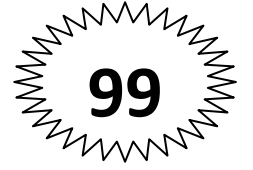


CHETTINAADU CULTURAL TOURISM A CASE STUDY OF PALLATHUR SETTLEMENT

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ABSTRACT

The built heritage of Chettinad is an irreplaceable cultural resource giving it a unique identity and character. The Article emphasizes on creation of alternate sources of income to prevent the slow deterioration of heritage ,Technology transfer of Crafts, Building Techniques ,Tangible and Intangible to Future Generation by providing employment opportunities through Cultural Tourism.

KEYWORDS – Conservation,Heritage, Style,Tourism, Tangible and Intangible

INTRODUCTION

What is Heritage? What can be considered as heritage is a crucial question for conservation and preserving Tangible and Intangible elements.The built heritage of Chettinad is an irreplaceable cultural resource giving it a unique identity and character. The region has experienced a tremendous amount of change from its original design and the old buildings are mirrors of the procession of history and culture that together have formed the heritage of the town.Well known for its palatial mansions with their unique architectural style, the conservation of old buildings is a must in retaining the character of the chettinaadu region.



STATUS OF MANSIONS

Surveys of some villages in the region show that many of the mansions have already disappeared. However, this network of 73 villages and 2 towns still comprised a large number of palatial homes numbering, more than 10,000. The urban grid pattern remains authentic, as no main alterations have been undertaken in the settlements, preserving the integrity of the town planning. Currently,

The Chettinad heritage is not lost,many magnificent houses have been converted into the Guest

rooms,Resorts helping with the



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preservation of Chettinaadu architecture. Some of the grand Chettinad

mansions in the region well preserved including the Visalam, The Bangala Hotel at Karaikudi. Some of the reasons for improper maintenance of the Chettinaadu houses include the Kinship issues, lack of funding, lack of skilled labor and craft. The heritage can be preserved as a whole via the development of tourism in the region.

TOURISM PROSPECTS

At Present, Chettinad region is practically unknown to tourist guides. The Region excluded from tour itineraries is surprising. Chettinad Heritage tourism is in its early stages. By including the Region, Tourists will gain a more complete picture of ways of lifestyle in South India. Indian Tourists and International Visitors will be important for the Cultural Tourism to promote neglected cultural pursuits. As per the statistics, nearly 20 lakh tourists visited the chettinad region in 2006. The number of tourists has only risen since then. The Culture of the region can be portrayed to the international audience by conducting exhibitions in the Settlements. The travel itinerary can be enhanced by the including new activities such as heritage walks, vocational training of youth in crafts such as weaving baskets – Olakuttan baskets and Chettinaaduthari Sarees.



TOURISM OBJECTIVE

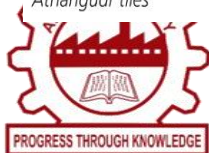
Chettinad and its heritage are always ever-evolving, the past is a complementing partner to the present, and together, they negotiate the future needs. The Emphasis lies on creating alternate sources of income to prevent the slow deterioration of Tangible and Intangible heritage as the region cannot rely on Foreign Investment for its restoration. The objective is to promote employment opportunities and encourage the participation of Local Communities in the organization and development of Tourism. Through, the creation of new income sources, The lack of labor and crafts development issue can be successfully handled. Thus the conservation of houses becomes feasible.



Athangudi tiles



Chettinad cuisine



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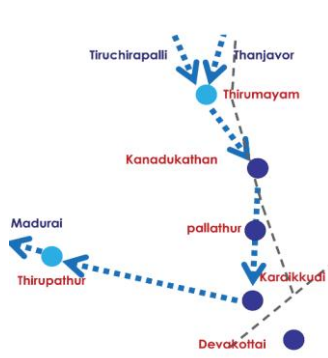


PALLATHUR TOURISM CASE STUDY

Pallathur is a Heritage village. The Street experience one can get in pallathur which despite the Onslaught of time has a flavor of Chettinad architecture and culture. The presence of a lot of other Heritage houses enriches the Cultural resources of the region. Pallathur has the potential For Cultural Tourism given its Heritage. The Proposal of Heritage trail aims to cover the Style of Mansions in their chronological order thus Integrating 100 Years of Legacy.

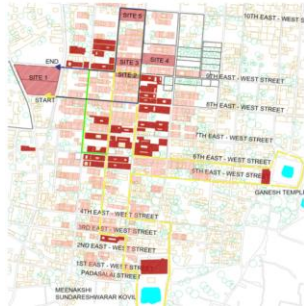
Two types of houses are found in Pallathur Heritage Settlement – Chettinaadu Art Nouveau mansions and colonial style Bungalows. The latter is found in higher number in the Village.

The entire proposal was designed keeping in mind the rich surrounding context; and the site and climatic conditions of Pallathur.



PALLATHUR - LOCATION

HERITAGE ROUTE PROPOSAL



- SITE 1 - HERITAGE CENTER
- SITE 2 - TEMPORARY EXHIBITION
- SITE 3 - CULINARY CENTRE
- SITE 4 - HANDICRAFTS CENTRE
- SITE 5 - MUSEUM

PLAN AND MODEL



DOCUMENTATION - PALLATHUR

Documentation of existing Tangible Heritage – Chettinad Houses on Pallathur Context is essential for the Heritage Route Proposal. Design Inferences were framed on the basis of Documentation studies of the Chettinad Houses. The Potential sites for Design Intervention and Heritage route Proposal were chosen from the study source. The Heritage route is proposed to meet the needs of Settlement and community development. From the existing treaties and guidelines on Heritage conservation, Frameworks and inferences are drawn so as to provide guidance on how conservation efforts can be conducted with the

preservation of the heritage houses.



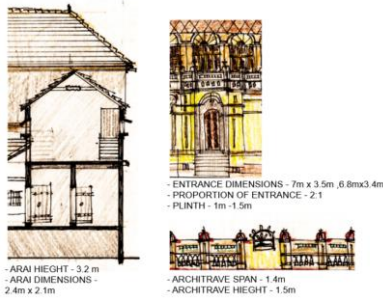
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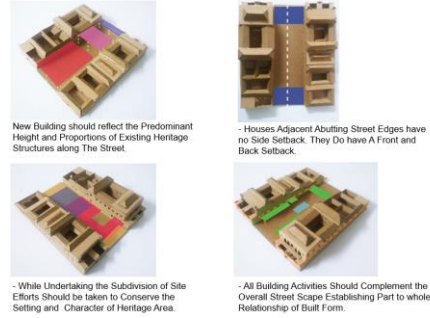


PALLATHUR EXISTING HOUSES DOCUMENTATION – TANGIBLE HERITAGE

CHETTINAD ELEMENTS



DESIGN INFERENCES



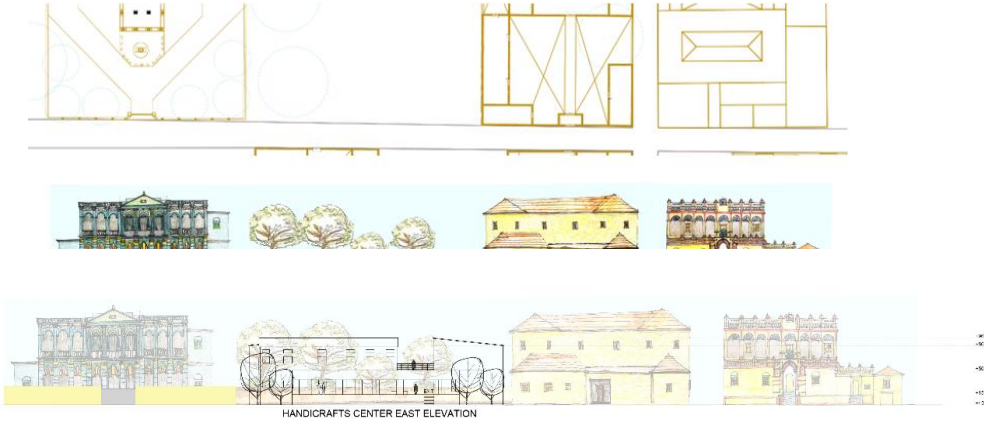
ARCHITECTURE ELEMENTS - DESIGN INFERENCES FOR INTERVENTION DESIGN INTERVENTION - PALLATHUR

The Programs for Design Intervention – Stalls, Exhibition, and Museum were proposed as per the site requirements. The Design language followed the Traditional Planning of Chettinad Houses. The Interventions will help with connecting the community with its roots through Tourism activities. The images here explain how architecture can help with the development of tourism and the conservation of houses.

DESIGN INTERVENTION - CONTEXT PLAN

DESIGN INTERVENTION

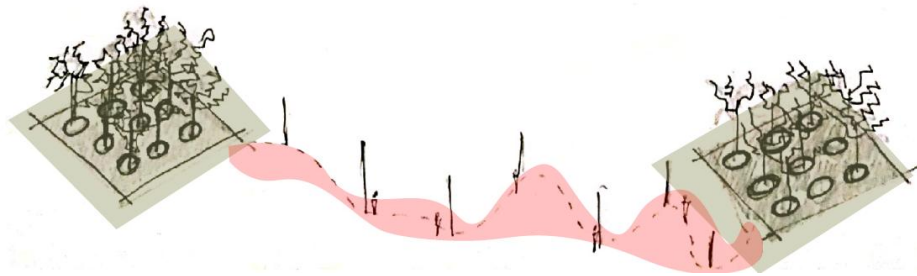
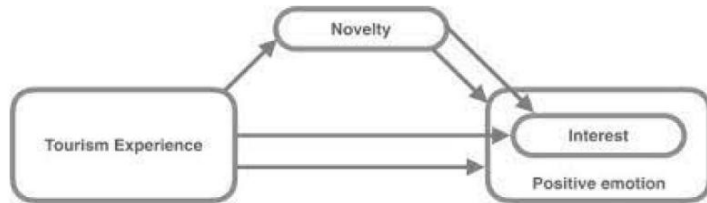




IMPACT OF DESIGN INTERVENTION ON STREET

CONCLUSION

Tourists spend money on Cultural consumption. Novelty and Design elements that contribute to grandiosity are highly appreciated. The Cultural Tourism focuses on creation of alternate sources of income to prevent the slow deterioration of heritage, Technology transfer of Crafts, and Building Techniques to Future Generations by providing employment opportunities to youth. Adapting to Contemporary Needs is necessary For Heritage Preservation and Conservation. Detailed Tourism development plans can be created to enhance the traditional setting of the Chettinaadu Region. The article concludes that Tourism provides a great opportunity to revive the heritage in region.



CULTURAL TOURISM – PRESERVATION OF INTANGIBLE AND TANGIBLE HERITAGE



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