

The role of chettinad cuisine in promoting tourism in Tamilnadu

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Chettinadu is located in coastal Tamilnadu. It is famous for its tourist attractions. It is the homeland of the nattukottai chettiars called the nagarathars, are a prosperous banking and business community. Chettinadu is famous for its fortress like heritage homes and temples made by chettiars. In the book. "The Chettiar heritage" authors S.Muthiah, Meenakshi meyappan and Visalakshmi ramasamy portray the chettiars as a conservative community of traders and financiers with traditions centuries old. Whenever the chettiars travelled abroad, they always brought with them their own cooks, the dhobis and the kanakupillais (accountants). Chettinad cuisine is almost synonymous with the name of the place. The culinary delicacies presented in chettinad cuisine are found to be delectable by people around the world. Chettinad cuisine is a mix of both vegetarian and non-vegetarian food. Chettinad cuisine hails from the deep southern region of Tamilnadu. Chettinad cuisine is far cry from the bland cuisine of traditional tamilian Brahmins – it is one of the spiciest, oiliest and most aromatic in India. Authentic chettinad food includes ingredients from south – East Asia such as star anise, a typical Chinese spice and red rice from Burma. Other fragrant spices include coriander, turmeric, cumin, pepper, fenugreek and cinnamon. In Chettinad food, the most important spices are Marathi mokku (dried flower pods), anasipoo (star aniseed) and kalpasi. Most of the dishes are eaten with rice and rice based accompaniments. Methods of cooking followed in Chettinad cuisines are Deep Frying and Steaming. The arts of chettinad occupy a distinct position in south Indian folklore. Some of the tourist places in Chettinad are Karpagavinayagar temple, Athmanathaswamy temple, Chettiar palace, Kamban mani mandapam, Kaviarsar kannadhasan mani mandapam, Kundrakkudi murugan temple and Chettinad museum.

Biography

He is working as a Assistant professor - food production at Dr.YSR.National institute of Tourism and Hospitality Management, Hyderabad. He has Completed his M.phil (Tourism management), M.sc (Hotel management), M.T.M (Master of Tourism management) and D.H.M.C.T (Diploma in hotel management). He is having 12 years experience in teaching. He was a member in Madurai kamaraj University, Madurai, Bharthidasan University, Tiruchy, Bharathiar University, Coimbatore Examination bodies. He has conducted many workshops and training programmes in various cuisines.

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