quench the thirst of research minded scholars.

Such high potentials for Tourism Development has been existing in

our midst but not getting so far the deserving importance and development from tourist angle.

The Task Force has emphasised the need for provision of necessary infrastructure facilities to all these important and inviting tourism spots and regions. Accommodation and transport play very vital role in Tourism. Hotels, lodges and restaurant catering to middle-class tourists are needed more. The Task Force has stressed the need for neat, good quality food at reasonable charge and good water as essential requirements for inviting tourists. Travel facilities have to be improved and all approach roads leading to places of tourist interests should be of all weather surface; Rail and Air facilities have also to be improved for enabling package tourists travels.

The Task Force also emphasises the need for opening out training courses for training suitable personnel to serve as guides to Tourists.

As development of tourist spots in an integrated manner is the present trend of tourism, selective spots and areas of tourist interest have to be integrated and, package tours arranged for tourist groups.

There is much to be turned out towards development of tourism in the State. Heavy capital investment is required for such works. An approximate assessment of the requirements for the perspective Plan period works out to Rs. 220 crores. The Perspective Plan makes provision for Rs. 42.5 crores. This plan outlay has to be substantially supplemented by external sources other than Union and State Governments. I am sure the Tamil Nadu Tourism Development Corporation Limited will be able to execute Tourism Development on commercial lines utilising capital advances from financial institutions and Corporations".

BENEFITS OF TOURISM

The Task Force has summarised the benefits of tourism as follows:

(a) *Contribution to the balance of payments* — Tourism could help to correct the disequilibrium of the balance of payments position. For India, the earnings from Tourism is of great value.

(b) *Development dispersal* — Tourism promotes the economic growth of underdeveloped regions of the country. The disparity of economic development between regions of different degrees of natural resources might possibly be narrowed down by exploring potential of tourism and promoting tourism. Tourism tends to distribute the development from industrial centres to undeveloped regions.

(c) *Economic aspects.* — The expenditure by the tourists becomes income for local people in one form or other and it again respend or saved. Thus, the tourists' money rotates many times as expenditure in many hands and considerable impact occurs on the economy depending on the number of times the tourists' money is respend and the multiplier effect contributing to economy.



(d) *Employment opportunities.* — India is a country with rapidly increasing population and the surplus labour population need to be engaged, tourism, being a service industry involving human labour, can influence employment opportunities and consumer goods industries in the country.

(e) *Social benefits.* — Tourism affords adequate opportunities for intermingling and understanding among people of different countries and States and also foreign tastes. It also aids promotion of national and State integration and mutual understanding. Increasing wages, paid holidays, use of cars, international seminars, incentive visits, group travels and inclusive of tours have contributed for increasing the international tourist traffic. While planning for promotion of tourism, the fact that tourists are becoming conscious of "good value for money" should be born in mind as majority of tourist belong to middle and lower middle income groups.

THE FEW WHO COME TO TAMILNADU AMONG



TOURISTS VISITING INDIA.

Year.	Visiting India.	Rate per cent increase.	Visiting Tamil Nadu.	Rate per cent increase.	Exchange earning (crores).
(1)	(2)	(3)	(4)	(5)	(6)
1962	1,34,360	..	12,538	..	19.62
1963	1,40,821	4.81	12,399	-1.11	20.56
1964	1,56,673	11.26	11,746	-5.27	21.59
1965	1,47,900	-5.60	15,105	28.60	22.35
1966	1,59,603	-7.91	20,370	34.86	25.63
1967	1,79,565	12.51	24,999	22.72	28.54
1968	1,88,820	5.15	25,268	1.08	33.18
1969	2,44,724	29.61	28,641	13.35	38.03
1970	2,80,821	14.75	28,735	0.33	40.38
1971	3,00,995	7.18	38,074	32.50	..
Average increase	13.7 per cent.	13.7 per cent.	..	22.61 per cent.	..

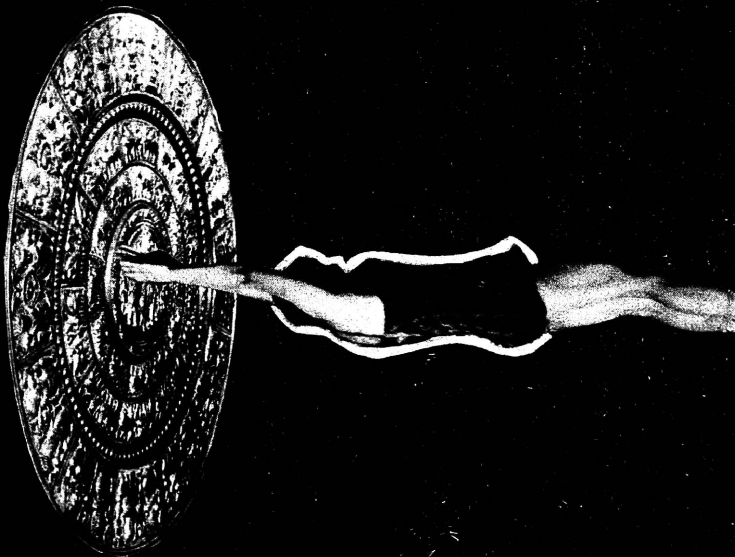
The Tourists visiting India have increased during 1962 to 1971 at an average rate of about 13.7 per cent per annum.

But the Tourist inflow in Tamil Nadu increased considerably at an average rate of 22.6 per cent per annum during the above period.

Of the Tourists visiting India, on an average 10 to 11 per cent come to Tamil Nadu. The average increase in Foreign exchange earnings works out to 11.7 per cent per annum. The above figures indicate the positive trend of increasing tourism in India.

(Source : Tourism Department.)

THE STRATEGY FOR TOURISM PROMOTION FOR TAMIL NADU



Promotional activities with their main objective to attract more foreign tourists and stimulation of domestic traffic by adequate attention to provision of necessary tourist infrastructure are to be simultaneously carried on towards tourism development in the State. These would fall under :

(1) Proper planning and co-ordination ; regulation of tourist activities and enforcement of controls ;

(2) Preservation of environmental features and beautification of tourists spots ;

(3) Eradication of irritants like beggars, touts, slums, any irksome restrictions to holiday travel ; and

(4) Incentives to estimate holiday travel.

Planning and co-ordination, policy formulation and implementation, and control and regulation are sought to be made the responsibility of the Tourism wing of the State Administration. By 1980, one million international tourists are expected to arrive in India. The domestic traffic is also fast picking up and is expected to assume gigantic proportions. To plan a proper infrastructure for this volume of traffic as well as to co-ordinate action with other departments, dealing with the various important aspects of tourism, planning like preparation of integrated development plans, landscaping and park development, hill resort development, sea beach and water course landscaping, provision of new roads, water supply, drainage, lighting and electric equipment and other basic facilities at tourist spots, it is most essential to have a proper and adequate administrative set up to cope up with the challenging task, it will be called upon to perform in the next four years.

The Present Set up

Tourism as such was a relatively unknown subject in Tamil Nadu till 1958—59 when tourist offices were set up for the first time in the State at Madurai and Ootacamund. The subject "tourism" was dealt till May 1971 as part of another department at Government level. Despite the great tourism potential of Tamil Nadu, the growth of tourism in the State has been slow. Thanks to the

recommendation of the Tourism Development Council meeting convened by the Government of India in 1966 which urged the State Governments to create separate Directorate of Tourism under a Senior officer to enable him to deal independently with other department, a separate department of Tourism was created in Tamil Nadu in May 1971 with an additional Secretary to Government, Public Department as Director of Tourism. The Tourism wing of the Secretariat-cum-Directorate consists now of one Tourism Promotion Officer and two sections, besides an Accounts section.

At the District level, the Department has Tourist Offices at Tiruchirappalli, Kanyakumari and Ootacamund, each with a Tourist Officer and a small office. These offices are intended for giving information to the tourists about places of tourists interest in and around the district, facilities and amenities available in those places in respect of accommodation, transport, sight seeing, etc. The Tourists offices also display tourism posters, photographs and publication for the benefit of the tourists. There is a tourists information counter at Madurai Railway Junction with a staff and three receptionists to assist and guide the tourists arriving by train at Madurai. A Tourists Information and Handicrafts Centre has been opened at the Air India Building, Bombay recently to cater to the needs of the foreign tourists arriving at Bombay. Proposals are afoot about for opening a similar office in New Delhi.

The Tamil Nadu Tourism Development Corporation

For looking after the various commercial aspects of Tourism, the State has set up the Tamil Nadu Tourism Development Corporation with a share capital of Rs. 50 lakhs. This is an autonomous body registered under the Companies Act and governed by a Board of Directors, consisting of both officials and non-officials. It is just over one year old and is growing from its infancy. As its activities increase and plans are implemented, it will grow into a major organisation responsible for providing amenities to the tourists.

Environmental Management

In the management of places of tourism interest the environmental aspect neglected till now is to be given the attention it deserves. Residential, industrial and commercial and such other competing uses often crop up in the vicinity of these areas adversely affecting their natural beauty and settings. Visual pollution by way of display of hoardings also reduce the appeal of these areas. Sound legislative measures will be adopted to eradicate the above defects and preserves and safeguard the places of tourists interests to ensure :

a. that all planning and development around such places is oriented to present them in a natural harmonious setting so that even the tourist

facilities are planned and located in consultation with Tourism Department.

b. that any proposal for new construction or development within a demarcated area around a place of tourist interest is first thoroughly investigated and cleared by a properly constituted authority. This would avoid any hapazard peripheral growth.

c. Well planned landscaping may be carried out in selected sites to improve the aesthetic quality of the area. The rest of the area may be left in pleasing natural conditions and where necessary through proper protection restored to natural state.

d. Care would also be taken to avoid conditions leading to soil erosion.

e. pollution-air, water and visual—in the area, must be carefully controlled to maintain clean, hygienic and pleasing environment. Adequate waste disposal arrangements should exist to ensure this.

Eradication of Irritants

Harassment of tourists by beggars, touts, etc., at shopping centres and places of tourist interest is a major problem inhibiting tourism development. As early as in 1963, based on the scientific surveys conducted by the Stanford Institute, California and other reputable Research Institutions, it was established that poverty and beggar nuisance were the most deterrent factors in the promotion of tourism



in India. The PATA (Pasific Area Travel Association) Survey report of 1968 also highlighted this fact. The Indian Institute of Public Opinion in its survey conducted in 1969 reported that 49.0 per cent tourists expressed their concern regarding dirt and poverty in India. **The Beggar Rehabilitation Scheme of the Government is a concrete and commendable step towards eliminating beggar nuisance.** However, it will take some time to eradicate beggary completely. In the meanwhile from tourism point, it is essential that special arrangements should be made to minimise the harassment caused to the tourists by beggars, touts, etc.

The Schemes

Slum dwellings constitute another serious threat to landscape and the image of the State as a tourist region. The Government of Tamil Nadu have a very comprehensive programme for slum clearance with the object of removing all the slums in the City by 1977. This will go a long way in improving the landscape and image of the Madras City in the international tourist market. In a similar manner slums in the larger cities of tourist importance such as Madurai, Tiruchirappalli, Coimbatore, Thanjavur are also being paid adequate attention. However, it has been urged that in locating slum clearance tenements in major cities like Madras, Madurai, Tiruchirappalli and at important tourist centres, the tourism planners and Town Planning authorities will be consulted to safeguard aesthetic look and skyline formations and to avoid as far as possible construction interfering with sea-beaches, scenic spots and other tourist attractions.

Making Our Promises Real.

The most fundamental requirement to ensure the future of tourism in the State is to preserve the natural environment of places of tourist importance and scenic spots like beaches, hills, water falls and lakes, monuments and other objects of cultural and historical importance. Though these are indirect measures they are of paramount importance. In Tourism promotion all that we sell after all, are promises; promises of good time and exciting experiences, aesthetic satisfaction, a holiday

in a pleasant environment, good cheer, comfort and care, a warm welcome, a glimpse into the interesting historical past of the country revealed in its monuments and sculptures, a discovery of its cultural heritage as immortalised in its temples and ancient architecture, the purity of its golden beaches and the grandeur of its mountains and so on. No raw materials are required and no products are marketed. **This is all that is "sold" which juices the tourists. But the promises made have to be kept up; broken promise, leave a trail of bitter memories.** If on arrival, they find that beaches are ruined by misuse, by people the monuments are hidden from view by ugly structures of all kinds, the sanctuaries have no wild life, the lakes are silted up, the hills are denuded of trees, temples are surrounded by beggars and slums and that there is hardly a place where one can eat without fear of contamination, the loose faith in the promises and the tourist traffic dries up. Keeping up the promises brings about a boom of prosperity.

Tourism is a means of utilising one's leisure time to turn away from routines and enjoy nature and culture and re-equip one-self with a fresh mind and new energy. Within the limited time and money budgetted for tourism, the tourist should be enable to feel worth, i.e., the money value of his expenditure and go with the satisfaction that he has well utilised the time and money spent on tourism. For attracting tourists, environmental sanitation and good surroundings are essential in all places of tourist interests. All places of pilgrimage and tourist interest should have satisfactory provision of toilet facilities. The basic amenities, such as water supply, toilets, etc., in places of tourist interest or pilgrim centres must be made available for the public by the local authority or the temple authorities. It is generally observed that even in places where toilet facilities for public and visitors are made available by local authorities, their proper use and maintenance calls for attention. Public baths good drinking water and wash facilities, in addition to toilet facilities are important requirements in tourist places. These facilities can be provided for use of tourists by the temple and local authorities either

free of charge or at nominal charge, the latter is desirable in the interest of better maintenance of the services.

The entrances, approaches and surroundings of the tourist spots have to be kept neat and without encroachments on the streets; the authorities concerned may have to exercise alertness on this aspect. The beggar nuisance in such areas must be avoided by effective action by the police. Unauthorised guides need be discouraged and replaced by authorised and well-trained guides appointed for the purpose. Literature and good quality souvenirs are to be put on sales by shop keepers of the locality at reasonable price. The shop-keepers of the locality should be prevented from exploiting the tourists and visitors, by insisting upon exhibiting the price list prominently in the shops. The food stuff, that is made available to the tourist, should be good and of hygienic value.

It is highly essential that the Health authorities of the area have strict control over the quality of food sold to tourists. Similar control over potable water is also necessary. The local authorities should have adequate and proper check and enforce correct pricing, standardization and hygiene to all food products. Sale of cooked food material in open manner in streets exposing to dust and flies should be prevented.

Public places like parks should be maintained properly by the local authorities to lend the landscape effect to the visitors. Wherever there is scope in the areas immediately surrounding tourist spots for rendering of landscape treatment or planting of avenues and creation of vistas, the authority (either local or temple) may develop the pleasant surroundings to attract tourists.

Historical monuments have to be preserved with proper care with boards exhibited prominently, giving full particulars of these monuments. They are of both cultured and educational value. Our country being an ancient one with considerable history behind it and quite a large number of historical and cultural monuments left as legacy and in memory of the past, proper attention has to be paid to preserve these valuable monuments to educate the future generations on history and culture of the nation.

THE TOURISM IMAGE OF TAMIL NADU



There are Tourist Offices at Madurai, Ootacamund, Tiruchirappalli and Kanyakumari. A Tourist Information Counter is functioning at Madurai Railway Junction and during season, one functions at Kodaikanal. A proposal to open Tourist Information Counters at Tiruchirappalli Railway Junction and Rameswaram is under active consideration of the Government. There is also a proposal to open a Tourist Office at Madras. A Tourist Information-cum-Handicrafts Centre has been opened by the Government in 1972 at the Air India Building, Bombay, to cater to the needs of the foreign tourists arriving at Bombay. Opening of a similar centre at New Delhi is under active consideration.

The strategy for the development of Tourism in the State in the coming years has to be so designed as to promote Tamil Nadu as an outstanding destination tourist region, both in the domestic and international market. In this space age, jumbo jets and the new phenomenon of charter flights have revolutionised the tourist traffic pattern. By 1980, it is estimated that about one million foreign

tourists will be visiting India. On the basis of the present trend, Tamil Nadu should expect 3,00,000 of them. The development in the sphere of internal tourism must also be taken into account. The broad approach in planning for development of tourism in Tamil Nadu should therefore aim at creating and expanding tourist facilities with a view to accommodating the anticipated tourist traffic.

Youth Hostel

The Government of India have sanctioned Rs. 3.50 lakhs for the construction of a Youth Hostel in Tamil Nadu for which the State Government provided the required land at a cost of Rs. 1.5 lakhs in the Adyar area. The work on this project is in progress.

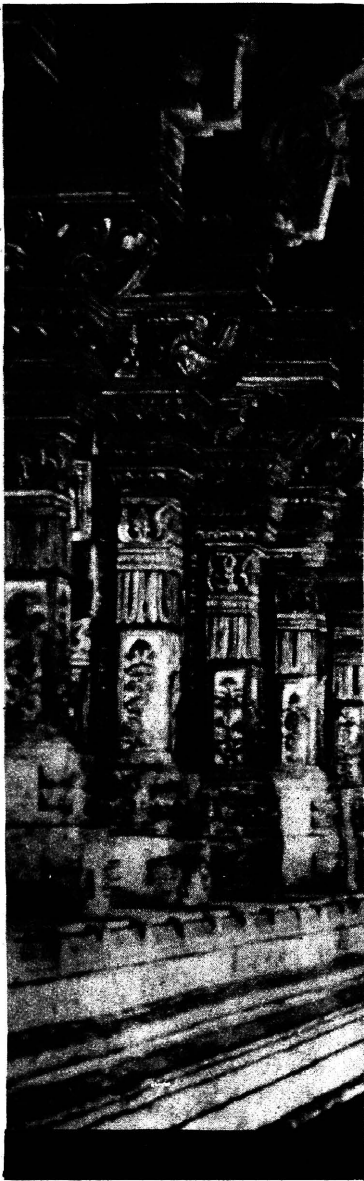
Tourist Bungalow at Rameswaram

The Government of India sanctioned the construction of a Tourist Bungalow at Rameswaram at a cost of Rs. 6.00 lakhs for which the State Government have sanctioned Rs. 2.00 lakhs for land and laying of approach road to the building along the sea front. The

foundation for the building was laid in December 1972 and the work is likely to be completed by December 1973.

The State Government accepted the offer of the Government of India for the establishment of two Hotels and two Camping sites on the condition of providing land and other amenities at its cost. Sanction for these projects is awaited from the Centre.

Madras is one of the major international airports of India. Yet, by a policy of the Government of India, International Airlines like PAN AMERICAN, ALITALIA, Japan Airlines, TWA, etc., are not permitted to operate their flights through Madras, in spite of the fact that Madras is ideally located as a gate way of India to tourists from South-East Asia and Australia. This greatly affects tourist traffic to Tamil Nadu. No direct destination charter flights has been permitted to land at Madras. The State Government is pressing the Centre to allow foreign Airlines to fly through Madras and to build a modern terminal building for Madras Airport.



The State Government have also taken up with the Government of India the question of expanding Madurai airport and to include it in their jet plane traffic route and extend Indian Airlines Corporation's Boeing service to Madurai for the convenience of foreign tourists and business men—a repeated request of Madurai Chamber of Commerce. The cases of Kanyakumari, Rameswaram, Tirunelveli and Salem for new airports are also being pursued with the Government of India.

Aerial Rope Way To Dodabetta

Ootacamund is one of the major

hill stations of India attracting a large number of foreign and domestic tourists every year. An aerial rope way between Ootacamund and Dodabetta, the highest peak in the South in the Nilgiris, will be a major attraction. It is estimated to cost about Rs. 30 lakhs involving foreign collaboration. It will be difficult for the State Government to implement this costly scheme. Government of India does not appear to be keen on this matter which is being pursued.

While necessary infrastructure is being created side by side, steps are being taken to develop existing tourist spots and to create new attractions in the State :—

Nilgiris Complete.—As a first step for the beautification of a Tourist Centre, the Department has taken up Nilgiris. As Ootacamund, the Queen of Hill Stations, receives the largest number of tourists, it is proposed to improve, desilt and beautify the Ootacamund Lake to make it more attractive and a sum of Rs. 5 lakhs has been spent on the project.

A leading firm of architects in Madras, Messrs Prynne Abbott and Davis, have been appointed to give a plan for the beautification of Ootacamund Lake. They have submitted a report which has given us broad pointers to plan the development of this resort in a scientific and systematic manner as a recreational centre. The report is under examination.

Wax Museum.—The Government has a proposal to establish Wax Museum in Madras. For this, we first sought the assistance of Madame Tussaud's Wax Museum in London. As it is now felt that collaboration with Madame Tussaud's may not materialise, it is proposed to approach a firm in Lebanon.

Lion Safari Park

Setting up of a Lion Safari Park with the help of Government of India near Madras at Vandalur reserve forest is contemplated where lions will be introduced for the first time in Tamil Nadu for the benefit of tourists. The establishment of an amusement park at Madras is also under consideration.

The following schemes, though not implemented by the Department

of Tourism, are given here as they are tourism-oriented so that a complete picture of efforts for Tourism Development can be had.

Marina.—Rs. 3.5 lakhs has been sanctioned for beautifying Marina Beach. The Tourism Department will be closely associated with maintenance and beautification of Marina and Elliots beaches. The Elliots Beach area will be transferred to Tamil Nadu Tourism Development Corporation for development.

The Cooum river beautification scheme is almost complete. Pleasure boating using modern fibre glass boats has been recently introduced in Cooum. A boat house with snack bar and a swimming pool is also located at the mouth of Cooum (Public Works Department).



A grant water fountain similar to the one at Geneva, donated by the Mayor of Halle, East Germany to the Mayor of Madras has been erected in Coom near the mouth.

Mudumalai.—A plan for the integrated development of Mudumalai-Bandipur-Wynad Wild Life Sanctuaries in co-operation with Kerala and Mysore, has been prepared and sent to Government of India (Agriculture).

Point Climere.—The State Government has also sanctioned Rs. 1.6 lakhs as a first step to develop Point Climere in Thanjavur where a bird sanctuary is located along with a deer sanctuary.

Snake Park.—A Snake Park has been developed in the Guindy Deer Park.

Beggar Rehabilitation.—Beggar nuisance is one of the main irritant factor which scares the foreign tourists. The beggar rehabilitation scheme introduced in Tamil Nadu will remove one of the major deterrent to the development of tourism in this State.

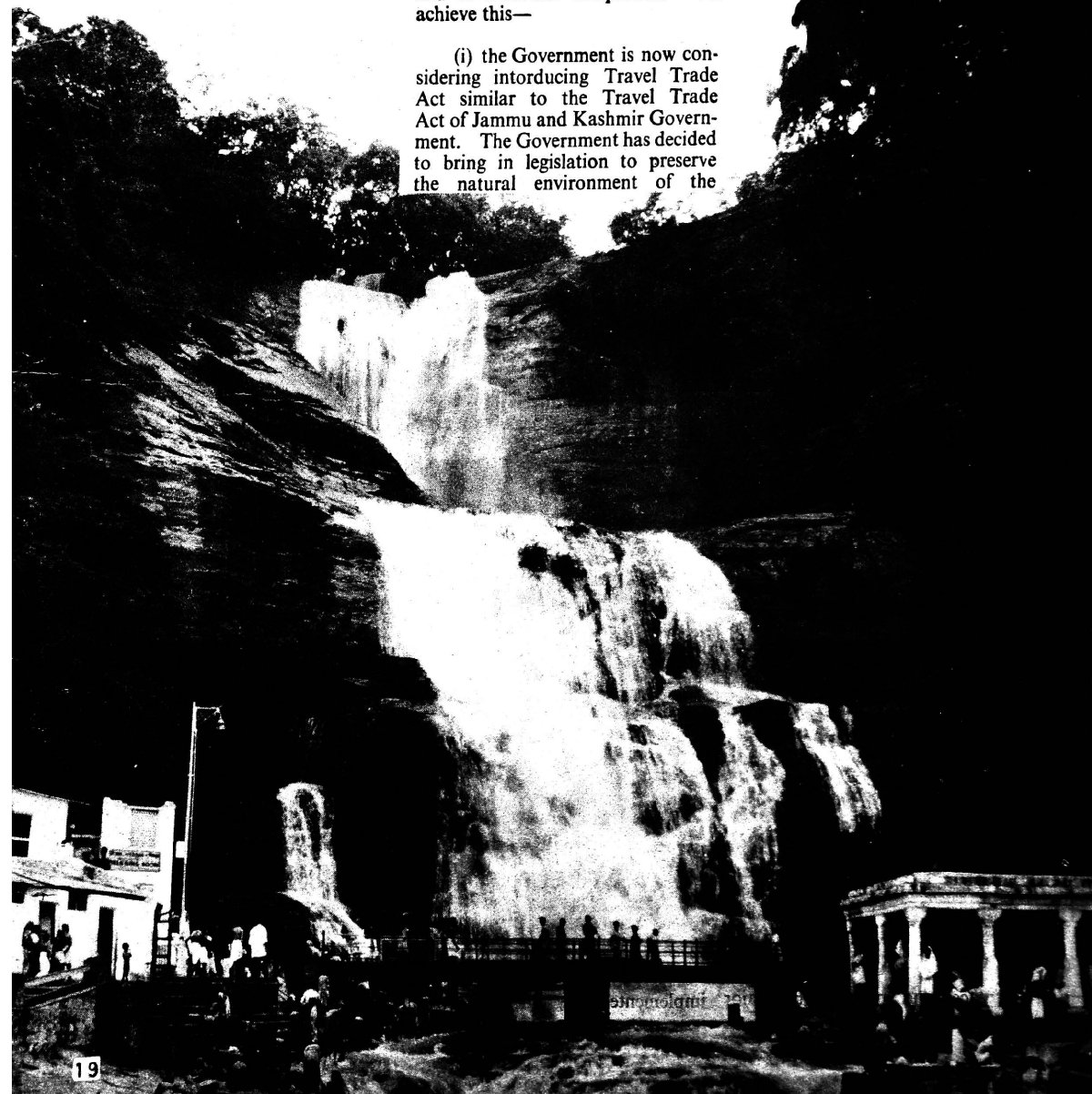
Legislation

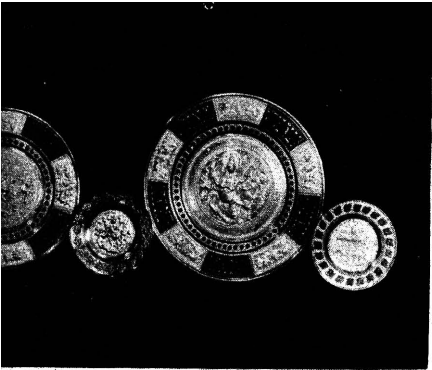
As the tourist traffic to Tamil Nadu increases steadily, it is considered that it is necessary to regulate and streamline tourist trade activities in order to serve tourists better and to eliminate complaints. To achieve this—

(i) the Government is now considering introducing Travel Trade Act similar to the Travel Trade Act of Jammu and Kashmir Government. The Government has decided to bring in legislation to preserve the natural environment of the

beach areas and tourist spots to prevent haphazard development and to avoid construction of incongruous buildings and structures. An Act has been drafted by the Department and is being examined by the Law Department.

With the present upward trend in tourist traffic, the private sector has to come forward in a big way to build up accommodation. The Department has initiated several proposals to encourage this activity :—





Assistance to Hotel Project

The Government issued a policy directive to the Tamil Nadu Industrial Investment Corporation to give loans for the construction of hotels of two star and above categories. So far, 9 projects have been cleared under this scheme.

This Government have suggested to the Government of India that it will be advisable if an amendment can be introduced in Parliament to the Industrial Development and Regulations Act, 1951 to include hotel industry among priority industries to enable the State Government to extend the incentives scheme to hotel industry also.

A proposal for supplying electricity at concessional rate to hotel industry, as in the case of other priority industries, is also under the active consideration of the Government. A decision can be taken only when the power situation in the State improves.

The Government have earmarked three sites for private entrepreneurs for construction of five star hotels at Adams Road—Government Estate, Greenways Road—Opposite to Chettinad Palace and Elliots Beach.

A Bombay firm has submitted a proposal for the construction of a tower project including *inter alia*, a 5 Star Hotel. The economic feasibility report has been received with a request for allotment of a suitable site.

The Department of Tourism also undertakes scrutinising of economic feasibility studies for establishment of new hotel projects, advises the private entrepreneurs and recommends projects to the Tamil Nadu Industrial Investment Corporation.

Pongal Tourist Festival

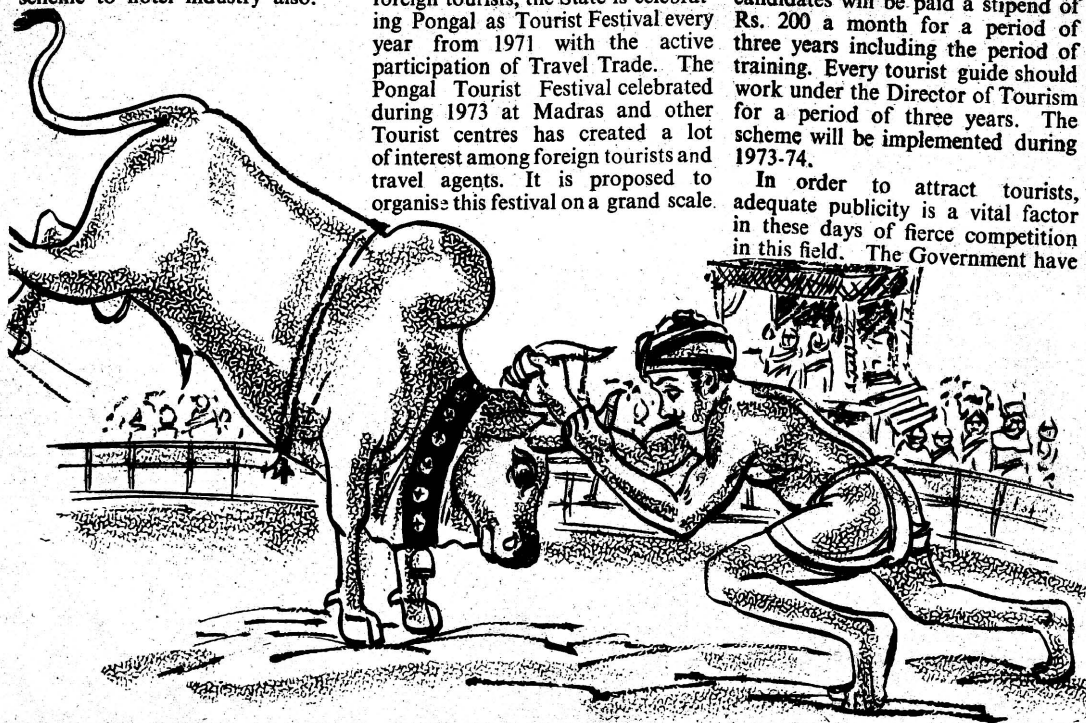
With a view to attract more foreign tourists, the State is celebrating Pongal as Tourist Festival every year from 1971 with the active participation of Travel Trade. The Pongal Tourist Festival celebrated during 1973 at Madras and other Tourist centres has created a lot of interest among foreign tourists and travel agents. It is proposed to organise this festival on a grand scale.

so that it can become an event of international importance attracting more and more foreign tourists.

A scheme for organising short duration cultural programme of one or one and half hour classical and folk dances thrice a week at Madras and once or twice a month during season, i.e., from November to March in Madurai on a subsidised basis in collaboration with leading hotels is being finalised for the benefit of tourists. A programme is expected to cost Rs. 1,250. The Government will subsidise 50 per cent of the loss, if any. The entrance fee will be Rs. 7 per individual. The scheme, which will be introduced at Madras and Madurai in the first instance, has been appreciated by the Central Government and recommended to other States for adoption.

The Department of Tourism has evolved a scheme for giving training to selected candidates who will work as tourist guides. Graduates alone will be eligible to apply for the course. The course will be conducted by the Government of India Tourist Office, Madras, on behalf of the State Department of Tourism. A batch of 35 candidates will be given training at a time and certificate will be issued to the successful candidates. Selected candidates will be paid a stipend of Rs. 200 a month for a period of three years including the period of training. Every tourist guide should work under the Director of Tourism for a period of three years. The scheme will be implemented during 1973-74.

In order to attract tourists, adequate publicity is a vital factor in these days of fierce competition in this field. The Government have





therefore taken the following immediate steps with a view to give wide publicity to the tourism features of the State :—

Film on Tourism.—Mr. and Mrs. Van Den Eynde of Belgium, experts in producing travel feature films, have produced a multivision presentation "From Kashmir to Kanyakumari" for the Air India, receiving world-wide appreciation. They have been commissioned again by the Government of India to produce a colour film "From Europe to India". The State Government has availed of their visit to India to retain them to produce a 16 mm. colour documentary film on tourist potential of the State for foreign publicity. The film is expected to be ready by August and will be a classic production on Tamil Nadu. The State Government have provided Rs. 41,000 for producing the documentary and for the cost of 10 copies.

The Government is also having a hospitality programme to invite eminent Travel Agents and

Travel Writers to visit Tamil Nadu so that the tourism potential of the State gets projected abroad. Though for the local hospitality we spend a nominal amount in rupees it secures valuable publicity in International Market without involving our foreign exchange. Such experts give a first hand report of the tourism potential of our land to foreigners through their lectures and articles. During 1972-73, Mr. and Mrs. Rossomme, Conferenciers from Belgium, who deliver illustrated talk on travel and Dr. and Mrs. William Archer of London, authors of several books, have been hosted by this Government under this programme.

Transparencies Photographs.—In order to build a good stock of lively photographs and colour transparencies for use in various tourist literature like folders, picture post cards, posters, etc., the Department has acquired a broad collection of colour transparencies. A proposal to set up a photo library with qualified personnel for taking and processing photographs to meet the needs of travel journals and other

agencies in the field of tourism is also under consideration.

The Department took steps for the production of the following inexpensive tourist brochures in 1971-72 (each 10,000 copies) for free distribution :—

(a) Madras-Mahabalipuram-Kancheepuram.



(b) Tiruchirappalli-Thanjavur-Madurai-Rameswaram.

(c) Hill Stations of Tamil Nadu.

The demand for these inserts from other States was so great that they have been exhausted and steps have been taken to reprint them.

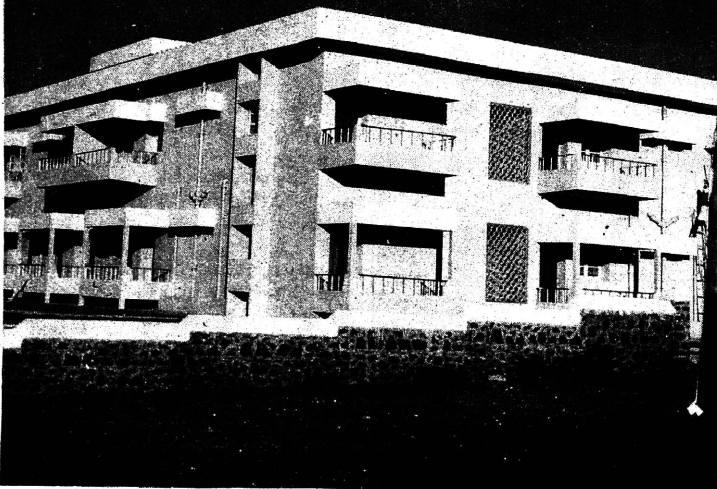
(d) Tourist Guide Map folders on Tamil Nadu and Madras City (each 25,000 copies) have been produced in 1971-72 and they are being sold to tourists at a subsidised rate of 25 paise per copy.

(e) Seventeen multi-colour picture post cards on important places of tourist attraction have been printed in 1972-73 and distributed to the visitors to the Tamil Nadu Pavilion at the Asian Trade Fair and also to the tourists during Pongal Festival, 1973. A brochure captioned "Pongal in Tamil Nadu" 20,000 copies and two multi-colour posters each 10,000 copies were brought out during 1972-73 for the Pongal Tourist Festival, 1973 for distribution all over India and abroad.

(f) The work of collecting materials for comprehensive Tourist Directory on Tamil Nadu has been taken up and it is proposed to bring out the Directory shortly.

THE MANY SHAPES A KANCHI SAREE TAKES

Silk handloom fabrics catch the fancy of most visitors to Tamil Nadu. The silk comes in ravishing, but contrasting colours. The contrast comes from a special technique adopted on the weaving loom. The contrasting colour threads are passed individually through each other to make up the body of the cloth and its border. Hence hand-loom is the most favoured implement for weaving the famous silk sarees. Kanchipuram is one of the few centres in Tamil Nadu where these contrasting coloured sarees and stoles are made. At Fashion parades, however the homely silk saree is shown its adaptability for different kinds of wear suitable to tastes other than the South Indian.



Tamil nadu Tourism Development Corporation Launched



With a view to promoting Tourism on commercial lines the Government created a Public Sector Undertaking on 1st July 1971 with an authorised share capital of Rs. 50 lakhs.

The main objective of the Corporation is to start, operate and promote establishments, undertakings, enterprises of any description which, in the opinion of the Corporation, are likely to facilitate or accelerate the development of Tourism in Tamil Nadu. As accommodation and transport are the two major factors for tourism development, the Corporation will necessarily concentrate on their development.

The Corporation took over six Tourist Bungalows run by the Government at Tiruchirappalli, Madurai, Ootacamund, Kanyakumari, Tiruchendur and Cape Hotel at Kanyakumari.

At the time of the formation of the Corporation, these Tourist Bungalows had only 256 beds to offer. In the course of one year and six months the Corporation has increased its bed strength to 540 beds.

New Tourist Bungalow at Kodaikanal

It has been a felt need of the tourists for a long time to have a Tourist Bungalow at Kodaikanal on the pattern of Ootacamund.

The Tamil Nadu Tourism Development Corporation Limited therefore acquired a Tourist Bungalow Complex at Kodaikanal from the Y.M.C.A. at a cost of Rs. 4.5 lakhs. This bungalow was thrown open immediately for the use of the tourists during the summer season, 1972.

Tourist Cottages at Coonoor

The Corporation took over eight Tourist Cottages built by the Government at a cost of Rs. 2 lakhs.

These cottages were popular with family groups, as they have an attached Kitchenette during the summer of 1972.

The Corporation took over a new Tourist Bungalow at Yercaud built by the Government at a cost of Rs. 2 lakhs. It was inaugurated on 20th October 1972 by His Excellency, the Governor of Tamil Nadu.

NEW LOOK TO THE TOURISM BUNGALOWS

To run the Tourist Bungalows on a commercial basis as a matter of policy, the Corporation has placed catering technologists in-charge of the Tourist Bungalows. Catering has been introduced in all the Tourist Bungalows for the convenience of the boarders. The Corporation has also been giving a modern look to all the Tourist Bungalows by improving the decor and providing better facilities and modern amenities like *Channel* music, running hot water, soap, towel, bed coffee, etc. Foreign tourists now patronise our Tourist Bungalows in large numbers, besides the domestic tourists.

The Corporation has also acquired ten independent Tourist Cottages at the Golf Links at Ootacamund built by the Housing Board. These cottages have been offered to the tourists from April 1973.

RATIONALISATION OF TARIFF

Having given a new look, the Corporation has rationalised the tariff structure in all the Tourist Bungalows in view of the high cost of materials and service.

EXPANSION OF EXISTING UNITS

Encouraged by the growth of tourist traffic, the Corporation has initiated action to expand the existing accommodation at the following Tourist Bungalows :—

1. *Ooty*.—The Corporation has completed an additional block in the Tourist Bungalow, Ootacamund with 98 beds. This was thrown open to the tourists during April, 1973. The Tourist Bungalow at Ootacamund will have facilities for conferences and seminars and also dormitory type accommodation for large groups.

Additional block at Tourist Bungalow, Madurai at a cost of Rs. 2 lakhs is under construction.

New projects.—Keeping in view the growth forecast of tourist traffic the Corporation is taking up the following projects :—

Construction of a new Beach Resort Complex at Mamallapuram at a cost of Rs. 41 lakhs.

Construction of new Tourist Bungalow Complex at Hogenakkal at a cost of Rs. 9.5 lakhs. Besides, the Corporation proposes to construct a Tourist Bungalow Complex at all District Headquarters and identified Tourist Centres (where traffic is already established) like Chidambaram, Courtallam, Nagapattinam, Tuticorin, etc. Action has already been initiated to acquire suitable lands at these places in District Headquarters.



CONDUCTED TOURS

The Corporation has, to begin with, acquired two luxury coaches for operating conducted tours. A choice of the following two conducted tours is being offered to the tourists :—

Tour No. 1.—Madras-Kancheepuram-Tirukalikundram-Mamallapuram-Vedanthangal (during season)—Madras.

Tour No. 2.—City sight-seeing in and around Madras. Besides regular Package Tours are conducted on two day and seven day trips.

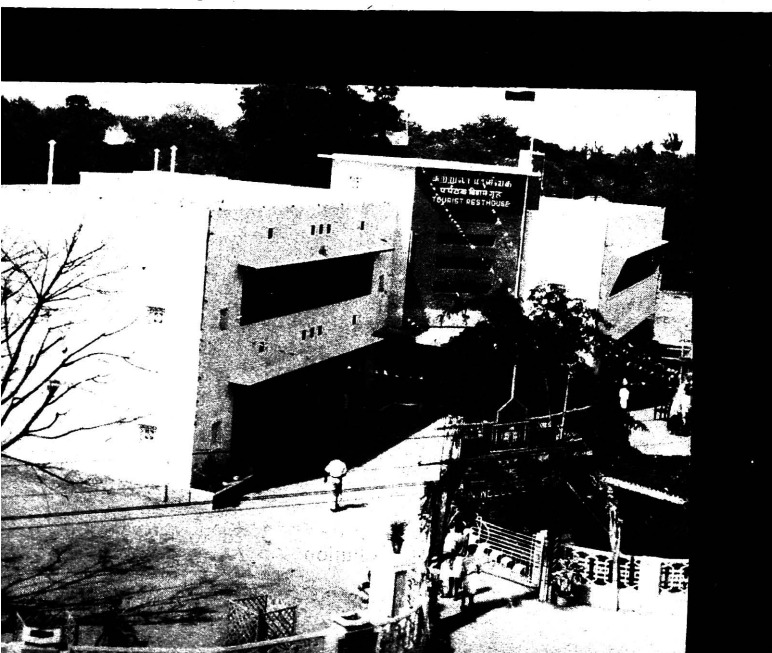
During the summer season of 1972, the Corporation organised special conducted tours at the Nilgiris.

The coaches are being given on private hire to the Travel Agencies and other hoteliers for the use of foreign and home tourists.

The Corporation has taken over the Lake at Ootacamund to exploit it commercially. Action has been initiated to modernise the Boating service with fibre glass boats, etc. The Corporation is also running a Cafeteria at the Boat House at Ootacamund.

Action has been initiated for the opening of a Souvenir Shop at Anna Square on Marina. It is proposed to sell Souvenirs, Handicrafts, etc., manufactured in Tamil Nadu.

The Corporation is actively associating itself in all the tourism promotion activities with the Travel Trade.





CAN WHAT WE DO ABOUT HOTEL ACCOMMODATION?

More than anything a tourist basically requires a comfortable place to stay at a reasonable price. The type and quality of accommodation influences directly the period of stay of tourists. A clean toilet and a comfortable bed are essential for the tourist to relax and reflect on what he has seen and enjoyed during the day. There can be no growth of tourism unless accommodation at various levels, both for international and home tourists, is assured so that agencies that handle tourist trade can plan and organise with confidence visits of large groups from abroad and home. The changing trends in tourist traffic demand more number of middle class accommodation rather than high class and luxury type. A general tendency among tourists to travel wide and see more places of interest and spend more money on purchases than to pay high prices for top class hotels (as five and four starred hotels) is fast developing. Tourist desire to spend most of their time in visiting places and keeping themselves engaged in enjoying the rare opportunity of their visits and mostly they return to hotels only for rest and relaxation during nights. Their main requirement are therefore neat and clean accommodation and good food.

Planning future requirements of accommodation is therefore

to be proceeded with reasonable caution. The costs of construction are such that, if too much accommodation is built, units will operate at occupancy factors which will not furnish a good return on the investment. Conversely, inadequate accommodation will affect growth of group-tourism. Growth of traffic and expansion of accommodation are closely interrelated. Hence accommodation has to be built first to provide sure and sound base without which it is not possible to advertise and "sell" a place in a big way. A certain amount of risk has to be faced at initial stages and unless we plan boldly and embark on fairly large scale construction programmes, it would not be possible for tourism to develop in the near future on the desired lines and we would not be able to take full advantage of the world boom in tourism predicted in the late seventies.

The New Developments

There are various new developments in tourism that have added a new dimension to the sector and lend support to the above approach. Notable amongst these is the technological advancement in air travel with the introduction of Jumbo Jets making it possible to transport large groups at almost considerably low fares. This will bring hordes of travellers from all over the world

eager to visit places and to mingle with people at all levels. They will differ from the conventional type of tourists—aristocratic or sophisticated. Bulk of the people travelling by Jumbo jets would be low-spending tourists operating on rather tight budgets but would look for comfort but not necessarily the starred category.

Another important development is at the home front. With the increase in the per capita income and the general level of literacy and with greater awareness and consciousness among the people of their national heritage the desire to travel and see places is becoming more and more pronounced. Domestic tourism will form the foundation and provide the basis on which a proper and comprehensive frame work of infrastructure to the tourism industry can be developed.

The available accommodation in the State is quite inadequate. Even the State capital of Tamil Nadu, Madras is not adequately equipped with required number and type of hotels to cater to both foreign and domestic tourists and visitors. Standard hotels are non-existent in most of the tourist centres of the State and this indirectly influences adversely the flow of tourist traffic

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KABAB-E-Q

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to these centres. Top class hotels are essential to cater to the needs of important persons and foreigners of special category, and these have necessarily to be located in major cities such as Madras, Coimbatore, Madurai, Tiruchirappalli, Thanjavur, Salem and also few hill Stations such as Ootacamund and Kodaikanal but such high category hotels may not be economically feasible in smaller towns. But hotels to cater to the needs of middle class tourists are required in large numbers in all tourist destinations. Most of the foreigners of the present day who visit our country prefer to take to Indian way of living and taste Indian type of food, relishing the change from their routine.

There are a limited number of tourist bungalows, Tourist Homes, Rest Houses, Chatrams, Dharmasalas and dormitories located in some of the tourist centres but they are inadequate to meet the demands of increasing tourists. Cities like Madurai, Tiruchirappalli, Coimbatore, Salem and Thanjavur are busy with visitros all through the year.

September when the waterfalls flow is full and climate is attractive. Even among the important tourist stations there is no proper arrangement of adequate accommodation facility to meet the growing demand. Attractive hill resorts such as Sheveroy and Anamalais do not gain the deserved popularity and use, mainly because of lack of adequate hotel facilities for the tourists.

Often, the Travellers Bungalows maintained by the State Government Departments such as Public Works, Highways, Forest as also by the respective Local bodies, are not available for tourist occupation as mostly they are to serve as Inspection Bungalows with priority to Government Officials on inspection duty. The existing few Dharmasalas and Chatrams (endowed residential accommodation provided by Charitable Institutions or philanthropists) in some of the ancient pilgrim centres are not modern to satisfy the needs of even the present day home tourists and their maintenance also deserve improvements.

In the case of metropolitan cities of Delhi, Bombay, Agra, Calcutta and Madras is likely to increase very fast shortly, the significant reason for such huge share of tourist traffic in these cities is primarily the nature and character of these cities.

These metropolitan cities are big business centres, venues of conferences and over and above are general centres of international transit. Normally tourists from all parts of the world visit these major cities on account of these cities offering attractions of tourists interests, commercial interests and international sports. Other tourist centres mostly have tourist rush only during the peak seasons—as for instance, all hill stations or scenic places attract tourists during summer seasons. Besides these major cities are also noted for their historical and cultural values, which again attract tourists.

More realistic

From considerations of cost, which has an impact on tourist, it is



Pilgrim places like Palni, Tiruchendur, Sankarankoil, Rameswaram, Mayuram, Kumbakonam, Srirangam, Tiruvannamalai, Tiruttani and Chidambaram are faced with large collection of pilgrims and tourists during festival occasions even though the festivals are seasonal. Hill resorts like Ootacamund and Kodaikanal fall short of accommodation facilities during summer season; when there is heavy rush of people. Courtallam too gets crowded during the seasonal period of June to

Indian Tourist Centres.

On an analysis it is observed that Delhi tops the list of tourist centres in India; Bombay ranks the second; Agra occupies the third rank; Calcutta and Madras form the fourth and fifth respectively. The hotel accommodation in different tourist centres have been categorised into star system, on the basis of the location of the hotel amenities and services it offers to the tourists. The tourist traffic

necessary to provide cheaper hotel accommodation for the bulk of tourists who belong to those taking holiday tours. Over 50 per cent of the tourists visit India on tourism/holiday purpose and it will be more realistic to provide adequate hotel accommodation on reasonable charges to these tourists to be within their economical reach.

Due to infrastructure costs, it may not be possible to provide hotel accommodation on a scale as required economically in these

places. The solution for such cases lies in a spatial distribution for all the tourist centres. This can be effected by clustering around a "centre city or town"—where adequate infrastructure exists—grouping of different spots has to be effected in such a manner that each centre is accessible from the "centre city or town" by means of adequate transport facilities.

The recently formed Tamil Nadu Tourism Development Corporation Limited, has, at its first phase, taken over the Tourist Bungalows at Ootacamund, Tiruchirappalli, Madurai, Kanyakumari and Tiruchendur and also the Cape Hotel at Kanyakumari. The Corporation is on the move to construct new tourist bungalows at Hogenakkal and Mahabalipuram and also to improve the existing tourist bungalows at Ootacamund and other places. It has opened a new tourist cottage complex in Kodaikanal and it has an ambitious programme of construction of Tourist Bungalows at all District Headquarters and important tourist centres viz Tirunelveli, Courtallam, Madurai, Tiruchirappalli, Nagapattinam, Chidambaram, Cuddalore, Kancheepuram, Mahabalipuram, Vellore, Salem, Dharmapuri, Hogenakkal and Coimbatore at an approximate cost of Rs. 131.50 lakhs. Cottages for tourists have been constructed in Ootacamund, Coonoor and Kodaikanal during last year and these are gaining popularity.

As recommended by the Working Group, the types of accommodation required can be categorised as follows :—

(a) suitable for high-spending foreign tourists and affluent home tourists. This will be in 3 to 5 star hotels.

(b) suitable for low budget foreign tourists and middle class home tourists. This will comprise one and two star hotels and also comfortable, neat unstarred units having all the modern amenities.

(c) suitable for mass traffic like groups of students, agriculturists, industrial workers (mainly domestic and to some extent foreign). This will be of the Dharmasala. Dormi-

tory and Youth hostel type charging a low tariff and providing just the bare minimum facilities.

It is very difficult to estimate the accommodation needs of the domestic traffic in tourism. Daily passenger arrivals by road and rail at Madras, Madurai, Coimbatore, Tiruchirappalli, Salem, Thanjavur, Rameswaram, Kanyakumari—the major pilgrim and tourist centres—may be taken as tentative indication of inter-state domestic traffic. It is estimated that 75,000

in the State. On further assuming that only 10 per cent will require overnight accommodation and other facilities in hotels and similar establishments, three million people will have to be provided with accommodation and other facilities.

For enabling accommodation for large groups of tourists, it should be made possible to utilise the existing Kalyanamantapams in major cities and towns for such tourists at nominal rates; these Kalyana-



persons arrive at Madras every day through various modes of transport. Considering the other places as a whole we may assume a figure of 75,000 arrival daily, this makes a total of 1.50 lakhs arrivals daily

mantapams are to be well equipped with sanitary arrangements, good and adequate water essentially. At interior tourist spots where no such large accommodation could be immediately made available tourist

camp facilities such as tents, and sanitary facilities can be provided.

i.e. Dormitory and Hostel type of accommodation. The total financial outlay would therefore be —

The working group on Tourism has recommended as follows :—

It may therefore assume for the purpose of the assessment that the volume of tourist traffic requiring facilities for overnight stay in Tamil Nadu by 1984 would be not less than 2 million domestic and three lakhs foreign tourists.

The requirement of beds for this traffic could be worked out as follows :—

For the three lakhs foreign tourists, the requirement would be 10,000 in the starred category assuming an average stay of one week for each tourist. Of these, 5,000 will be in first category, i.e., 3 to 5 stars. The remaining 5,000 could be in the second category, i.e., 2 stars and below. No provision is made for them in the third category, i.e., Dormitory or Dharmasala type as these requirements, if any, can be met out of the accommodation planned for the domestic traffic under this category.

The Home Tourists

As regards, 3 million domestic tourists, the number of beds required could be put at roughly 50,000 assuming an average stay of one week. Of these 10,000 will be in the low-starred or unstarred category providing, however, all modern facilities at a reasonable tariff. The balance 40,000 will have to be in the third category, i.e. Dormitory, Dharmasala and Youth Hostel type, as the bulk of the domestic traffic would comprise the lower middle class, student groups and industrial workers. Some accommodation would be required in the three star and above categories but no separate provision need be made for this, as it would be taken care of under the corresponding provision for foreign tourists.

The financial implications of these could be worked out at an average cost of Rs. 35,000 per bed for three stars and above, Rs.15,000 for two stars and below and Rs. 5,000 for the third category.

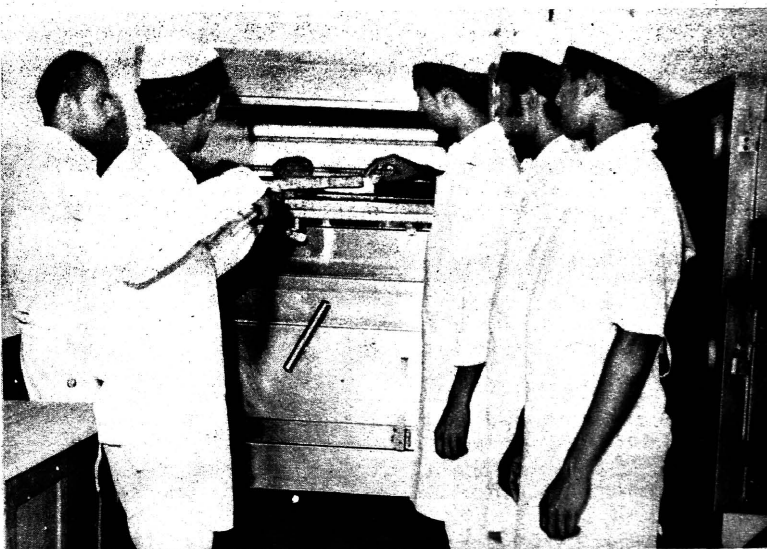
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Category I	17.5
Category II	7.5
Category III	50.0

75.0



TRAINING FOR HOTEL INDUSTRY



EXISTING HOTEL ACCOMMODATION

<i>Serial number, name of the hotel and town.</i>			<i>Number of beds.</i>	<i>Serial number, name of the hotel and town.</i>			<i>Number of beds.</i>
EXISTING HOTELS.							
Category A and above.							
1	Hotel Imperial, Madras	..	..	112	7	Hotel Aristo, Tiruchirappalli	 35
2	Carlton Hotel, Kodaikanal	..	..	80	8	Tourist Hotel, Madras	 32
3	Hotel Connemara, Madras	..	..	140	9	Hotel Arun, Madras	 78
4	Hotel Dasaprakash, Madras	..	..	152	10	Hotel Madras International, Madras	 48
5	Hotel Ashoka, Madras	..	..	176	11	Hotel Apollo, Madras	 34
6	Hampton Hotel, Coonoor	..	..	65	12	Travellers' Lodge, Kancheepuram	 4
7	Savoy Hotel, Nilgiris	..	..	70	13	Travellers' Lodge, Madurai	 14
8	Woodlands Hotel, Madras	..	..	271	14	Travellers' Lodge, Tiruchirappalli	 6
9	Pandyan Hotel, Madurai	..	..	114	15	Travellers' Lodge, Thanjavur	 6
10	Hotel Savera, Madras	..	..	190	16	Hotel Dasaprakash, Ootacamund	 200
11	Hotel Victoria, Madras	..	..	70	17	Everest Boarding and Lodging, Madras.	 140
12	Hotel Ganpat, Madras	..	..	6	18	Gupta's Ajanta Hotel, Madras	 107
13	Hotel Palmgrove, Madras	..	..	128	19	Nellai Lodge, Tirunelveli	 80
14	Hotel Mayfair, Madras	..	..	44	20	Hotel Guru, Coimbatore	 101
15*	Veecumsees Silver Sands, Mamallapuram.	}		69	21	Tourist Home, Madras	 49
16	Travellers' Lodge, Mamallapuram			56	22	Udipi Home, Madras	 110
Total			1,743				
*Seaside resorts.				23	Hotel Hari Nivas, Madras	 63	
				24	Geetha Hotel, Madras	 65	
				25	Hotel Alankar, Coimbatore	 94	
				26	Hotel Garden, Madras	 11	
				27	Hotel Sri Durga, Madras	 63	
				28	Hotel Swagath, Madras	 71	
				29	Hotel Visharam, Madras	 38	
				30	Lalitha's Lodge, Madras	 30	
				31	Hotel Ramprasad, Madras	 56	
				32	Hotel Aswathi, Madras	 24	
				33	Hotel Shrilekha, Madras	 119	
				Total			1,490
Category B and above.							
1	Ashby Hotel, Tiruchirappalli	..	..	21			
2	Hotel Dwaraka, Salem	..	..	47			
3	Hotel Oceanic, Madras	..	..	80			
4	Queen's Hotel, Madras	..	..	54			
5	Ritz Hotel, Nilgiris	..	..	52			
6	Hotel Claridges, Madras	..	..	88			

NEW PROJECTS (Planned/under construction).

NEW PROJECTS (Planned/under construction)—cont.

Serial number, name of the hotel and town.	Number of beds.
(1)	(2)
Category A.	
1 Adyar Gate Hotel, Madras	250
2 Hotel Taj Coromandel, Madras	450
3 Hotel Air India, Madras	335
4 Hotel Oberoi, Madras	350
5 Hotel Atlantic, Madras	150
6 Hotel Select, Salem	76
7 B. D. V's. Hotel, Mamallapuram	20
(Since opened)	
8 Hotel Sudarshan International, Madras.	75
9 Hotel Essor, Madras	500

Serial number name of the hotel and town.	Number of beds.
(1)	(2)
10 Hotel Mullai, Madras	150
11 SAS Hotel, Madras	290
12 Hotel Ganpat, Madras	85
Total ..	2,731
Category B.	
1 Tamil Nadu Tourism Development Corporation Limited at various centres.	1,168
2 Youth Hostel, Madras	47
3 Tourist Bungalow, Rameshwaram ..	48
Total ..	1,263

Existing.

	Private Sector.	Public Sector.	Total.
Category A	1,687	56	1,743
Category B	1,460	418	1,878
Grand total ..	3,147	474	3,621

New Projects.

	Private Sector.	Public Sector.	Total.
Category A	2,731	..	2,731
Category B	..	1,263	1,263
Grand total ..	2,731	1,263	3,994

LOW COST BABY FOOD FROM COIMBATORE

A ready to serve infant weaning food mixture has been developed by Dr. Rajammal P. Devadas, Principal of Sri Avinashilingam Home Science College for Women, Coimbatore.

This low cost infant weaning food was developed out of indigenous vegetable food sources and its efficacy has been evaluated as a weaning food in improving the nutritional status of infants 6 months—3 years of age.

As a first step in this research, surveys were conducted to gather information on the prevailing weaning practices and locally used protein rich foods in Coimbatore district. Based on the information collected, six ready to serve

infant weaning foods were formulated utilising the cereals (millets) : cholam, ragi, or maize, one pulse—greengram dhal or bengalgram dhal, groundnuts and jaggery. All the six food mixtures thus developed were found to be good in protein quality. Two hundred infants from two rural communities namely Perianaickenpalayam and Jothipuram of the Perianaickenpalayam Block were fed with maize greengram mixture by Miss. S. Jamala, the Assistant Reserach Officer. A group of 50 children from the same area with a comparable socio-economic background but did not receive the supplement were also selected as controls. Eighty gram of the infant weaning food mixture per day per child supplying 305 calories and 11.46 g. of protein at a cost 10 paise were

given to the selected children for a period of 12 months for 6 days in the week.

The nutritional status of the selected children was evaluated in terms of increments in heights, weights haemoglobin levels and clinical picture. The mean increase in the height of the children who received the mixture was 5.93 c.m. for the year as compared to the 2.63 c.m. registered by children in the control group. The mean increase in the weight of the children who received the food mixture was 2.15 kg. for the year whereas that of the control group was 1.19 kg. Thus it is evident that a low cost indigenous food mixture can help in the nutritional improvement of the children by supplying extra and protein.

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TOURISM AND HOTEL INDUSTRY

By

A. V. Kuppuswami, Principal, Institute of Catering Technology and Applied Nutrition.



The realisation of the importance of tourism and its profit making possibilities have dawned much earlier in the west than in countries like India. Many nations after the World War II have wiped out their trade deficits and over came their adverse foreign exchange position by developing tourism. The potentiality of tourism as an industry can be seen by the fact that countries like Switzerland and Spain owe their affluence to their revenue got by tourism.

The tourism industry is an export industry and it ranks above all other export industries and is unique by itself. It earns large sums of foreign exchange without actually exporting any material goods. It is an invisible form of export. This is the only export trade which brings returns without any sacrifice on the part of the exporting country. In this industry no heavy investment is needed.

Tourism can aptly be described as a group of industries rather than a single industry. This group includes aviation, shipping, other forms of transport, hotels, handicrafts, etc. The growth and development of these industries as well as a few other subsidiary industries are closely linked to tourism. If tourism flourishes in any country, it automatically means that all these allied industries are thriving well.

Of the major industries closely connected to tourism is the hotel industry. Our country got into the tourism map rather late and hence the development of hotel industries also has come rather late. Till very recently the progress of the hotel industry had been only in the private sector. But after the achievement of independence in 1947, with the increase in international traffic, the hotel industry had to increase its accommodation and facilities. Especially during the past one decade the progress made by the hotel industry is very remarkable. A good many big and luxurious hotels were constructed especially in the major cities like Bombay, Delhi, Calcutta and Madras.

In the next two or three years it is expected that Madras will have at least two 5-star hotels to cope with the demand of the tourist traffic, apart from the numerous hotels to cater to the middle income groups. The Tourism Development Corporation of India came into being and has under its control a chain of hotels and tourist homes. To supplement the need, the Tamil Nadu Tourism Development Corporation started tourist homes in most of the places of tourist interest and have also plans to construct a luxurious hotel under its control in a centrally located place in Madras.

To meet the demands of these luxury hotels, tourist homes, as also Airlines, and shipping Catering service, the Institute of Catering Technology at Madras, Bombay, Delhi and Calcutta are training candidates both for the managerial and supervisory cadre as well as for the different trade connected with the hotel industry such as Cookery, Bakery and Confectionery, Reception, Restaurant and Counter Service, Housekeeping, etc. The demand for the trained personnel in this industry has gone so much that the Institutes are not able to cope up with the same and it is

expected that with increased facilities these Institutes should be in a position to meet the demand in due course.

BETTER TYPES

FOR INDUSTRY

It is obvious that no industry can sustain its growth rate unless it can draw upon a reservoir of trained manpower capable of running the establishments successfully. It is significant that the training facilities available in our country have been expanding rapidly. Apart from the four major training institutes located in Delhi, Calcutta, Bombay and Madras, there are six craft institutes which train persons for skilled jobs such as cooks, waiters, etc. In addition, the big hotels have their own training establishments.

There is also a major change with regard to the type of people who enter the profession. In the past only a limited number of persons entered the industry because there was little prospect of making a permanent career, the opportunities for promotion being extremely limited. The establishment of a large number of new hotels has given a new entrant a steadily expanding opportunity with vast scope for improving his prospects, with the result that young persons are getting into it with the full confidence that they would be able to end their career with a substantial amount of salary comparable to what can be earned elsewhere. This opening up of the vista of opportunity has imparted greater stability with regard to career opportunities in the catering industry. The hotel industry at the moment is on the threshold of a phenomenal expansion, and if this rate of expansion continues for another three or four years, the industry would reach the requirements of the tourist traffic as estimated in official reports.



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HOTELS-HOUSEWIVES OF NATION

By

*R. RAMACHANDRAN

The Hotel Industry is to the Nation what a housewife is to a happy home. This is especially so in a country, which has launched a big scheme to promote tourism.

The analogy is quite apt to the Indian conditions. We have always been a nation of kind hosts. We have never turned away any visitor without entertaining him to the best of our ability and resources.

It has been our social tradition that the husband goes out for work and toils all day and whatever he brings home is pleasantly accepted by the wife and spent in such a way that maximum satisfaction is obtained. Guests can be entertained only with the unstinted co-operation of the housewife.

Receiving guests and sending them back with happy memories and the part played by the lady of the house in this regard have been extolled in many of our literature.

If hotels are the housewives of the nation, the travel agents are the husbands. They travel all over the world, often under trying circumstances, facing difficulties and working against heavy competition, in search of potential tourists. And when the tourists reach our country, the hotels have to play an important role in sustaining their enjoyment throughout their stay.

Of course there are other factors also for successful development of tourism. But the role of the hotel industry is a significant one.

Now tourism has been accepted as an important industry by all countries without exception. Even the materialistic-minded America and Japan have come to realise its economic aspects. This is one of the most human enterprises undertaken singly and in the mass, recognised as the world's greatest industry with the biggest turnover in money in the history of civilised society. From arrival to departure, a tourist gives business to carriers, hoteliers, shop-keepers, jewellers and many others.



Dr. Clement of the Department of Commerce of the U.S., while referring to the tourist areas of the Pacific and the Far East, recently pointed out that every 1,000 dollars invested by a tourist, the break-up was as follows :—

- 250 for accommodation
- 320 for food and drink
- 250 for shopping
- 100 for entertainment
- 50 for local transport, and
- 30 for miscellaneous items.

This shows that the Lion's share is taken by the hotel industry in the earnings of tourism. And so

the responsibility of hotels is all the more greater in fulfilling the great expectations created in the minds of the tourists by Travel Agents. In a *strange land* the hotels must serve as a home for the tourists away from home. The tourist gets the first impression of the host country from the way he is received and treated in the hotel he has chosen to stay. He wanders about all day to see as much as available in as short a time as possible and when he returns to his place of stay for rest, almost exhausted, he expects a refreshing bath, sumptuous food (to which he is accustomed and also to varieties and specialities which may not be available in his own country) and a clean and comfortable bed.

Accent on cheer and cleanliness.

All the tourists may not be after luxuries, but every one of them will insist on maximum comforts at minimum costs, good food and courteous service and cleanliness. If these are not available, the tourist will think of packing off for some other country even on the very first day of his arrival.

So the stress need not be on starred hotels only. Travellers' Lodges and tourist homes, modestly



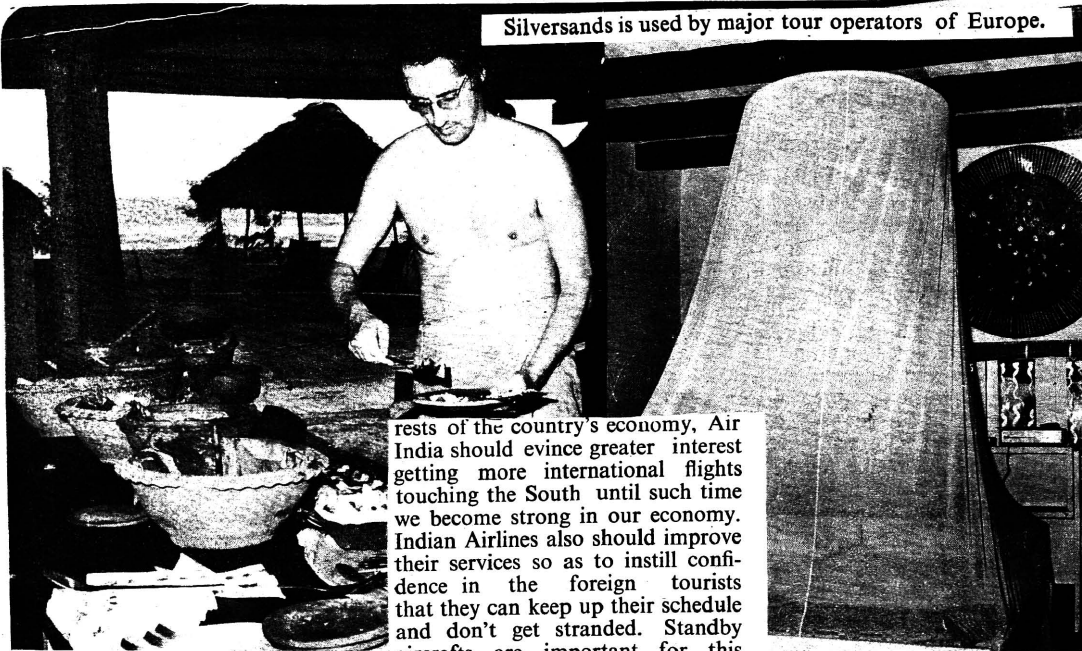
priced, neatly kept and offering service with a smile are more important and the attention must be focussed on these aspects while sanctioning schemes for building new hotels.

It is learnt, I wish it is wrong, that landing points of various international airlines in India are linked with the landing points given to Air India in their respective countries. In the wider inte-

There should be concentrated regional action wherever it is needed instead of duplicating efforts.

The Second need is for top and middle management to understand the "Philosophy of pleasure

Silversands is used by major tour operators of Europe.



Can Air India help the South ?

The hotels which we think very big in South Indian towns are perhaps of four and less starred categories only.

The reason for this pitiable situation is perhaps because only a fraction—about 10 per cent—of the tourists coming to India are attracted towards South in spite of the fact that this region is full of places of tourist importance—beauty spots and centres of archeological and religious significance, more than the rest of India. This gold mine is left not properly exploited for reasons only known to people at the helm of affairs. Of course, of late, there seems to be some activity in this direction, but not of the magnitude the situation demands.

One of the known reasons for this low development is the lack of proper air connections. More international airlines must touch Madras and other Southern Cities, if the country is to take full advantage of the tourist potential in this part of the country.

rests of the country's economy, Air India should evince greater interest getting more international flights touching the South until such time we become strong in our economy. Indian Airlines also should improve their services so as to instill confidence in the foreign tourists that they can keep up their schedule and don't get stranded. Standby aircrafts are important for this region to avoid frequent cancellation of flights, causing avoidable annoyance to tourists in a hurry.

When these improvements are made, the flow of tourists to the South is bound to increase, leading to the necessity of starting more hotels.

The Asian decon :

The question will then arise what type of hotels we are going to build. It has been suggested that they should be modelled on Asian traditions—in architecture, in set-up, in decoration, etc. but with modern sanitary conditions and cleanliness, according to international standards. This will avoid comparison with Star classifications that exist in the various parts of the world.

The whole problem of promotion of tourism can be summed up in the words of Mr. F. Marvin Plake, Executive Director, Pacific Area Travel Association (PATA) :

The first and foremost is the need for "meaningful" co-operation.

travel". "The tourist simply is not willing to sacrifice his life-style to sleep in a lumpy bed with stained sheets."

The third requirement is properly trained workers. It is an obvious and vital requirement in which Government can do much. The hotels and other travel organisations should also get moving on effective and continuous staff training programmes.

Fourth and last, there is an urgent need for standardisation on regional basis. "There should be standardised procedures governing, for instance, cancellation charges, the use of credit cards and commission and discounts to airline and travel agency employees." Such a scheme would help hotels as well as the tourists.

We hope that the Twelfth All-India Hotel and Restaurant Convention, to be held at Madras, will suggest solutions for all the problems.

WHAT LENGTHS THEY GO TO GIVE THE INDIAN ATMOSPHERE!

Air India Offices at Rome

&

Geneva.



HOW MANY LICENCES BEFORE ONE CAN RUN A HOTEL?

By

C. M. Sambandamurthi, MHCI (Lond.) AMRSH (Lond.), *Instructor/Hotel Reception and Law.*

In Ancient days, travel from one place to another was done mostly by troops to wage war and by the Merchants to sell their Merchandise and by Pilgrims. Maharajahs and affluent landlords built wayside shelters, i.e., four pillars with a roofing and a nearby well for drinking water for the travellers. Even today, these can be seen while going on the Highways in most parts of India. The next stage of accommodation was the regular shelters with walls on two or three sides and a nearby well for drinking water. Then came the Dharmasalas and Chattrams, giving free accommodation for travellers. In the early part of the 19th Century Locomotives, were introduced and travel increased and the need for traveller Lodges was keenly felt and introduced. Still later, the ships and ocean liners, brought travellers from far and wide and thus the world closer. Then hotels came into existence. In the Modern Era, in the Mid Thirties, Planes came in for travel, cutting down the distance and time and more and more hotels sprang up. Today we have a number of Posh Five Star Hotels of International Standards in India. Travel by cars and Buses has registered a very rapid growth in recent days. This has necessitated construction of Hotels on the Highways, to cater to the needs of travellers by providing Accommodation and food service to them. Hotels also have provision of Petrol Bunk Facilities and also toilet shop. As the Hotels with Boarding and Lodging facilities came up, the Government introduced certain Licences to be taken out, to keep up the standards of the Hotels and to protect health hazards. The licences required to start a hotel, depending on the sizes and standard of the Hotel and the area, are as hereunder.—

1. The Municipal Licence for an eating House or Hotel.

2. Licence for Radio (Commercial).

3. Licence for Loudspeakers (Amplifiers).

4. Licence for storage of Matches and Cigars (Only beyond a certain limit).

5. Licence for extension of Hotel working up to mid-night.

6. Licence for keeping a place for public entertainment and amusement, including Cabaret.

7. Licence for butchering.

8. Licence for billiards.

9. Licence for storing of butter over 7 lbs.

10. Licence for Baking.

11. Licence for Aerated Water manufacturing.

12. Licence for a bar or permit room.

13. Licence for sale of foreign liquors in retail.

14. Registration of Establishment under shops and Establishments Act.

15. Licence for direct import of Foreign goods for use only.

16. Coal, Sugar, Food grains, Flour, Milk Powder are also rationed from time to time and a permit is necessary.

17. Licence for money exchange.

In addition to the above, to regulate the conditions of work in hotels and catering establishments, the Madras Catering Establishments Act, 1958, and the Madras Catering Establishments Rules 1959, were enacted by the State Legislature of the Government of Tamil Nadu and similar acts are in force in the different States of India conforming to the Central Government Factories Act of 1948, and also the payment of Wages Act, 1936.

Licences required to be taken for running a Lodging House in Tamil Nadu.

1. Police no objection Certificate.

2. Licence under Madras Catering Establishments Act (From the Labour Inspector of the Division).

3. Municipal Licence for running a Lodging House under Public Health Act. (For this a sanctioned plan, with room capacity, size, etc., should also be submitted.)

4. Municipal Licence for running of a Restaurant with meals.

5. Licence under Food Adulteration Act (obtainable from the Corporation).

6. Police Licence for running a Lodging House.

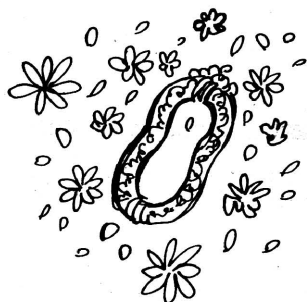
Subsequent years—

Before 31st January Municipal Licence (renewal) for running a Lodging House and Restaurant (two Licences separately should be taken) duly remitting the amount into the Corporation. After remitting the amount, before 31st March, application should be made to the Commissioner of Police, for renewal of the Lodging House Licence.

Licence should also be renewed under the Madras Catering Establishment Act, every year.

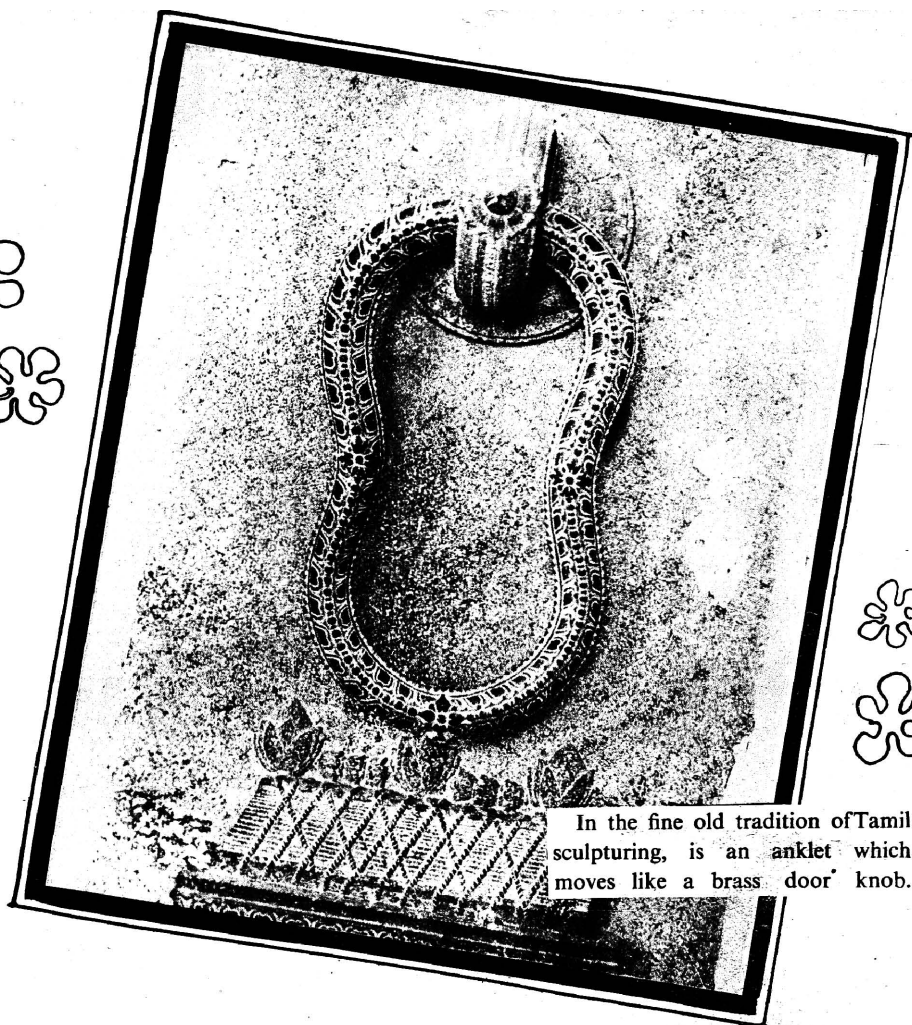


PUHAR IS REAL



Till now only to archaeologists
and historians, Phuar was real ;
alike, the scholars of Tamil litera-
ture were positive that the Chola
kings of Tamil Nadu had a flour-
ishing trade with countries of east

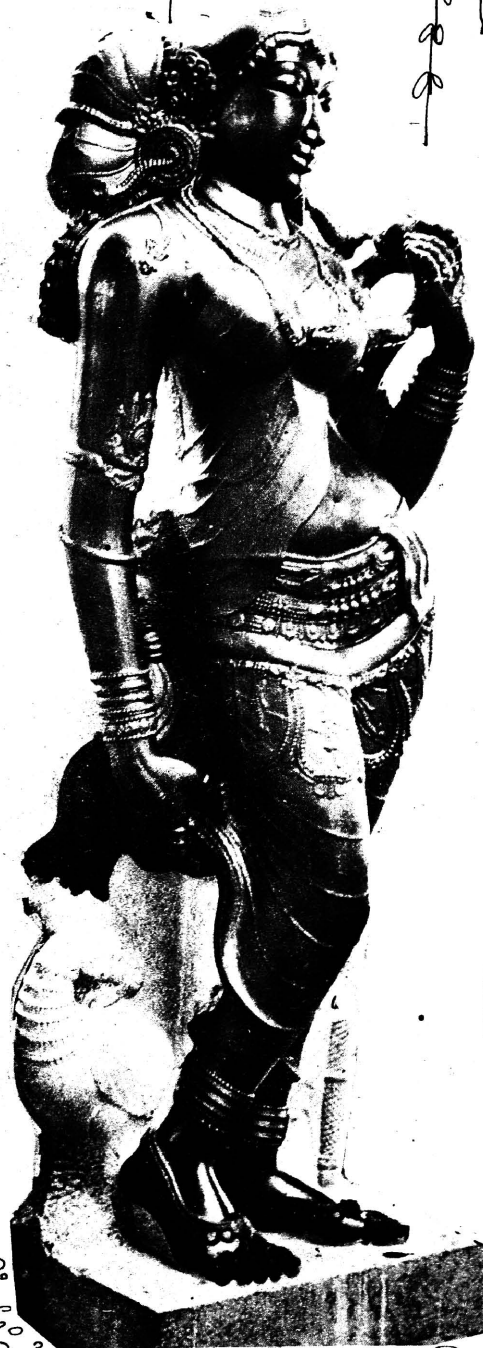




In the fine old tradition of Tamil sculpturing, is an anklet which moves like a brass door knob.

and west centred round the port town of Puhar. Also many literary pieces sacred to Buddhism, refer to Puhar and the Vihara constructed there. Only by the beginning of this century did archaeological excavations point to the actual location of the lost city, the world's market town of Puhar.

Layer upon layer of this lost town has been laid bare at Kaveripoompattinam the coastal town of Tanjore District, 24 km. either way from Sirkali or Mayuram so that the place which finds mention in Ptolemy's Geography and Pliny's Travels can be seen by travellers and tourists alike today.



Kaveripoompattinam, known as Poompuhar in its more fortunate days was a well laid out port town which boasted of a separate settlement for the foreigners. Much of the archaeological remains still are there for us to see.

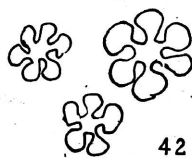
In addition, the recently constructed art gallery is the first attempt, after many centuries, at group-sculpture for which Tamil Nadu is justly famous. In the form of group-sculpture and also in individual figures a remarkable edifice to recreate the life and times of the Tamil classic "Silappathikaram" Story of the Anklet has come up at Kaveripoompattinam in its art gallery.

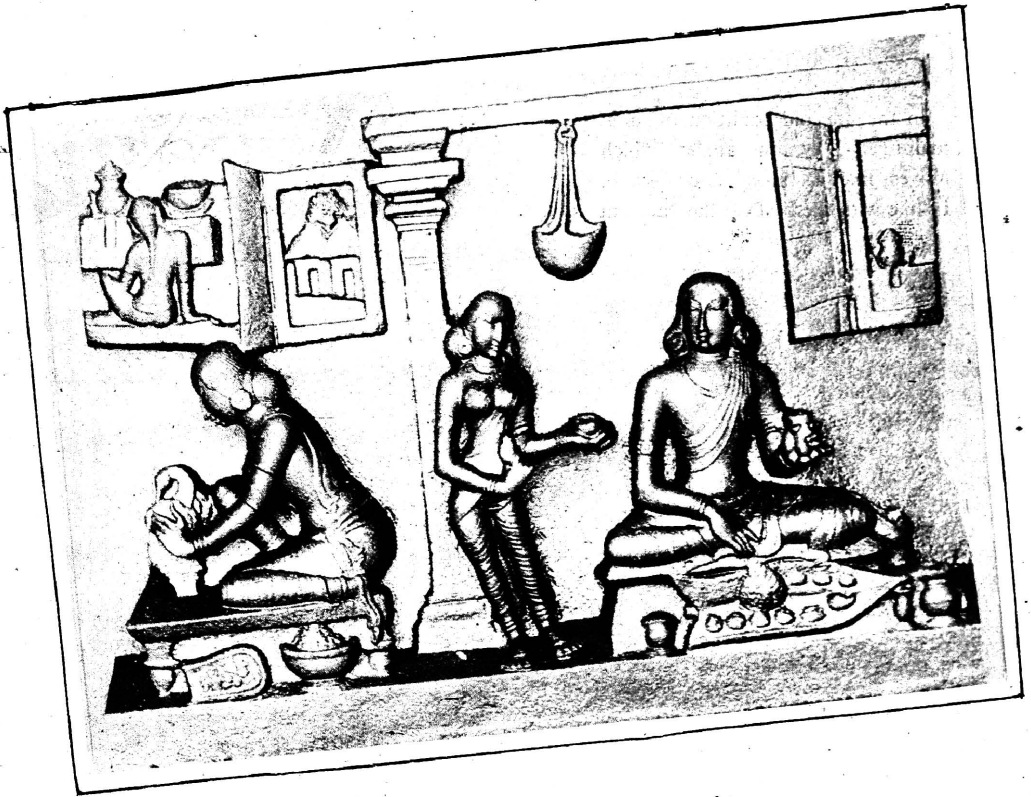
In the fine old tradition of Tamil sculpturing, is an anklet which moves like a brass door knob. In line with the best of the ancient sculptures, the whole art gallery excels both in grandiose conception of giants and the minute chiselling of the jewellers. In about 49 panels the story of the Anklet (Silapathikaram) is told. The large dimension sculptures are those of Kovalan with his consort Kannaki and that of Madhavi (the dansense).

Thus Kaveripoompattinam now has acquired the stature of a monument with the added attraction of a beach. Thus one can imbibe Tamil Culture while availing the benefits of a beach resort.



PUBLIC ANNOUNCEMENT OF KANNAGIS MARRIAGE





Solicitude Hall Mark of South Indian Dinner Service

The photo depicts Kannagi serving food to Kovalan in one of the panels at Poompuhar art gallery. Served in the traditional South Indian way, on plantain leaf, with the diner sitting on a slightly raised wooden plank, the sculpture captures a poignant scene in Silappadikaram.

The following will be the order of service of the various items in such a dinner. On the top portion of the leaf, from (left to right): Pachadi (salads), pickles, 'Kosumalli' of two kinds, vegetable 'foogath' and 'Koottu' are served; appalam being served from time to time. For the first course, rice, dhal and ghee are served, followed by sambhar and rasam, which are poured on rice in adequate quantity. After, rasam, sweet payasam is served followed by the last course, curd rice.

Such a service naturally calls for personal attention at every stage, as befitting the lofty ideals of hospitality enjoined in Thirukkural. Such a service has necessarily to be with attentive solicitude, which the sculpture narrates in minute detail.

The Cover Page of this issue depict the inauguration of Poompuhar Art Gallery.

—Abridged from an article written for Tamil Arasu, by Thirumathi Uma Natarajan of Institute of Catering Technology, Adyar, Madras.

ARE YOU A "DO IT YOURSELF" ADDICT IN TRAVEL ALSO?

TIPS FROM A SUPERAGENT

BY SHERIDAN H. GARTH, CHRISTIAN SCIENCE MONITOR

Anyone who is thinking of taking a trip—even far in the future—should understand clearly the function of a travel agent, and how he can profit by using one. **Once understood, the services of an agent can be employed intelligently, economically and expertly.**

Under his "one roof" the agent represents airlines, cruise lines, hotel owners, tour operators, car rental companies and other organizations. He thus can provide valuable guidance and necessary information, make the required reservations over any combination of routes and provide the services that an individual needs for his particular trip.

Inquiries about travel are thus spared the trouble of going from one airline office to another, from one hotel representative to another, seeking the service which is available all the time at a travel agency.

A travel agent gives you descriptive folders, supplies information on places and routes, answers your questions, makes recommendations on the type of trip that would be suitable for you. He then makes the reservations with the transportation and other companies, issues you precise tickets and vouchers, tells you in detail how to be prepared for your departure, and offers any other ancillary operations you may request of him.

No charge for consulting.

There is no charge for discussing travel ideas with any agent, or for asking him information regarding a resort or a type of trip you would like to arrange. You have no obligation in your dealings until the agent asks you for a deposit to hold a particular reservation for you. And even if you pay the deposit, you can get your money refunded if you should have to cancel your travel plans. Of course, this is subject to any exception stated specifically to you by the

agent. When paying your deposit, you should certainly ask your agent for a clear answer on this point.

Now, you might think: Why not ask two travel agents to work for you and then choose the one you trust the most?

The answer to that is that it is unfair to any agent who works for you without charge by looking up facts and information, to have you patronize a rival agency. The situation is even worse if you ask a second agent to make a second reservation while the first is working on it. This confuses both, and in some cases the request is thrown out by the hotel, cruise line, or airline when it is discovered that two agents are conflicting over the same client.

Make inquiries at as many agencies as you want, but when the time comes to decide on your trip and make reservations for it, you should choose one of the agents and stay with him.

It is indeed true that a travel agency does more for its clients without charge than almost any other business. To enumerate.

Your agents will:

Answer your travel questions:

Give you information on suitable travel offerings;

Act as a counselor with the best advice he can and

Make reservations for the trip you select.

If you then pay a deposit to hold these reservations, and make your trip eventually, he issues all the tickets and gives you detailed instructions on obtaining passports, visas, customs, regulations, limousines to the airport, baggage weights, etc., as well as other useful information on packing and preparing for your trip. Because a travel agent performs so many services advertised as free, that is no reason to overtax

his time or ask for counsel and services without expecting to buy something.

If you ask him to work out an individual travel plan, or to make special inquiries, or to enter a series of reservations at various hotels and over connecting routes, then he will quote you a rate for these services which included the cost of his time in performing this duty.

However, if you ask him to reserve you a place on a tour, or a cruise or a package vacation, or for an air flight, then you will pay no fee and get his services gratis. The agency receives its commission from the airline, ship line, or tour operator whose services he obtains for you.

Can you save the commission?

Some travellers may ask if it would not be just as easy to go directly to an airline office or a cruise line's headquarters, thereby "saving the commission". This is not so at all. Fares are published officially by air line and steamship line agreements. If you stand in line at an airline office, the rate for your tickets is the same as if you bought it at the travel agency, and with the difference that the travel agent represents all companies and can book you over any line that is best adapted to your plans. And as for steamship lines or even tour operators, it is sometimes difficult to locate those organizations who rely almost 100 per cent on travel agents to sell their wares.

Regarding the type of service you receive from your travel agency, there is no doubt that more and more agents will ask you to browse for your trip from among racks of folders and thus they extend you no counselling.

Feel free to leave such an office without asking anything more or paying any money, unless you know exactly what tour or what flight you want, and the agent has only to do your bidding.

However, if you feel uncertain about a country to visit, the proper season to go, the most appropriate way to travel and the choice of hotels to accept or whether you can do something less expensively and get the same enjoyment, then go to another agency that will give you counselling from experts who can offer you first hand advice from their own vast experience and from information in their files. This counselling costs you nothing, presuming you allow this agency to make your reservations and issue your tickets when you have made your decision.

Unfair Criticism

Much criticism has fallen unfairly on travel agents because of news headlines about travellers stranded overseas due to dishonest organisers. The defaulters are usually tour operators who materialise temporarily and then disappear after payments are collected. Individuals, who deal directly with these tour operators to obtain a greatly reduced air fare without any contract or guarantee, are the only ones victimised by such events.

Because of this growing concern over reliability, various cities and States have been urged to set up plans for licensing retail travel agencies (At present anyone can set themselves up as a travel agent). However, there is as yet no agreement about how to establish a fare rule for the licensing procedure and on what grounds.

Another important thought in the minds of many is how one pays his travel agent when it's getting close to trip departure time. The deposit paid to the agent is evidence of good faith and assurance that you are seriously intending to take the trip agreed upon. The deposit "clitches" your reservations and assures you of space on the cruise ship, airflight, in the hotel room, or on the tour of your choice. The deposit is usually 10 per cent for an air ticket, a cruise or a tour, or 25 per cent for a more intricate, higher-priced trip.

Then when your departure date gets closer, say about six weeks in advance, your agent sends you his bill for the balance of the cost. Up to that time you can cancel your plans at any time and the agent will refund your deposit in full. The exception is when the agent has done much special extra work to assemble the pieces of your

trip together for your individual benefit. He probably would refund your deposit less any costs for his time and for his cable charges. Thus the traveller should always ask his agent, when paying his initial deposit, whether he will indeed receive all of his deposit back in case of cancellation.

When you receive the final bill for your trip, payment should be made in the form of cash or cheque. Credit cards cannot be used invariably in payment to travel agents except to cover the cost of air tickets involved. Collection procedures from a credit card company are too slow and the cost of a trip usually too large for an agent to be willing to wait for payment.

The next question, which might arise, is what an agent does if you cancel the trip after the final payment has been made and request your money be refunded. The cancellation will still be honoured if your agent is skilled and assisted by the transportation and hotel companies.

Operators of some expensive tours, however, should be entitled to withhold some of the final payment to compensate them for their loss of revenue. If there is some expectation that events will cause a last-minute cancellation, be sure to clear this eventual point with your agent in good time when making your final payment or even before that.

Now as the result of all these steps, most travellers go off on their trips and have a wonderful time. But how about the few cases when things go wrong—such as a hotel not honouring a reservation, or an airline mixing up your seating or some emergency such as a strike or bad weather intervening? None of these is the fault of your travel agent. If your ticket or vouchers is correct for an air seat or hotel room, you can always cable your agent at home and ask his help in getting the airlines and hotel offices to do something for you. But in almost every case, you will have to lean on the airline involved or try out a local travel agent to find a solution for your hotel imbroglio or to help arrange alternate transportation or lodging. When you return home your own agent will investigate all transactions that occurred and refund you for any services that were not provided as promised.

The largest travel agencies maintain offices in many parts of the world, and these offices will work freely to make you alternate arrangements and get you back on schedule. They may have to charge you for extra services to do this, but some of this is refundable when you report home.

A new development in the travel fields is the expansion into tour operations by many airlines, which splash large advertisements in the papers offering "tours" at enticingly low prices to the most exotic places in Europe.

Such tours have been classed as "throw aways" in agent's parlance. They consist of reduced round-trip fares to Europe, plus a minimum of "land arrangements" to qualify for use of these lower rates. The restrictions are that only certain dates of departure can be chosen, and that service overseas consists of a modest hotel (some-times in a remote location) also a rented car or rail travel and a transfer at the beginning and end of the trip.

Many agents are reluctant to sell these "throw away packages" since they have no acquaintance with the European operators and because so many features, especially meals, are not included in the price. However, they will sell them if requested, in their capacity as agents of the airlines, but they can give very little recommendation of one over the other.

Low-cost "packages" like all other commodities, have to be judged on how much is paid for them. If their fare is very low, one's expectations should also be low. If one's expectations are for a higher standard of comfort and service, then other types of offerings should be considered.

To sum up the whole subject, a reputable thorough, skilled, understanding travel agent is worth his weight in gold. He gives good counsel, handles all the nitty-gritty details and the voluminous paper work of arranging your trip from among many, plus issuing your tickets. He does almost everything short of putting you right on your plane or ship himself.

After all, agents want you to come back happy. They can't move their office away. They're there, and when you return home they want you to come in and tell them what a grand time you had and that you will use them again and refer your friends to them too.

TOURISM NEEDS TRAINED GUIDES

With the formation of Tamil Nadu Tourism Development Corporation in May 1971, the department of Tourism looks after general, administrative and promotional activities such as allotment of tourist taxis, hotel classification and approval of plan schemes, publicity, etc., while the Tamil Nadu Tourism Development Corporation has taken over the tourist bungalows and has improved the existing amenities and also is planning expansion of accommodation and facilities wherever necessary. It also runs tourist coaches to Kancheepuram, Mamallapuram and sight seeing trips in Madras. A new innovation popular with home tourists are its Package Tours of three and seven day duration with a trained guide.

Training Scheme

There are numerous places of tourist importance including historical, monumental, cultural, archaeological and art interests. Tourists, while visiting such places, have the urge to know the previous history of the place and any important event or events connected with the place. This urge could be satisfactorily met by educated and specially trained tourist guides capable of explaining the importance of the place in languages familiarly known to the various tourists. To-day there is no systematically trained guides employed by the State Government or the Tourism Corporation who could do full justice as guides referred to above. Hence a special scheme for training suitable persons (with minimum general qualifications—a Bachelor's Degree in Arts with additional knowledge of 2 or 3 languages in addition to mother tongue) has to be included in the Perspective Plan. It is important to see that knowledge in additional languages such as French, German, Russian, Arabic, Malay, Singalis, Spanish, Italian, Chinese, Japanese and also Indian languages such as Hindi, Telugu, Canaris, Bengali, etc., are included in the training course so as to enable each trained candidate to know atleast 2 other foreign languages, in addition to

English and 2 other Indian languages in addition to Tamil.

The tourist guide has not only to be knowledgeable enough to point out and explain things to the tourist but also maintain such excellent relationship with the tourist in creating interests for this purpose. He should be well equipped with knowledge of history, architecture, local topography, travel facilities, accommodation, entertainment, food, shopping and culture. He should also be tactful, friendly and helpful. He should be a person of mature judgment, well dressed and trained to deal with foreign visitors also. A course of Tourism has been designed in the University of Delhi for the B.A. degree under its programme of vacation-oriented studies. A college in Bombay has also been assisted in introducing a one-year certificate course in tourism and travel agency. A scheme for instituting fellowships for doctoral research in the field of tourism and travel in the School of Economics has also been prepared. It seems there is proposal to extend the scheme to other Universities. later. Madras University may be moved for instituting a special course of study for tourist guides.

Training opportunities are also reported to have been secured abroad through international organisations. The Government of India imparts training as Tourist Guides through their various offices. The course extends to 8 to 10 weeks duration and is basically designed to give a good grounding in the subjects in which the tourist will evince interest during his sojourn in India. Lectures on the various subjects are delivered by eminent experts and practical demonstrations are also conducted during the course. On completion of training, students have to appear for a written test which consists of two papers and a viva-voce examination.

The Government of India's Department of Tourism deals with the report of lectures on all aspects of Indian history, various religions, archaeology with special reference to the temples in South India, Indian gastronomy, planning of itineraries, etc.

An integrated development of tourist spots, pilgrim centres, archaeological and historical monuments and introducing package tour programmes with trained guides will be a popular means to satisfy tourist.

Tourists are becoming conscious of money values spent on tourism. The desires is to visit and cover as many tourist spots during a single trip. Bearing this aspect in tourism development, package tours are to be arranged in a convenient manner and such integrated tourist spots and areas have to be developed adequately with all necessary infrastructure. Priorities are to be given to the following "Packages"—

1. Madras — Kancheepuram—Vedanthalangal — Thirukalikundram, Covelong and Mahabalipuram.
2. Coimbatore — Pollachi — Valparai — Anamalai — Munar — Periyar—Kodaikanal and Madurai (along Western ghats).
3. Tiruchirappalli — Thanjavur Kumbakonam—Mayuram — Sirkali —Kaveripattinam—Nagapattinam—Vedaranyam—Kodikarai and Pichavaram forests.
4. Tiruchirappalli — Thiruvanaikaval—Srirangam — Samayapuram —Pulianchola and Gangaikonda Cholapuram.
5. Madras — Mahabalipuram — Cuddalore — Kaveripattinam — Nagapattinam—Vedaranyam—Point Calimere — Tondi—Rameswaram—Tuticorin—Tiruchendur and Kanyakumari (along sea coast).
6. Madurai—Alagarkoil — Tiruparankundram—Dingidul—Palni.
7. Tuticorin — Tiruchendur—Tirunelveli — Papanasam and Courtallam.

Tourists, quite naturally, are eager to know the history, important events and such other details related to the tourists place of visit. Also, the important aspect of the particular tourist place will have to be conveyed to the tourist to make him more interested in

visit. Better and useful service could be rendered in this direction by employing suitably trained tourist guides at all important tourist centres. Such guides can also be of much use in accompanying tourists on travel during package tours, to make tourists happy and feel more interested in Tamil Nadu. Absence of such organised and properly trained guides gives scope for unauthorised persons acting as guides and often conveying legendary tales to the visitor. This situation should be changed soon. Regular training courses should be

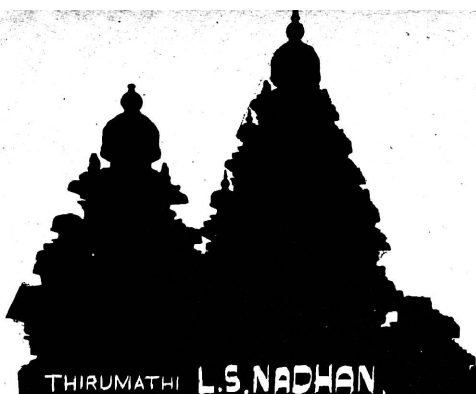
commenced for persons recruited ; their minimum qualification should be an Art degree of a University, quite fluent in languages, Tamil, English and at least one more Indian and another foreign language. It is the language in conversation that makes tourists feel happy and homely and hence the trainees should be able to converse and explain the importance of the place to the tourists in a number of languages to enable the respective visitors to understand. As such, facilities should be made available for coaching both foreign and

Indian languages, Russian, French, German, Malay, Arabic and Singalese Hindi, Telugu, etc. Organised training facilities for tourist guides, and lectures as also for those officials connected with Travel Trade and Industry, Health Staff, bus drivers, conductors and taxi drivers have to be provided at State level to facilitate securing required number of trained guides. A sound knowledge of cultural heritage has to be imparted to the trainees.

(Task Force on Tourism, State Planning Commission.)

A black and white photograph showing a herd of spotted deer, likely spotted deer, in a forest. The deer are standing on a dirt path or clearing, surrounded by dense trees and foliage. The lighting is bright, creating strong shadows. The deer are facing various directions, some looking towards the camera. The forest appears to be a natural habitat with many thin tree trunks and a thick canopy.

AT MUDUMALAI
WILD LIFE
SANCTUARY



THIRUMATHI L.S.NADHAN

TOURISM-SUBJECT FOR DEGREE AND TRAINING

Tourism has now been recognised as a very important agency in providing employment directly in the tourism ancillaries like accommodation facilities, restaurants, transport operators, transportation companies, travel agents, guides, etc., as well as indirectly in the field of handicrafts, building trade and other types of industries ancillary to the creation of tourism complex. Particularly, in providing services for the different types of market, the domestic and the international, the low budget, the medium budget and the high budget, it is necessary to use utmost ingenuity, imagination and dynamism. But all this and the creation of a satisfactory infrastructure would be meaningful only if people associated and employed in the tourism field are able to tackle their assignments with professionalism. This would be possible only with the concerted efforts of all agencies to provide adequate training for potential workers as well as on-the-job training to employees.

The Tourism Department has been very conscious of the need to impart such training and at the moments, proposals are under way for the creation of high level institution for training in tourism studies. Even other Universities are also realising the need for introducing tourism for a serious subject of study. The Delhi University has introduced a course on Tourism for the B.A. Degree candidates from the Academic session 1972-73. Aurangabad University has also instituted Tourism Studies in its course. The Polytechnic attached to the Sofia College in Bombay has been given assistance in offering one year certificate course in tourism and travel agencies and in addition to full assistance in designation of course and assistance in running some of them, a scheme for institution of

Fellowship for Doctoral thesis in the Delhi University has also been formulated. Seminars covering various facts of tourism have been conducted by the Department for the benefit of its own officials as well as members of the travel industry. Advantage has also been taken of various fellowships offered for training in tourism. The Department is in very close association with the Regional Institutes of Catering Technology and Applied Nutrition as well as craft institutes.

Language Courses

As far as Department's direct involvement is concerned, several language courses have been held so far for the officials of the Department and guides who have had the benefit of training in French, German and now Japanese. Our main involvement has been in organising guide training courses as well as refresher courses for guides at various centres through the field officers. These courses, which are conducted for a period of 8 to 10 weeks, are for young graduates with a special interest in Indian History and Tradition.

An array of experts on varied subjects like Indian History, Geography, Philosophy, Sociology, Fine Arts, Archaeology, etc., have been lined up and their services utilised for lecturing to the guides on their special subjects.

At the end of the course guides have a practical examination as well as two written papers of University Standard. Successful candidates are given special identity cards and allowed to take assignments on a fixed rate as free lancers. It has been found that good guides have no dearth of assignments and do make a very lucrative livelihood out of what they consider a very interesting hobby. Special efforts are made to recruit young people

familiar with Indian customs and traditions so that they can interpret India intelligently to the visitor from abroad. Candidates with knowledge of foreign languages are particularly in demand.

The importance of guides to tourism cannot be overstressed regardless of the kind of tour organised, whether it be for low budget or high budget. Every one in tourism is aware that no sightseeing tour can be complete unless it is conducted by a qualified guide. While it is true that a small percentage of tourists do read up exhaustively on the country they plan to visit and prefer to go around sightseeing with a standard guide book, the majority have invariably found the services of a guide an absolute necessity. The guide meets the tourist at the time of his arrival and is with him till his departure from the city and in some cases accompanies the group or individual throughout his tour in the country. Therefore, it is quite natural that a special kind of personality should be sought for a guide. The questions asked by tourists range from the very simple and mundane like climatic conditions in the area, or the possibility of shopping for special goods to very specific and intricate questions like political situation, or India's Foreign Policy or the concept of God in Hinduism and India's attempts in the field of population control or industrialisation. In fact, very often seemingly simple questions can stump any of us and it requires, for a guide to be successful, a background of interest from flora and fauna to philosophy and economics. Our courses are, therefore, designed to give this basic introductory background so that a guide can afterwards go deeply into some of the subjects and specialise.

THE HANDICRAFTS OF TAMIL NADU

The Tamil Nadu Handicrafts Developments Corporation, a Government owned public limited company was formed and registered under the Indian Companies Act on 26th July 1973 and the certificate of commencement of Business obtained on 31st July 1973. The Corporation has commenced business on 1st August 1973.

The authorised share capital of the Company is Rs. 50 lakhs. It has taken over from the Industries Department nine Government Emporia running at different places in Tamil Nadu and will soon take over the Emporia run by the Tamil Nadu Handicrafts Co-operative Marketing Society. The Corporation will operate 14 emporia all over the State and one at Delhi. It has planned to open more emporia in Bombay, Calcutta and other important centres.

The Corporation which will be engaged only in the marketing of Handicrafts for the time being, will gradually take over the production units now run by the Industries Department, and control the complete range of activities from the procurement of raw materials to the marketing of their products. The Corporation will also undertake exports of handicrafts in a big way.

All the units of the emporia will be named as "POOMPUHAR" as Poompuhar marks the revival of stone sculpture after 12 centuries of dormancy.

Stone Sculpture :

Stone Carving as a basic art blended with the Hindu Civilisation. This Craft is mainly concentrated in Mahabalipuram of Chingleput district, Modaiyur and Thiruvannamalai of North Arcot district and in Myladi of Kanyakumari district. The superb expression of the magnificent sculptures in rhythmic form found in the Temples of Tamil Nadu have been a perennial theme for the study of art connoisseurs. Monolithic



Musical pillar stones with 16 slender pillars made of resonant stone, which adorn the temples of Madurai and Suchindram Temples are unique sculptural works of Tamil Nadu which no foreigner would miss to see. Similar Musical Pillars could be manufactured at the Sculpture Training Centre, Mahabalipuram against firm orders and the cost would be Rs. one lakh at site.

Art Plates :

The Art plates, popularly known as Thanjavur Art Plate made of brass with motifs drawn from the Hindu Mythology, encrusted in Silver and Copper against an artistic and ornamental background are of traditional art, unique in Tamil Nadu, particularly in Thanjavur. They are a valuable choice of the art connoisseurs all over the world.

Bronze Icons :

Bronze Icons are produced by *cire perdue* process (Lost wax process) and this craft is mainly concentrated in Swamimalai in Thanjavur district. There are also a few artisans of this craft in Madras, Madurai, Tirunelveli, Erode, Kancheepuram and Salem. The serene expression, the dynamic symmetry of the posture, the original yet artistic anatomy and the grace of gesture projected with high skill in all minute details witnessed in the Nataraja and other Icons show the iconographic talents of the artisans of Swamimalai.

Ball Metal Lamps :

Perfect in their form and flawless in their technique those lamps are traditionally known as Kuthuvilakkus and are mostly used for religious and auspicious occasions. The new type of lamp recently developed, known as Thonda Kuthuvilakku (self-filling lamp) is an ideal substitute for candles used in dinners, a new trend in the use of these traditional items in modern environments. This craft is mainly concentrated in Nachiarkoil of Thanjavur district, Kancheepuram of Chingleput district and in Vaigai-kulam of Tirunelveli district.

Wood Carvings :

The splendid specimens of wood carvings with their chiselled excellence are striking and convincing examples of the characteristic skills in delicate carvings. The craftsmen engaged in this craft are mainly, concentrated in Nagercoil of Kanyakumari district, Madurai, Virudhunagar and Karaikudi of Ramanathapuram district, Papanasam and Mayuram of Thanjavur district, Salem, Madras and in Thirumazhisai of Chingleput district. This traditional craft rises to the amazing magnitude form small rice figures (one c.m.) to gigantic sandal wood Rathe Temple car, temple chariots, which in the intricacy and precision of its arabesques and carvings capture the attention and simulate the imagination of the onlooker.

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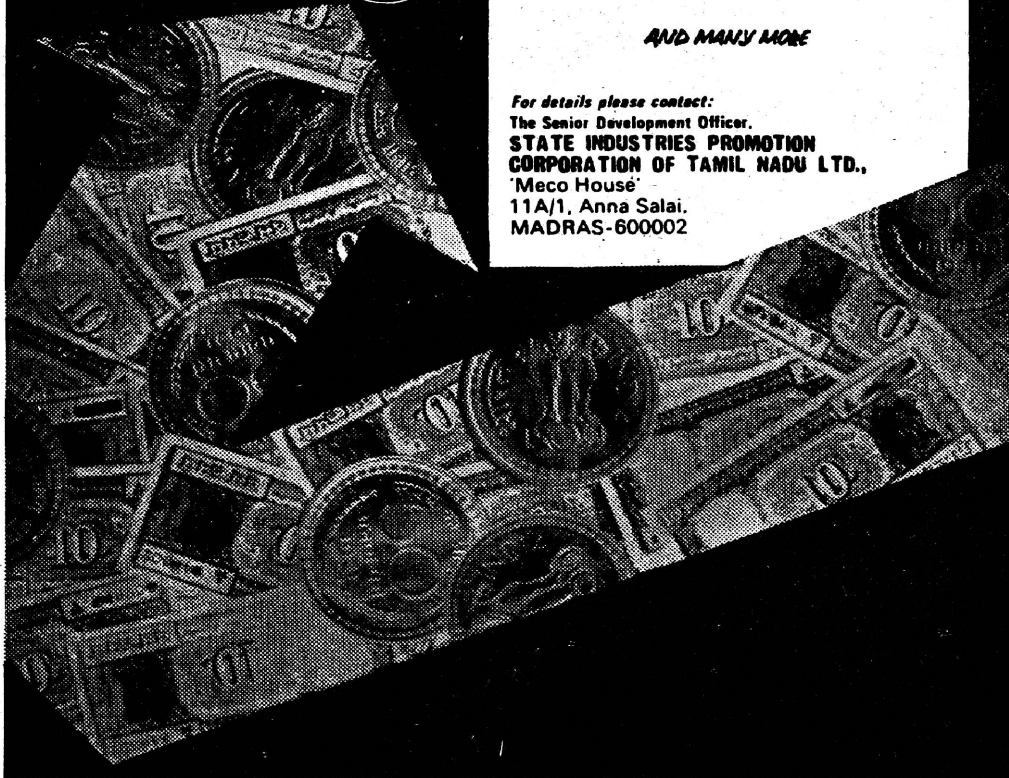
AND MANY MORE

For details please contact:

The Senior Development Officer,

**STATE INDUSTRIES PROMOTION
CORPORATION OF TAMIL NADU LTD.,**
'Meco House'

11A/1, Anna Salai,
MADRAS-600002



The temple cars are masterpieces of the traditional wood carving work now on revival at Nagercoil. They are massive in girth and great height, consisting of several tiers of panelling with figurine carving and cornice work, set in with a number of offsets and projects.

Ceramics :

The Ceramic Artware are produced by continuously evolving new designs and new colour schemes in keeping with the latest trend and taste in the International market. The efforts of infusing new designs and ideas and the judicious application and mixing of colours have enabled the production of a wide variety of pieces in pleasing shades. This craft is mainly concentrated in Madras and Vridhachalam. The College of Arts and Crafts, Madras has contributed a lot in evolving new designs and colour schemes.

Pith Crafts :

Pith is the stem of a kind of water plant growing in the river banks and the basic material for this fine craft. Miniature models of temples, mosques, churches and imposing buildings and monuments are made out of pith. Left to its natural whiteness they resemble the models made of marble. Flowers resembling natural ones are also made. This craft is mainly concentrated in Thanjavur, Kumbakonam, Thiruthuraipoondi of Thanjavur district, Tiruchirappalli and Madurai.

Sunhemp Carpets and Druggets :

The carpets and druggets woven with sunhemp fibre with traditional floral motifs and modern designs are available in a variety of fine blended natural and dyed shades. These carpets and druggets, ideal as floor spread for drawing rooms, halls, and lounges are also coming in sizes for use in cars. This craft is mainly concentrated in Gopalsamudram and Ayikudi of Tirunelveli district. Weaving of utility with beauty in every product is still inborn in the artisans of this area.



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Mat Weaving :

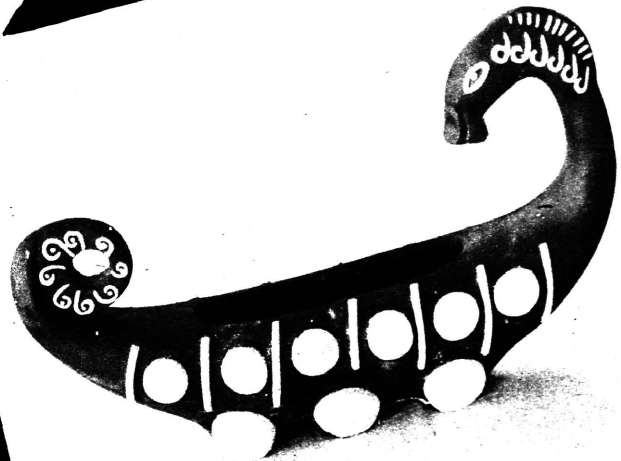
This craft is spread over the entire part of Tamil Nadu as a part time occupation in some places and full time crafts in some places. In Thanjavur, Tiruchirappalli and Tirunelveli districts, this craft is practiced as full time craft. In most of the places like Sirkali, Unniyur, Veeravanallur and Pattamadai it reaches high technical skill. From a mere Cottage Industry, this craft has developed into folk art and at Pattamadai, it has reached a level of matchless distinction in decorative art.

Paper Machie :

This craft is mainly concentrated in Madras, Madurai, Cuddalore and Thanjavur. The artistic expression and the grace of gesture projected in all minute details witnessed in the Bronze Icons, may also be seen in the Papier machie products. Apart from products of high artistic value, small dancing dolls and wall hangings are also produced.

Kalamkari :

An extension of fresco tradition, these colourful hand woven fabrics of vigorous designs the traditional artistic expressions applied to the changing times from decorative art to utility items, are the choice of the art minded people. Generally the theme for this craft is taken from the Hindu Mythology. This craft is mainly concentrated in Seeka-naikenpet of Thanjavur district. Thabovanam of South Arcot district and in Madras.



Samy...

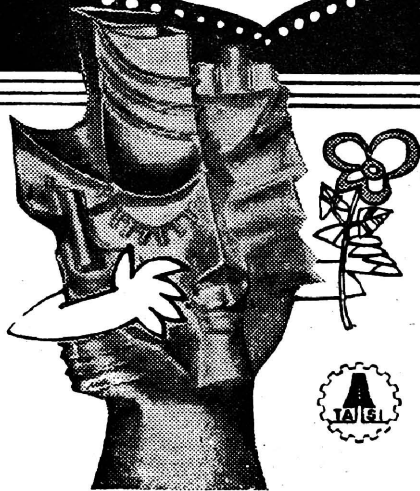


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Applique Work :

The products like Thombai, Vasamalai, Umbrella used in religious occasion are produced in eye catching colour cloths with patch work of birds, animals and floral designs as motifs. These pieces are widely welcomed as decorative pieces. This craft is being practiced in Lalgudi of Tiruchirappalli district and Kumbakonam of Thanjavur district.

Batik Works :

Batik Art pieces, both in abstract art and traditional Art are widely welcomed as Decorative pieces and as draperies. This craft is practiced in Madras and Cholamandal Artists Colony (beyond Tiruvanmiyur).

Mr. Philip, Chairman, Southern Handicrafts Exporters Association, gives the following Comments :—
“Are these made by Indians? Unbelievable, how beautiful, how talented your people are?” ex-

claimed a tourist looking at our arts and crafts display. This is a typical remark by foreigners who visit our country. They admit the crafts-manship is almost dead in their lands and if at all anyone made anything artistic by hand, you can guess the price will be something fabulous.

There is a tremendous lot of talent in our people and we can do anything by our hands, given ideas and raw materials. It is most heartening to see that our own countrymen are beginning to appreciate this and encouraging our artists and craftsmen.

By the efforts of the State Governments, public and private emporia and boutiques, our craftsmen and artists are coming forward rapidly, and the foreign tourist can buy quality goods at right prices, in all cities.

It is estimated that Rs. 300 crores worth of the handicrafts are produced and sold in the country, every year of which nearly Rs. 100 crores are in exports. The market is large and the prospects unlimited, but one must be on guard to preserve the purity and standard of workmanship and finish and not be tempted to make easy money but turning out shoddy work, only then will our handicrafts have bright future.

Every tourist and foreign visitor likes to take with them something typical of the country and representing our culture, and therefore our handicrafts, are truly ambassadors and this fact must not be overlooked by either the maker or the seller.



HOW THE HOTEL INDUSTRY CAN ATTRACT TOURISTS

By

K. S. UDVADIA

(General Manager, Hotel Imperial, Madras-8).

Tourism can be best promoted in the spirit of team-work and collaboration between officials and non-official agencies, through public and private sectors coming together in an exclusive council. Through this, we can obtain advice of various segments of travel industry formally and informally and true representation could be given to travel industry on the council.

The most important problem, which confronts us, is that the tourist facilities are not keeping pace with the growth in the tourist traffic in large cities and even the basic facilities have to be developed around tourist centres in the interior of the country.

In recent years, foreign tourists visiting this country are so large that the problem of accommodating them all at a time in good hotels poses the biggest problem. The Government should come to the aid of private sector by giving all possible help towards advances of money for transport, for renovation of hotel buildings and buy up-to-date modern machinery for hotels and Catering Establishments. The Government should allow the private sector to play its role as effectively as possible and only when private enterprise fails or lags behind, then there is no option for the Government, but to take over the initial operation facilities.

The travel agents and hotel industry should not be content with the physical arrangements for the tourists, but they should act as guides and philosophers to enable them to see all the aspects of our country in right perspective and return with balanced view of things. By these means, the hotel industry will be conscious of an educative influence on the minds and hearts of their guests. I would like to deal specially on tourist and holiday publicity which covers two important functions, that of providing information and persuading the public who constitute the market for any product or service. There is a common ground to persuade the

people to travel away from home and to spend their money in the travel services. There is a peculiar complication which lies in the fact that the traveller does not look forward to mere accommodation or transport. But he requires service, because he has been persuaded to make a journey for a particular purpose, for sight-seeing, for business, for education and to see friends and relatives. It is for that reason that the co-operative work is most important. It is very rarely that any business can do without publicity of some kind.

In all the cases of information aspect of publicity, clients must be told where the hotel is and how they can get there. In this case, brochures and sign-posts, information notices and local guide-books, or obvious examples of the methods available to attract the clientele. The most important is that the local residents in town can come forward to give their valuable suggestion, coverage of local press through feelings, for example, obtaining mention of personalities visiting the hotels and events taking place in the hotels and the national press. Regarding the management, they have to make a thorough study of the market (i. e. their clientele.). It is rare that the management may not know the tastes of various types of people. Travellers are having their own whims and fancies of food. A study of market and study of what hotel has to offer is a prelude to the planning of publicity operation. The hotel should know what it has to sell, at which times of a year accommodation is not fully used, whether it wishes to develop a restaurant business, banqueting business, a Conference or trade. The hotel industry must bear in mind in order to please its clientele with presenting them with literatures, post cards, X'mas cards, calendar, and they should be persuaded to come more often again with their friends and relatives.

Publicity is an essential factor in marketing and unless you present your hotel in right perspective, it

will be very difficult to get appreciation from them.

GOOD PUBLICITY AT LOW COSTS

The two most important sources of business for the hotel industry are undoubtedly by way of recommendation and various form of direct advertising. Unless and until you give the visitors and provide them with good service with charm and courtesy, the visitors will not hesitate to suggest the hotel to their friends and business associates. The proprietor of the hotel should come forward to spend just a little effort in keeping the name of his establishment before the public eye in the most effective and attractive manner. His continued effort may also repay him in terms of cash actually saved on publicity materials. I would personally stress my sincere opinion on pictorial advertising which is a powerful selling-media in my personal experience a great success as I found. What we should do is actually this that the picture post cards on your own hotel with good background covering particularly the interior and exterior of views which will no doubt attract the tourist to a great extent. For this, the cost of printing cards may not be so expensive and this will be of great publicity value. Benefits derived by tourist-travellers lead the way to international friendship and world-peace. Where tourist visits a country, they talk with the people there, see how they live, and become acquainted with them. Genuine and true friendship developed by mutual contact and long discussions on social customs, manners, habits, etc. makes an indelible impression on our visitors and on return, he is able to explain by his experience what he has seen to his own people in a true way. Their true friendship and mutual love is there for ever on the minds of the tourist and his reminiscences and impressions will lead definitely to world peace for ever.

SAFEGUARDING THE AIR*

by
Prof. G. Sidorenko

Director, Institute of General and Municipal Hygiene.

George F. Kennan, the celebrated American columnist and diplomat, in one of his articles had suggested that a group of countries might set up something like a club for nature protection. The idea seemed fantastic to him then but there is no fantasy in the idea now.

There are various forms of the joint efforts of States in nature protection. For example, there is already a club existing of representatives of all COMECON member-countries of Europe. It organises and channels all the activities of the co-ordinating centres established in the U.S.S.R., Czechoslovakia, the G.D.R., Hungary and Poland. Among the problems being tackled are "Hygiene Aspects of Environmental Protection", "Protection of the Atmosphere from Pollution by Harmful Substance", "Disposal and Utilisation of Domestic and Industrial Waste", etc. The problem of protection of water resources is also being solved jointly.

These problems are being tackled by over 100 various research institutes. A centre set up with the facilities of our Institute, has been given to solve the first problem, i.e., the problem of environmental hygiene.

The task of the centre is to summarize and analyse the working programmes of research works in the member-states, to submit proposals on new research projects and to prevent parallelism. It also provides reciprocal consultations for specialists and organises exchanges of know-how.

Joint Research

As far back as 1963, COMECON adopted a decision to organise joint research to protect the atmosphere

from pollution. Before this decision, the activities of the scholars from the socialist countries were dissociated. Questions were solved on the basis of individual experience. There were no experimental facilities in many of these countries and sanitary legislation was just beginning to be evolved.

From my point of view, the main results of the first period of our co-operation was that we could organize at the Hygiene Institutes of the member-states, laboratories and experimental facilities to prepare specialists (by the way, many of them covered a training course at our institute) and to standardize research methods. Last but not least, in the course of that co-operation there appeared some new trends in the study of the biological effect of atmospheric pollutions.

Beginning of a New "Chemical" Era

A person living in the second half of the 20th century comes across every day, both in production and at home, an ever growing number of chemical and physical factors whose influence on the organism is either not known at all or insufficiently known.

The pollution of the air, water, and ground and consequently of food by chemical substances has reached such a level in advanced countries that scholars are now talking of the end of the "bacteriological" era (that was how the past century and the first decades of this century were called) and of the beginning of a new, "chemical" era.

There are various ways of fighting pollution in different countries. Whereas in the Western countries

it is a question of stabilizing the level of pollution, in the COMECON countries this is a case of a constant reduction of this level. The scope of the problems of clearing the environment are stupendous and they can be solved only under a system of planned economy.

Here are only a few characteristic illustrations. There are about 20 new towns springing up in the U.S.S.R. every year. Their construction is necessarily done in keeping with hygiene recommendations. What does this mean? The city territory is broken into functional zones—residential, production, service and transport. Besides, a sanitary protective zone stretches between the production and residential areas. More and more enterprises are being fitted with clearing units. The free planning of neighbourhoods helps to air them better, to have a more efficient insulation of flats and to reduce noises. The same are the principles underlying town-building policies in other socialist countries.

Campaign for Human Health

The Campaign for clean air is campaign for human health. Here, the COMECON scientists jointly solve this problem. In the course of the co-operation, great attention is paid to the study of possible allergenic, embryotropic, cancerogenic and genetic influences of substances on man. On the basis of the research made, hygiene recommendations were compiled along with the quotas for maximal permissible content of harmful substances. This is particularly important because the hygiene quotas underlie all the practical activities of the sanitary bodies and are the initial data for the planning of industrial and housing construction.

However, the problem of ecology is many-faceted. It includes the questions of protection of soil and water bodies, noise abatement, etc. Take, for instance, the water basins which are common for several countries. In this case, one can do little single-handed. That is precisely why Comecon countries with coast-lines on the Black and the Baltic Seas, as well as the near-Danube countries, have joined their efforts to protect these water resources. A number of measures has been evolved to prevent their pollution.

SPACE PROGRAMME IN INDIA

In order to promote a rapid development of activities connected with the Space Science, Space Technology and Space Applications, the Government of India set up a Space Commission on June 1, 1972, an organisation free from all non-essential restrictions or needlessly into strict rules, to have responsibility in the entire field of Science and Technology of Outer Space and their Applications. The Space Commission with full executive and financial powers, modelled on the lines of the Atomic Energy Commission, is headed by Professor S. Dhawan, Director, Indian Institute of Science, Bangalore.

The objectives of the Space Programmes, according to the Profile for the Decade 1970-80 on Atomic Energy and Space Research, are to develop indigenous competence for designing and building sophisticated hardware involved in space technology including rockets and satellites for scientific research and practical applications of the use of these systems for providing point-to-point communication and a national television built-up through a direct broadcast synchronous satellite and the applications of satellites for meteorology and for remote sensing of earth resources.

The Space programme can be divided subjectwise into three broad areas of Space Sciences, Space Technology and Space Applications.

SPACE SCIENCES

Space sciences include research programmes in acronomy, X-ray and gamma ray acronoma, plasma physics, cosmic rays, studies of lunar material, meteorites, etc. Research under the broad spectrum

of Space Sciences is mainly carried out at the Physical Research Laboratory, Ahmedabad and at the Vikram Space Centre, Trivandrum.

Space Technology covers all aspects of work related to the development of rockets, satellites, propellants, scientific payloads and ground and space instrumentation.

The Space Science and Technology Centre (S.S.T.C.) at Trivandrum set up in 1965, is the main research and development laboratory. At present, work is in progress in the Centre for the development of a satellite launch vehicle. Studies are also under way for developing synchronous satellite launch capability. The Vikram Sarabhai Space Centre includes the Space Science and Technology Centre, the Thumba Equatorial Rocket Launching Station, the Rocket Propellant Plant, the Rocket Fabrication Facility and the Propellant Fuel Complex.

The United Nations sponsored Thumba Equatorial Rocket Launching Station (T.E.R.L.S.), which became operational in 1963, offers unique facilities to conduct research in ionospheric physics, geomagnetism, cosmic rays, astrophysics and solar physics.

Speaking at Thumba on February 2, 1968, Thirumati Gandhi observed that Thumba Rocket Centre was a milestone on the road of progress that India has made during post-independence period. She further said, "This station is a very tiny part of the vast programmes of space exploration which have already carried rockets to the Moon and to Venus".

More than 100 rockets have been launched from the Thumba Equatorial

Rocket Launching Station (T.E.R.L.S.) till now. The rockets launched included those under collaborative experiments with various countries, experiments exclusively for Indian scientists, and flight tests of rockets under development.

SATELLITE LAUNCH VEHICLE

The Satellite Launch Vehicle Project has been undertaken for the indigenous development of a satellite launch capability for placing a scientific satellite of 40 kilogram in a 400 kilometre near circular orbit around the earth. A team has been constituted to analyse, study and report on an optimum approach to the development of a multistage launch vehicle, capable of placing a satellite of about 800 kilogram weight in synchronous equatorial orbit. Work relating to the detailed mission analysis, vehicle requirements, technological options and optimum choice is in progress.

The Space Applications Centre (S.A.C.) is responsible for various aspects of space application work. Effort is being concentrated on two primary areas, viz. (i) satellite communications and (ii) remote sensing and meteorology.

City for Sale :

The *Casper Star Tribune* (Wyoming, U.S.A.) recently carried an advertisement on the sale of a town True, Lamont—as it is called—is a teeny-weeny town. The 1970 census put its population at 100. It's located on either side of a highway and makes a living by catering to travellers. It has two filling stations, a hotel, two stores, a bar, a cafe, and a few dwellings. They all belong to one Bobby King who complains that Lamont no longer brings him any profit. And so he has decided to sell it for £150,000. He has had three offers and while the bargaining goes on, the townfolk are wondering what the future has in store for them.

A FACTORY THAT HELPS IN

URBAN SANITATION

By
N. GULYAEV,

Head of the Urban Sanitation Sector of the Academy of Municipal Economy.

Garbage heaps are growing with threatening speed all over the world. The London "Observer" reports that in the 1920s, the average American family threw out 2.7 lbs. of solid waste a day. In 1970, the figure was 5.3 lbs., and by 1980 it may go as high as 8 lbs. Every year, Americans throw away over 50,000 million tin cans, over 30,000 million glass bottles and jars and over 4,000,000 tons of plastic packaging material.

The refuse problem exists in our country too. With the growth of both industry and the cities, the amount of refuse inevitably increases. The residents of Moscow, for example, produce 6 to 7 million cubic metres of refuse annually, which has to be taken 30 to 40 kilometres beyond the city limits to be dumped. And in a number of big European cities, garbage has to be taken much further, as in Berlin, for instance, where it is shipped by rail to a distance of over 100 kilometres from the city.

Transportation of refuse is, of course, an expensive proposition. But this is not the worst problem. It is becoming increasingly difficult to find suitable places for dumping and the problem of rendering waste material harmless is becoming more acute. Even though the garbage may be carefully buried a dump becomes a large area of useless land, and at the same time a potential source of infection, a favourable environment for harmful microflora.

In short, dumping is by far not the best and, I would say, now an obsolete approach to the problem of waste. But what, in that case, is to be done with it? Specialists have proposed a solution: build refuse burning and refuse processing factories. Burning refuse is hygienic but quite expensive too. It is much more profitable to process garbage and convert it into some useable material like fertiliser.

Garbage Turned Compost

Two years ago, a new kind of factory began operating in Leningrad. It was an experimental plant for the mechanised processing of community refuse, designed at the Giprokommunistroi Institute, according to specifications worked out by the Urban Sanitation Sector of the Academy of Municipal Economy.

In this plant, garbage is placed into a feed bin, from where it travels by conveyor to a crusher. On the way, magnetic separators remove metal from the garbage. The crushed refuse then moves to the plant's main "shop"—the biothermal drums. These are closed revolving pipes, four metres in diameter and 60 metres long. Air is blown into the drums and conditions are created that stimulate an active biothermal process, converting the garbage into a compost under the influence of thermophilic bacteria.

Composting takes three days. The resulting compost is a high-

grade organic fertiliser containing large amounts of carbon, phosphorus, nitrogen, potassium and calcium for use in suburban agriculture.

Another garbage processing plant of French design with Soviet improvements was built recently in Moscow. One of Europe's largest plants for handling community refuse, it is designed to process 200,000 tons of garbage a year. This plant also makes compost, but that part of the refuse that is unsuitable for this purpose (large pieces of cardboard, wood, synthetics) is burned. The resulting heat is used to produce steam for nearby manufacturing plants and the residual dross can be used in road-building for filling in swamps, etc. This is actually two plants in one—a garbage processing and garbage burning installation. It has been estimated that six or seven such plants in Moscow could supply all the fertiliser needed for the greenery in and around Moscow and also for the market-gardening State farms around Moscow.

In Moscow, as in other Soviet cities, about one-third of the city's area is given over to greenery. Supplying fertiliser through garbage processing solves two problems at once: it rids the cities of refuse and improves their atmosphere with greenery.

In the near future, Moscow will have several such installations and garbage processing plants of various types will be built also in Tashkent.

Riga, Kharkov, Minsk, Tbilisi and other cities.

Against Garbage Domination

It would seem, then, that the solution to the problem has been found: convert garbage into a compost. However, scientists working on the problem of purifying the environment continue their research. But still there is the problem of the "waste in the waste", that is that part of industrial waste that is simply burned. An ever greater proportion of this kind of waste is made of synthetic materials, some of which gives off noxious fumes when burned. A better way of processing this kind of material must be found. Scientists are now trying to grow a kind of bacteria that would eat synthetics. It would be beneficial to find a way of increasing the "appetite" of the microbes that are used in processing organic waste in order to speed up the process of bio-thermal garbage processing. Biologists at our Academy are presently working on raising such microflora.

It is possible that new uses will be found for processed refuse in the future. As far back as the 1930s, Soviet scientist A. Gorin proposed a scheme for producing industrial alcohol from organic waste. This method is now practised in our country and in the United States. Patents for the production of building tile made of compressed refuse have been taken out in Japan and the Soviet Union. Experiments are being conducted on processing waste material into fuel oils and American experts even contemplate deriving valuable metals from garbage heaps.

The refuse problem is so urgent that even the nuclear physicists have been working on it. They hope to create a nuclear furnace that will be able to break down refuse into its component elements which will then be suitable for refuse. It is hard to say which approach will save man from "garbage domination" in the future. But many techniques already exist that are able to help solve this important problem.



the living past

The imprint of Time left on impressive buildings like the Taj Mahal is more easily discerned in written records. In place of mute memorials, eloquent books speak to one and all. The past is preserved in documents and books for posterity to show how and where history is imperishable. The same can be a guide to the future also.

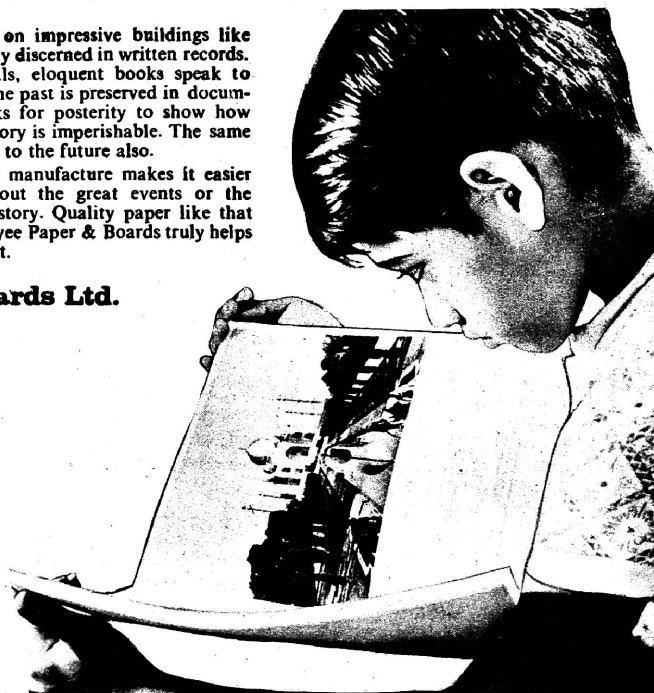
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Theft of Cultural Property

by

M. N. Deshpande

Director-General, Archaeological Survey of India.

India has a long and hoary antiquity. On her soil flourished one of the most ancient civilisations of the world. Ancient monuments illustrative of her glorious history and culture and other works of art constitute visual landmarks of the high attainments and genius of our ancestors.

We are justly proud of this great heritage. In fact, there is a growing awareness in the world that the cultural heritage belonging to any people whatsoever constitutes a common cultural heritage of all mankind and preservation of this cultural heritage is a common responsibility of all peoples of the world. It is no wonder, therefore, that the monumental and artistic heritage of the country is cherished by the sons of the soil as their special responsibility.

Appreciation of the cultural heritage has given new dimensions to tourism beyond the confines of one's country. In modern times, tourism is being conceived as a global industry. While this development is indeed welcome, there is an attendant factor which has been causing concern to those interested in the preservation of cultural heritage.

In the recent past, we notice that all the world over there is a craze for possession of pieces of art. This craze has so completely overtaken the so-called cultured and elite in the affluent countries that this has set at naught all norms of behaviour. Theft and smuggling of art objects has become a world-wide phenomenon.

Rich Cultural Heritage

India has a rich artistic tradition and objects exemplifying it like sculptures in stone, metal or wood, paintings and manuscripts and a variety of other objects are strewn over the length and breadth of the country. This has attracted the attention of art-lovers and art-dealers and denudation of the country's cultural heritage by theft and smuggling has reached alarming proportions.

This is in sad contrast to the efforts of others dedicated to the cause of protection of cultural heritage of mankind. On the one hand, damage to cultural property even during armed conflicts is considered an act of vandalism leading to impoverishment of world-culture. World opinion is sought to be aroused against this danger through UNESCO Convention (1954) for the protection of cultural property in the event of armed conflict. The 1970 Convention deals with the means of prohibiting and preventing the illicit import, export and transfer of ownership of cultural property, pillage, theft and smuggling of cultural property which go on unabated.

Not a day or a week passes without a news item about the theft or damage to cultural property. Museums are burgled, priceless images under worship are stolen or replaced and sometimes, statues adorning temple walls are detached by chiselling and stolen away. A new and lucrative trade in antiques has developed. This trade knows no ethics and is flourishing in an underworld of its own.

The theft of the bronze Vishnu image from the Chamba temple which was fortunately recovered in Bombay or the smuggling of the unique Chola period Nataraja from Sivapuram to U.S.A. may be cited to illustrate the ramifications of this trade not only from one part of the country to the other but also from one country to the other.

Need For Vigilance

What are we to do in such a situation? Do we expect the Government to tackle this menace or do we consider that we as citizens, have also a role to play in this national task? We are aware that the Government of India has passed the Antiquities and Art Treasures Act, 1972 to regulate the export of antiquities and art treasures, to provide for the prevention of smuggling of and fraudulent dealings in antiquities and this Act will soon replace the Antiquities (Export Control) Act, 1947.

The new Act envisages licencing of dealers in antiquities so as to regulate the trade and control illicit export in antiquities and to see that acquisition of antiquities by fraudulent means is put to an end to. It also aims at registration of antiquities in the possession of private persons and institutions. The Act also provides for compulsory acquisition of antiquities for preservation in public museums and for severe penalties for offences in contravention of the provisions of the Act.

The Government has taken other positive steps in many directions.



All loose sculptures in and around the protected monuments, which cannot be adequately safeguarded in situ, are being collected and stored in sculpture-sheds where they could be better looked after. The Watch and Ward staff at monuments and museums has been augmented and police-guards are being posted at vulnerable museums and monuments.

Responsibility of the Citizens

However, everybody knows that laws and penalties help but a little in prevention of crime. The legal sanctions and the stringent penalties

for infringement of the provisions of the Act will be of no avail if the people themselves are callous and unaware of their responsibility.

If this country has to survive and make its mark in the world of tomorrow, it must be conscious of its extraordinary cultural, spiritual and ideological heritage and foster values which have been tested over centuries. This cumulative heritage however, takes concrete shape in the form of monuments and works of art.

An image is not merely a work of art but something more than that.

An art object is mirror of art, religion, philosophy and cults and culture of a country. It will be a great folly to consider that this rich cultural heritage can be preserved merely by enactments or armed guards.

It is the common will and determination of the people that can save cultural heritage of the country for it symbolises the very soul of a country. To save the soul of a nation, we must put in determination and dedicated efforts. By allowing theft of cultural property, the present generation will be neglecting

moral duty of safeguarding the cultural heritage which has been handed out to it by its forefathers.

I say all this with a definite purpose. Can we have nation-wide movements for saving our artistic heritage? If we are convinced that such a movement alone will effectively save our cultural heritage, we must start action in all earnestness.

Each village and each town is proud of its antiquity. This may be manifested by monuments, perhaps a temple, a mosque, a church or a secular building either a place or a tank. Besides, there must be numerous art objects attached to these monuments or lying in the precincts of these villages or towns.

Should it not be the duty of the villager or the town dweller to protect this heritage from the lust of the antique dealer. It is impossible for any thief to hack a sculpture from a monument or a temple without some active support or connivance by the local residents.

Can we not envisage emergence of local association for the protection of cultural property? The support of the entire population should be enlisted in this noble task. Such village or town associations should function under the general guidance of district associations for the prevention of loot and vandalism of our cultural property.

In the next Five-Year Plan is envisaged the establishment of Nehru Yuvak Kendras at each district level to foster and promote all-round cultural and other related nation building activities. Such centres can play a vital role in safeguarding the

cultural property of the region. These centres can initiate positive action in the form of collection of loose sculptures from unprotected monuments and ruins and help in the formation of museums at each district centre. If such a movement gains momentum, the task of the

police to enforce the Act will be easy. This will greatly diminish theft of cultural property and police will easily get information about anti-social elements operating in each area. I hope this consciousness among the people can be created by historians, archaeologists, museum directors and by other leaders of the community interested in the preservation of our cultural heritage. This can become a mass movement not only for the purpose of prevention of thefts but can also become a dynamic instrument for informal education in the field of cultural heritage.

RESPECT FOR CULTURAL HERITAGE

We must teach our students respect for our cultural heritage. We should be able to enlist the support of the teachers at all levels. At each university, college and higher secondary school where history and cultural subjects are taught, History Association must be established and the interest of the students aroused.

These associations must foster the study and collection of coins, and other works of arts and crafts to make history education more interesting and meaningful. Educational trips to monuments must be organised with great imagination so that students visiting monuments would understand the significance of the monuments and act as projectors of monuments. Students, who would be thus educated, would not think of disfiguring our monuments by scribbling their names or remove a piece therefrom as a souvenir.

Thus it will be seen that in this great venture, every citizen has a role to play and I feel that if we can quicken intelligent interest of the students and the general population in the great task of preserving our cultural heritage. We shall have achieved a good deal. Legal measures can protect cultural property to a limited extent but if the entire nation is involved in this task, the problem will be solved in no time.

Our Sculptures Should Be Retrieved.

I might add a few words about the question of retrieving our sculptures

and other works of art now in foreign countries, some of which are blatantly exhibited in some museums of the country. While Government of our country will certainly take all possible measures at international level to retrieve these objects on the strength of appropriate laws, the cultured population in foreign country to whatever nationality it may belong, should wage a publicity campaign against museum officials and private collectors. Indian nationals in foreign countries must take a lead in mobilising public opinion against the activities of art-collectors and dealers and create a climate for the return of these pieces to the country of origin.

There is yet another threat to our cultural heritage to which I want to attract the attention of the readers. In a developing country like ours, there are so many new schemes formulated for bringing about economic prosperity. New roads, canals, dams and industries are fast coming up.

While all this is very necessary, attention must be paid to the proper protection of our monuments and sites. We should not allow our monuments to be damaged or engulfed in the maze of new buildings. We must ensure their proper environment. Where there are overriding necessities and compulsions for location of a particular dam or an industry at a given place, we must take all possible steps for safeguarding our national monuments. This may necessitate prior excavation or shifting of monuments as we did in respect of Nagarjunkonda. Here when it was felt imperative that the dam must swallow the ancient Buddhist establishment of Nagarjunkonda the site was excavated and imported, remains transferred and transplanted at a suitable place.

It will thus be seen that every situation can be tackled if there is a will and understanding. I take this opportunity to appeal to our administrators and business executives to bear the message of the monuments in mind and help, save our cultural heritage.

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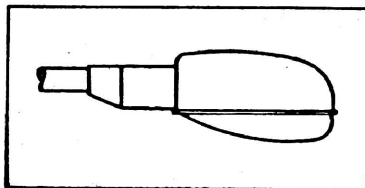
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THE PERCUSSION

MUSICAL INSTRUMENTS

IN THE GOVERNMENT MUSEUM,

MADRAS

By N. Devasahayam

India is noted for dance, music and musical instruments. Out of the commonly accepted types of musical instruments, namely, the stringed, wind and percussion, the last mentioned has the earliest origin. Percussion instruments contribute rhythm and rhythm is man's oldest impulse. Primitive man expressed his emotions in rhythmic forms which resulted in dance and music. In the beginning the primitive man's hands and feet themselves served as musical instruments. Then rattles made out of nut-shells, seeds and stones strung together, began to appear. This thought continued and resulted in producing sound from the hollowed-out materials which culminated in drums and its varieties.

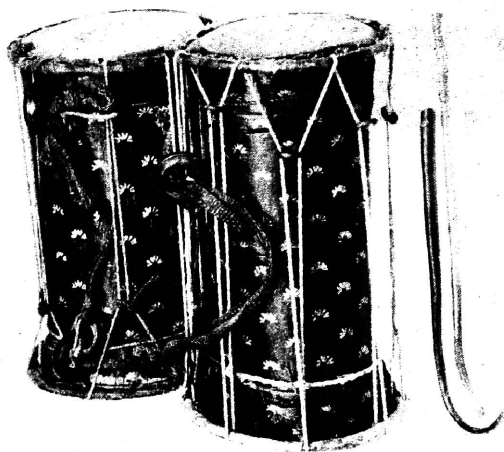
Sanskrit literature contains reference to musical instruments beginning from 3rd century B.C. While depicting the life of Buddha, our early artists have sculptured various types of musical instruments like the veena, the flute, drums, etc., in Bharhut, Sanchi, Gandhara, Amaravathi and Nagarjunakonda (1st century to 7th century A.D.). There were passing references about the varieties of drums like cylindrical, twin and triple types in the sculptures of the Gupta period.



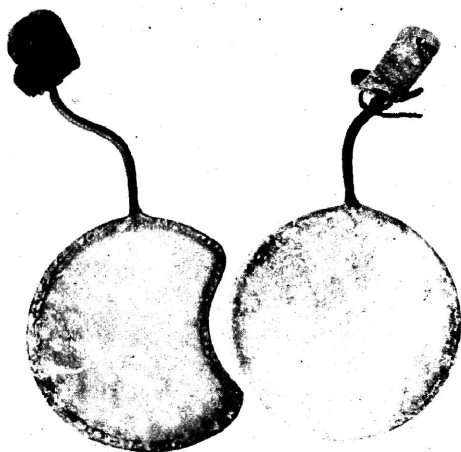
TABLA



DOLAK



PAMBAI



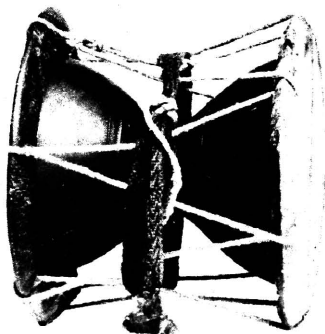
SURIYA PIRAI
&
CHANDRAPIRAI

The Madras Government Museum has got a rich collection of about 125 South Indian musical instruments classified under the heads, the autophone, aerophone, membranophone and chordophone and about 50 enlarged photographs of the musical instruments depicted in various Indian sculptures. From among this collection, about 25 concert and temple drums are displayed in the Musical Instruments' galleries of this Museum, chief among them are as follows :

Mridangam is the most ancient percussion instrument. In shape it is cylindrical, hollowed out of a block of wood and both openings are covered with skin. The instrument is played with two hands, wrists and finger tips. It is commonly used in South Indian music parties, Kathakalashepams and Bhajanas.

Belgian Glass Drum is another interesting exhibit resembling the mridangam, in all respects except that the shell is made up of glass instead of wood. The instrument, placed in the lap of a seated individual is played with both hands.

Dolak is a simpler drum found all over India and is slightly smaller in length than that of the mridangam. Here the two heads are plain and the instrument is played with the hand and a stick and is used throughout India in folk music, dance, festivals and ceremonies.



UDUKAI

Tabla and Baya is nothing but a modified mridangam in the sense that the Tabla's head corresponds to the right head of the mridangam and the Baya's head to the left of the mridangam. This instrument is used in Theatrical music and in the Hindustani music parties of North and South India.

Damaram is a pair of conical drums of the same size and is taken on a bullock during temple processions. It is played with two sticks, one curved and the other straight.

Tavil or the periamelam, a prominent exhibit in the gallery, is also a cylindrical shell hollowed out of a solid block of wood. It is used in the nageswaram band and the right head is played by the right hand, wrist, and fingers and the left head is struck with a stick in the left hand.

Kanjira—is an ancient percussion instrument. It consists of a circular wooden frame of about 10" in diameter and 2½" broad. On one side it is covered by a sheet of thick skin. The frame is provided with three or four pieces of metal or coins for

making a jingling sound when the instrument is shaken. It is held in the left hand and the palm and fingers of the right hand are used to strike the skin. It is commonly used in concerts and Bhajana parties.

Tambattam—Consists of a round frame of wood about six inches wide and about 3 feet in diameter covered on one side with skin. It is held in the left hand and played with the fingers of the right hand. A stick is also used held by the fingers of the left hand. It is used in festivals and in funerals.



KANJIRA

Suriyapirai and Chandrapirai are in shape of the moon and are tied on the foreheads of two persons and played with a stick. These are used in Mariamman temples.

Udukkai or Uduku is the hour-glass shaped small drum laced with twine. It is made of brass, wood or clay and is held in the left hand and played upon by the fingers of the right hand. It is used by the street singers and fortune tellers in Tamil Nadu.

Davandai is just like udukkai but slightly bigger in size and is played with a stick and is used in Mariamman temples.

Damarukam or Damaru is a small drum like an hour-glass of the same shape as the Udukkai but having knot at the end of a string wound round the middle. It is held in the right hand and rolled from side to side. Nataraja is represented with this instrument in one of his four hands. It is used for accompanying devotional and ritualistic folk music and is associated with magic shows, spells and other primitive rites of the common man.

Timila is a double-faced drum in the shape of an hour-glass and is suspended vertically near the waist and played on one side by the hand. It is used in the processions of temple deities in Kerala.

Idakka has got an hour-glass shaped resonator and is just like Udukkai in other respects. It is slung over the left shoulder and the right side is beaten with a stick held in the hand. It is an important accompaniment to the Kathakali dance drama of Kerala.

Pambai consists of two cylindrical drums, each about one foot in length being one over the other and tied together. The outer surface is coloured and painted with flowers. It is hung in front of the body and tied to the waist. It is played while standing with two sticks. It is used as an accompaniment to folk dramas and ballads in South India.



BELGIAN GLASS DRUM

Indramoo or *Boomadu Vadyam* is a hollow cylindrical drum measuring about 7" in length with two striking faces covered with skin. The instrument is used by street mendicants.

Panchamukha Vadyam is the most interesting exhibit and it is developed from the ancient pot drum. It is a huge five-faced temple drum mounted on a special stand or kept in position on a four-wheeled carriage. It has five faces as striking faces and they are named after the five faces of Siva-Sadyojatam, Isanam, Tatpurusham, Aghoram and Vamadevam. The sound produced by each face is different but the general quality of the sound is very similar to that produced by the mridangam. This instrument is played with both hands and is referred to as *Kudapanchamukha Vadyam* by Arunagirinathar. It is used in temple music and is found in the temples of Tiruvarur and Thiruvannikkaval.

Nagara is one of the oldest percussion temple drums in existence and is exhibited prominently in the gallery. This is a large hemi-spherical kettle covered with hide. The

shell is of copper, brass or iron. It is used in religious worship in most of the temples and religious institutions in India. The instrument is placed on a two-wheeled carriage or on a decorated elephant and the player beats the drum with two curved sticks.

The Musical Instruments Gallery of the Madras Museum is one of the best and most well maintained galleries, but there is still much to be done. Schemes and plans are ahead to have a series of built-in cases with concealed fluorescent lightings, to accommodate all the musical instruments by modern display techniques. Attempts are being made to record the music of some selected musical instruments exhibited in the gallery, in tape, which can be played as and when the visiting children insist on knowing the actual music produced by each instrument. There is a provision for the physically handicapped children to touch and feel some musical instruments that are in the reserve collection of the Museum. For the benefit of the visiting public and the students of musicology, the Museum has brought out a descriptive catalogue of the Musical

Instruments in the collection by Prof. P. Sambamoorthy, and it is being reprinted to meet the increasing demands. It is also being planned to have, along with the exhibit and its descriptive label, the photograph of that exhibit showing how the instrument is being played. Newly acquired musical instruments are being exhibited in the temporary or special exhibition as a routine educational programme of this Museum.

As a special item of educational service, the Museum had arranged a demonstration of about 25 rare and ancient musical instruments exhibited in the Museum by Thiru M. R. Balakrishna Naidu on 18th January 1973 in the Museum Theatre. Prof. Sambamoorthy and Thiru M. Ananthanarayanan, I.C.S., who were the chief guests on that occasion, felicitated Thiru Balakrishna Naidu, who played on the *Panchamukha Vadyam* in the form of a dancing *Ardhanariswara*.



MUSICAL INSTRUMENTS IN SCULPTURES

By

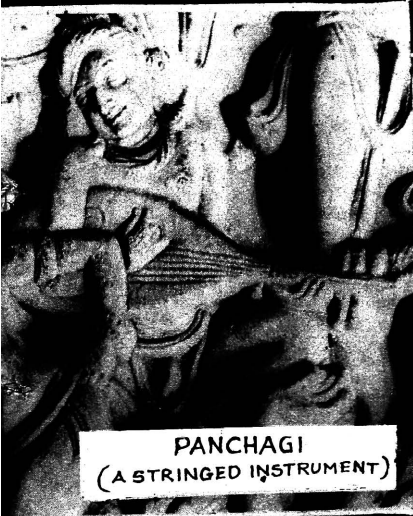
V. Domodaran, Research Artisan of Ancient and Modern Music Instruments).

In India, the art of Music and musical instruments seem to have reached perfections even earlier than Indus Vally Civilisation. This is evident from the findings in the Indus Valley excavations of the 7 holed-flutes the different kinds of highly developed drums (one of them resembling the present day Miruthangam), types of stringed instruments artistic dancing poses, etc. Similarly, the development of musical instruments must have gone on for centuries before it reached this refinement.

The study of the history of Indian Musical Instrument has a great cultural value. South India is justly famous for her mighty achievements in the realm of music. The earliest example of Raga Sanchara in notation is found in the Kudimiya-malai inscription (7th Cen. A.D.) in Pudukottai. This is the first instance of Visual notation in Indian Music. Splendid specimens of musical iconography and dance iconography are enshrined in the

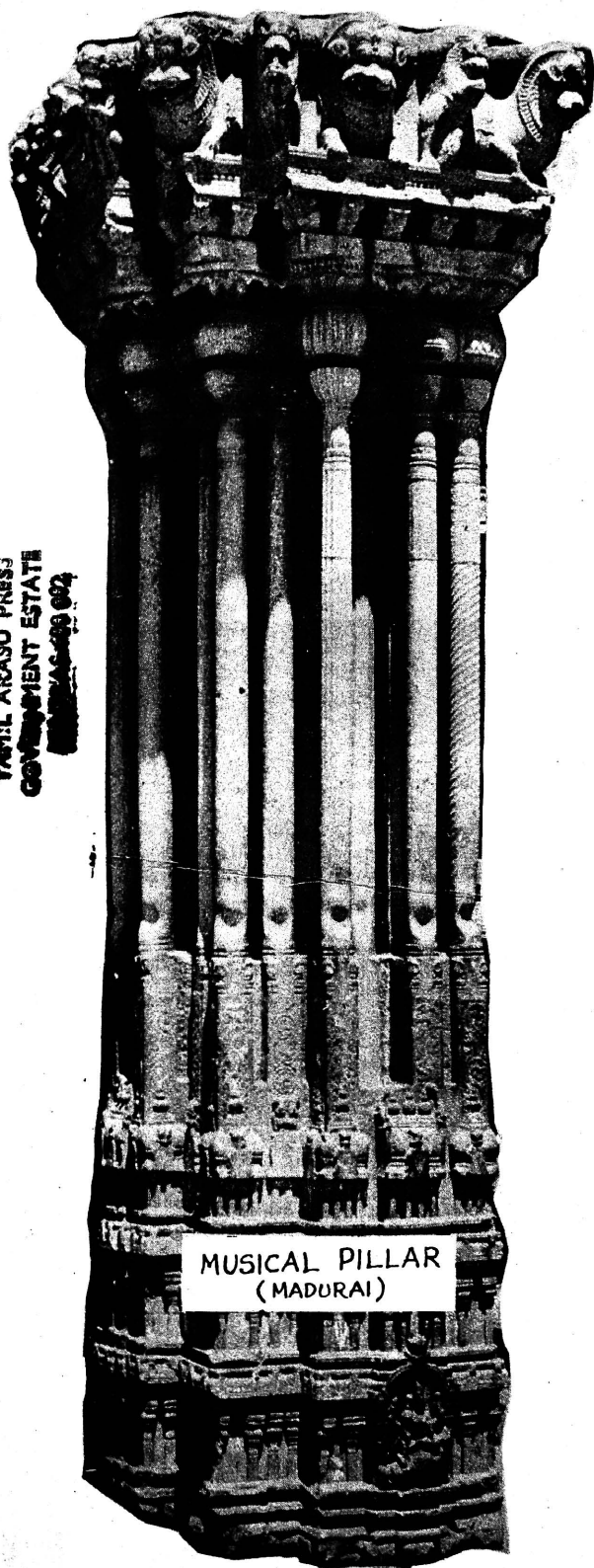
temples of South India. In the temple of Tirukkodikaval in the Chidambaram district a scene depicting a victorious army being greeted by Musicians, dances and Kona performances is depicted.

The series of sculptures depicting music parties gives us details relating to the number that constituted a concert party, their position, sitting or standing the accompaniment used, the number of strings in the



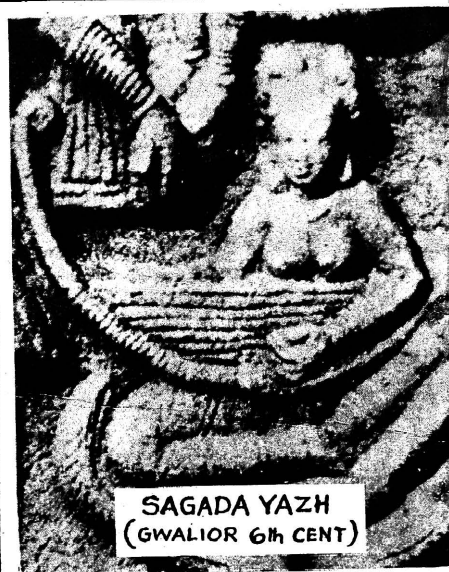
PANCHAGI
(A STRINGED INSTRUMENT)





MUSICAL PILLAR
(MADURAI)

stringed instruments, the postures in which the instruments were held and played and many other factors relating to the instrumentation. The Vina having frets for only half of the finger board is depicted in the temples at Halebid and Belur in Mysore State. These sculptures depict one of the stages in the evolution of the Vina and hence is of historical interest. The earliest sculpture with frets for full finger board is seen in the temple of Pattisvaram near Kumbakonam. The sculpture of a lady playing a bowed instrument in the temple at Thirumagudalu in Mysore State (10th cen. A.D.) is alike of very much interest. This is the earliest sculpture depicting a bowed instrument. Curiously enough,



SAGADA YAZH
(GWALIOR 6th CENT)

after a great deal of sophistication abroad, it has come back to our concert platform as the violin. Some aver that it is a much better accompaniment to our type of melody.

A figure performing on the Pancha Mughha Vadyam (Five-face percussion Drum) is sculptured in the base of the northern part of the stone chariot in the Nataraj temple at Chidambaram.

In the absence of auditory records of the music of the ancient times, the sculptures of musical instruments throw a flood of light on



NAGA VEENA
(BELUR)



the sophistication achieved in the field of music.

The great Tamil story poem "Silapathikaram" by Ilango Adigal gives us clear evidence of the high level of dramatics and music prevailing in the Southern part of India during the 4th and 5th Century B.C.

Instrumental Music

Instruments are divided into three

groups mainly : 1. Wind instruments 2. Stringed Instruments and 3. Percussion Instruments.

A further classification namely :

1. Folk; 2. Tribal; 3. Temple; 4. Concert and 5. accompaniment is also often made to distinguish the 500 different musical instruments known so far in India. We find several sculptures depicting wind instruments. There are specimens of sculptures playing Bhavalai, Sanghu, Kombu and Konakombu (Shaped Horns).

There is sculpture in Konark



NAGULA VEENA
(HALEBID)

ADITHAMPURA (THIRUMAYAM)



depicting playing with Ekkaalam. In Belur, Halebid, Somanathpur and Sanchi we find sculptures depicting several kinds of flutes as mentioned in ancient literature.

The Dravidian Yazh

Similarly, among stringed instrument Yazh or harp is an ancient instrument which is considered Dravidian in concept. In Amara-vathi and Goli 3rd Cent. there are sculptures depicting different kinds of Yazh. In Tirumayam, Pudukkottai State 8th Cen. we find a rare specimen of Magara Yazh, Narada playing on Magara Yazh and a Rishi playing an Adi Tambura. This is a rare specimen of Yazh.

In Sanchi an unusual Sagoda Yazh with 14 strings capable of different speaking lengths is depicted. This would enable tuning for two kinds of Ragas simultaneously. The Yazh was the principal accompaniment to vocal music in ancient times.

The Yazh was tuned to the fundamental scale. When other scales had to be played, the tunic note was shifted to the particular string of the Yazh and played.

Similarly the evolution of Veena from Nakula Veena, Veda Veena, Naga Veena, Kinari Veena, Mahati Veena, Bhunga Veena Vibranjim Panchagi, are also found on several sculptures in Madurai, Kumbakonam, Belur, Halebid, Pudukottai, Pattadaka, Somanathapur, Pattisvaram, Mahabalipuram, etc., which is of historical value. These sculptures provided valuable materials for studies.

In Silappadigaram, it is stated that during Arangetram of the famous dancer Madavi, 35 percussion instruments were used, most of these instruments are to be found in sculptures and ancient literatures.



**NAGAVEENA
(KAILASANATHA TEMPLE
KANCHIPURAM)**



T. I. I. C.

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THE CLASSICAL
AND
FOLK ART MILIEU
IN
TAMIL NADU

TRADITIONAL FOLK DANCES AND MUSIC OF TAMIL NADU

Tamilnadu is endowed with a great cultural heritage with rare types of stylised forms of indigenous dances and music which have preserved their pristine purity and grace through several centuries. The Soul of India lies in its villages and the Soul of her Art lies in her ancient Folk Forms of Art. The process of evolution of these Folk Forms owes itself to the vocation of the people. The village folk in Tamil Nadu are mainly engaged in agriculture which involves much physical labour and strain. The various phases of agriculture have their seasons. As the arts of the village folk are inter-twined with their vocation, their forms of art also changes along with the phases of agriculture.

Thus the calm and serene folk music, which predominates from the time of ploughing the fields, gives place to folk dances performed in ecstacy after the harvest.

Folk Music—In the villages, music rings alongside with the work of the people. Tunes spring from their toil. Flow of music synchronises with the sowing of seeds. Music at the plough! Music at the fields! Music at the Canal Bunds! Music while rearing the crops! Music while harvesting the produce! Music while thrashing the grains! Thus the whole village life reverberates with music.

One of the popular forms of folk music is *Villuppattu*. Six to eight singers use a long bow-like instrument with tinkling of bells attached to the thick string of the bow. A mud pot gently beaten in the mouth by a leather piece and an *Udukk* are also used. The themes centre round the meritorious deeds of Gods and Goddesses, heroes and heroines. *Katta Bomman* is another favourite theme of this folk song. The leader of the group will narrate the song stage by stage and the rest will punctuate it by repetition.

Kaichilambu—*Kaichilambu* is a sort of folk *Katha Kalakshepam* to the tune of music and musically

sounding *silambus*. Group dancing also is done to the tune of this music.

There are other kinds of popular folk music like *Harvest Songs*, etc.

Folk Dances—Folk dances can be grouped under three major heads for convenient study: (1) Dances by Professional troupes; (2) Community Dances among all sections of people during social and religious festivities; and (3) tribal dances of the hills and forests.

Dances By Professional Troupes.

Among the folk dances of professional troupes, *Karagam*, *Kavadi*, *Puravi Attam* or *Dummy Horse Dance*, *Therukoothu* (Folk Play) and *Bommalattam* (Puppetry) are the most prevalent popular varieties.

Karagam—*Karagam* or dancing with a decorated pot of vessel on the head to the accompaniment of *Nagaswaram* Music is a Folk Art popular in Tamilnadu. It is danced mostly for propitiating *Mariamman* and other village deities to get rains and to ward off epidemics.

Kavadi—The *Kavadi* is a well known type of folk dance. Most of the devotees of Lord *Muruga* take to it as a devotional offering to the Almighty. The *Kavadi* is an arched wood and cloth work. The short wooden base rod held on the neck of the dancer is swung by him round and round according to his dance movements. Some professional experts display amazing feats of skill in it by balancing and moving the *Kavadi* all over the body and in various poses without the support of the hands. The dance is performed according to the varied tunes of the popular tune called '*Kavadi Chindu*'. The orchestra is *Naiyandi Melam* consisting of two *Nagaswarams*, two *Thavils*, *Pambai* and *Thamuku*.

Naiyandi Melam is an orchestra of instruments as described above. By itself it can give a concert and it is used as accompaniment also in *Karagam*, *Kavadi*, *Dummy Horse Dance* and other Folk Dances. The peculiarity of it is that the instrumentalists too dance while playing their instruments.

Puravi Attam or Dummy Horse Dance—In the *Puravi Attam* the

dummy horse is made with bamboo framework covered over with thick paper or cardboard. It is so lavishly decorated as to resemble a well-bred palace-horse or war horse. Through a hole at the back of the horse, the dancer stands, with the upper portion of his body above the waist being visible and with his legs fitted up with short wooden stils. In this mode, he appears as if riding on the horse and he dances to the tune of the folk orchestra referred to above.

Bommalattam (Puppetry)—In the *Bommalattam*, the characters of a drama are represented by decorated dolls and their movements are manipulated by black strings held by experienced craftsmen standing behind a short screen. Scenes from puranic dramas like *Harischandra*, *Rukmangada*, etc., are generally depicted. The music is not only of a high order approaching the classical mode but also very appealing. The acting of the dolls appear almost human and they are made to dance *Bharatha Natya* items too like *Alarippu*, *Jathiswaram* and *Thillana*. The puppets are sizeable and the music is refined.

Peacock Dance—The dancer wears the mask of a peacock and also its feathers and dances to the tune of music, imitative of the movement and gait of the peacock. This dance is generally performed as an interlude in *Karagam* and *Kavadi* dances.

Folk Drama—The folk plays of Tamilnadu, popularly known as "*Therukoothu*" are generally about Puranic themes and they are presented with music, dance and dialogues. The Dancer-Actor wears antique and sometimes comic costumes. Good *Therukoothu* troupe may be said to be mobile educational institutions, for they try to inculcate in the minds of the masses a deep love of God, good conduct, social virtues and a capacity to distinguish the good from the bad. Popular *Therukoothu* troupes are prevalent in the various Districts of Tamilnadu like *Tanjore*, *Madurai*, *Ramanathapuram*, *Tirunelveli*, *North Arcot*, *South Arcot*, etc. These folk plays are performed generally during occasions of Temple Festivals.



AMOROUS



HUMOROUS



FEARFUL



REVULSION



WONDER



PATHETIC



FURIOUS



BEATITUDE



HEROIC

BHARATANATYAM IS A SOPHISTICATED FORM OF DANCE WHICH COMMUNICATES AESTHETIC ENJOYMENT BY MEANS OF LOOKS AND GESTURES OF HAND AND POSTURES OF FEET. THE NINE DIFFERENT KINDS OF EVOCATIVE LOOKS AND THE GESTURES OF HAND ARE REPRODUCED IN THESE PAGES.

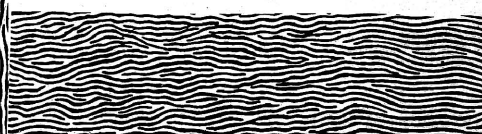
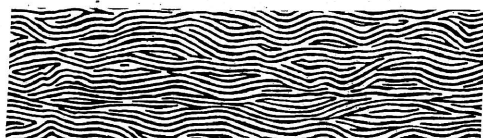




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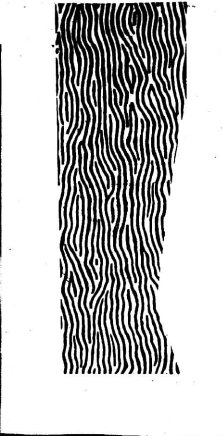
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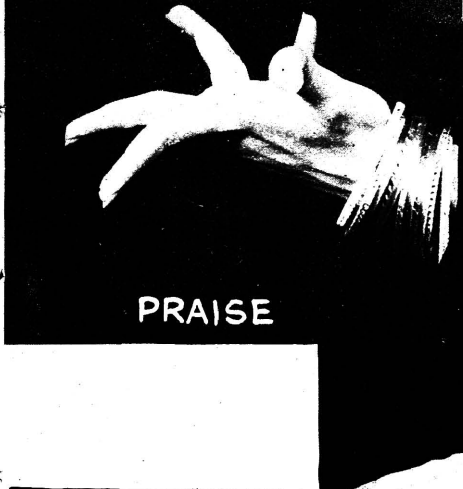
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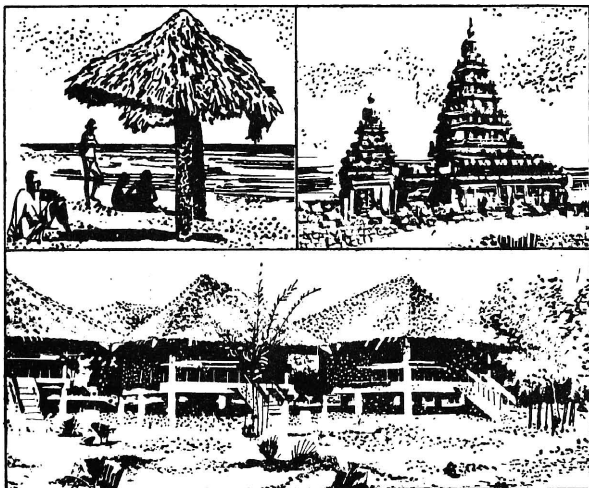
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