

SHERVAROYS HILL, YECAUD – A DELIGHTFUL HILL STATION

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Abstract

Yercaud is the beautiful hill station located in the Shervaroy's hill range in the Eastern Ghats. It is the famous destination for honey moon couples, family vacation and corporate meetings. Due to thick green cover, beautiful lake, garden and other scenic beauty makes the tourist feel happy. This research paper mainly focusing on the issues pertain to tourism and visitor's suggestions for better improvement of the destination.

Key words: *Tourist perception, Tourism facilities, Tourism attractions, Cost of facilities, Cleanliness and Hygienic.*

I. INTRODUCTION

Yercaud is located in Shervaroy's hill range in the Eastern Ghats, Salem district. It is a delightful destination for romantic honeymoon, family vacations and friends groups. Yercaud is nestled in lush green grass plots, luxuriant hills and breathtaking scenic beauty. Yercaud has several hills and numerous areas to explore and tourism attractions to visit in Yercaud are filled with natural beauty and abundance of flora and fauna, making this hill station a mesmerizing and enthralling holiday destination. The name Yercaud is due to Tamil word yeri and kaadu, which means Lake and forest. This research paper aimed to analyse the tourism attractions, tourist perception and recommendations for developing the business of tourism.

History: From the ancient shrine located near the Pagoda point which is 5 km from Yercaud Lake, stone age implements have been found. Ancient

history is relatively unknown and never explored. When the Telugu Kings captured the Thondai Mandalam in Tamilnadu, the first settlement in the hills came from Kanjeeपुरam area. Tamil refugees from the nearest plains also started settled there. David Cockburn, the Scottish collector of Salem district, between 1820 & 1829, was called the 'Father of Yercaud' because he helped in the development of the resources of the Shevaroy and for introducing the cultivation of coffee, pears and apple. The first survey of the Shevaroy hills was undertaken in 1827. Though the first European house was built in 1840 the importance was given to planters by Richardson during the same period. The cool climate attracted Christian missionaries, who established the Sacred Heart Convent for girls, the Nazareth Girls' Hr. Sec. School for Girls, and the Montfort School Shevaroy has been confined solely to coffee plantations. Tea plantation has been introduced in 1840s by Dr. Wallich on the property of G.F. Fischer. Cinnamon trees have been introduced in Yercaud and Schools such as the Holy Cross Novitiate House, started by the Brothers of Don Bosco, followed these. Mr. G.F. Fisher a European of German origin purchased the Salem Zamindar in 1836. He was the first and only European Zamindar in the Presidency and acquired 125000 acres. The First metalled roads were laid only in the early 20th Century.

Yercaud - Tourism Element Details:

Shervaroy hill is situated at an elevation of 1515 meters (4970 feet) above mean sea level and the highest point in Yercaud is the Shervarayan temple.