

TOURISM AND CULTURE DEPARTMENT

TOURISM

POLICY NOTE 2010-2011

Introduction

Tourism is travel for predominantly recreational or leisure purposes with a view to enhancing the knowledge and widening the wisdom of an individual. The World Tourism Organisation defines tourists as “people who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.”

Tourism has become a popular global leisure activity. Busy schedules and competition for quality life have made travel imperative for relaxation and rejuvenation. Travel has contributed immensely for the enrichment of humanity and caused cultural exchange between different civilisations. Dissemination of ideas, crops, technology, cuisines, etc. resulted due to travel of our ancestors in an urge to explore unknown places. Even today, the best practices are learnt by virtue of tourism, thus changing the configuration of human life.

Sangam Poet Kaniyan Poonkundranar exhorted,

“World is our domain; all are our kith and kin”.

Shakespeare said,

*“I rather would entreat thy company
To see the wonders of the world abroad,
Than, living dully sluggardiz’d at home,
Wear out thy youth with shapeless idleness”.*

- Two Gentlemen of Verona, Act I, Sc. 1.

Tourism in Indian context

Tourism in India was seen as a mere service sector for a long time. It has now been recognised as an export industry due to its multiple advantages. Though Tourism gained importance belatedly, it has grown at a rapid pace and enhanced its share in international tourist arrivals as well as in foreign exchange earnings. Now, it is one of the largest service industries in India, with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. According to World Travel and Tourism Council, India will be a tourism hot spot from 2009 to 2018 having the highest ten year growth potential. The Travel and Tourism Competitiveness Report 2007 ranked tourism in India sixth, in terms of price competitiveness.

Tourism in Tamil Nadu

Tamil Nadu has recognised the importance of tourism long ago and facilitated its development in desired directions. Aggressive marketing, synergised development of tourist infrastructure, dovetailing the resources of various departments, motivating stakeholders, inculcating tourist friendly culture, exploring new avenues like medical tourism and adventure tourism in the last four years have helped

Tamil Nadu Tourism to achieve more than twenty per cent annual growth.

Tourism - An Overview

Tourism industry has the unique advantage of generating employment for skilled, semi-skilled and unskilled persons. It ensures inclusive development for the locals. India has got enormous potential to be tapped.

In India, the international tourist arrivals have crossed only five million as against a population of more than one hundred lakhs which is a negligible ratio. India's share of international tourist arrivals is 0.6 per cent. India's share in international tourism earnings is 1.24 per cent. The diversity of tourism products, increased period of stay and better spending avenues have contributed to increase in tourist spending. India's domestic tourism accounts for 4.6 per cent in arrivals as compared to global - domestic tourism. The foreign exchange earnings through tourism during 2009 was Rs.54,960 crores. A modest increase of 0.6 per cent will translate to fifty lakhs more foreign tourist arrivals and additional Rs.54,960 crores in foreign exchange earnings. This can be achieved with least impact on ecology and environment. It is therefore imperative that tourism sector should be a priority sector and promoted in a big way.

Tamil Nadu - Potential and prospects

Tamil Nadu has multifarious tourist attractions - religious centres, spiritual retreats, beaches, hill stations, waterfalls, wildlife, art, culture, architecture, crafts, heritage, monuments, etc. which enchant tourists. Tamil Nadu promotes zero-tolerant tourism without any compromise on socio-cultural values and customs. This has resulted in generating quality tourism. The tourists are invariably

aesthetic and mature, who appreciate the cultural heritage of the State. Tamil Nadu is now ranked third in attracting both domestic and foreign tourists. Proactive efforts are being continued to make Tamil Nadu the most preferred destination in India.

Strategies for 2009-2010

The international tourism faced severe set backs during the last few years resulting in steep decline in tourist arrivals. The economic recession has caused severe shortage of earnings and adverse spending pattern. Many facilities created with huge investments have become liabilities. The far-sighted approach of creating affordable infrastructure, exploring new markets and focussed marketing have contributed to sustained growth as far as Tamil Nadu is concerned. Some of the new and innovative steps taken are -

- 1) Imbibing tourist friendly culture among the stakeholders and service providers under the campaign "Virundinar Potruthum -- Virundinar Potruthum" to ensure a pleasant stay by the tourists which has generated a more acceptable word-of-mouth publicity and repeat visitors.
- 2) Highlighting quality and affordability through effective publicity both within and outside the country.
- 3) Focus on high spending domestic tourists.
- 4) Alternate demand through promotion of medical tourism, educational tourism, adventure tourism, rural tourism and business tourism.
- 5) Conducting marketing meets at potential tourist centres.

- 6) Frequent meetings with Hoteliers, Tour Operators, representatives of Airlines, Railway authorities and other stakeholders for new promotional avenues.
- 7) Promoting lesser known tourist spots to add more alternatives and to ease the pressure on core destinations.

Because of the above, Tamil Nadu has not only withstood the recessionary trends, but also registered a growth of 24.4 per cent in tourist arrivals during 2009.

Tourist Arrivals

To India

The share of India in International tourist arrivals progressively increased from 0.49 per cent in 2005 to 0.6 per cent in 2009. Foreign Tourist Arrivals rose from 39.2 lakhs in 2005 to 51.1 lakhs in 2009. Tourism makes a significant contribution to India's foreign exchange earnings which grew from Rs.33,123 crores in 2005 to Rs.54,960 crores in 2009. The share of India in world earnings from Tourism registered an increase from 1.10 per cent in 2005 to 1.24 per cent in 2008. Domestic Tourism too grew phenomenally over this period. The number of Domestic tourists in India rose from 3,919.50 lakhs in 2005 to 5,627.50 lakhs in 2008.*

* Ministry of Tourism, GOI annual statistical hand book

To Tamil Nadu

Aggressive promotion and marketing campaigns through print and electronic media at the national and

international levels, creation and provision of good infrastructure at tourist spots have resulted in the continuous increase of tourist arrivals to Tamil Nadu.

Year	Domestic Tourists	Foreign Tourists	Total	Growth Rate per cent
	(In Lakhs)			
2005	323.39	11.79	335.18	7.7
2006	392.14	13.35	405.49	21.0
2007	506.47	17.53	524.00	29.2
2008	626.18	20.40	646.58	23.4
2009	780.38	23.69	804.07	24.4

In the year 2008, 646.58 lakhs tourists visited Tamil Nadu. During the year 2009, the tourist arrival was 804.07 lakhs. When compared the tourist arrivals for the above two years, it has recorded an increase of 157.49 lakhs in the year 2009.

The length of stay of a tourist in Tamil Nadu is five days in the case of a domestic tourist and seven days in the case of a foreign tourist.

Sustained efforts to promote Lesser Known Tourist Spots

The Government have identified eighteen lesser known tourist destinations for focussed development and to ease the pressure on core tourist centres. This measure would decongest the popular destinations and create employment opportunities in the newly identified destinations. In the Budget presented on 19-3-2010, fourteen more places

have been included in the list of lesser known tourist spots to give impetus to this concept and attract more investments. Further, Government have announced various incentives to the investors to make these destinations attractive and amenable to the tourists. The Government of Tamil Nadu has taken a conscious decision to develop these spots by converging funds from various sources and the details are furnished below:-

Funds sanctioned for developing
Lesser Known Tourist Destinations

Sl. No.	Name of the Place / District	Amount sanctioned (Rs. in lakhs)		
		GOI fund	State fund	Total
1	Thiruvallur District Pulicat	260.00	70.84	330.84
2	Vellore District Yelagiri	365.72	934.28	1300.00
3	Nagapattinam District Thirukkadaiyur	112.00	-	580.98
4	Vedaranyam	75.90	-	
5	Tranquebar	373.08	-	
6	Thirumanancheri	-	20.00	
7	Pudukottai District Sithannavasal	23.00	-	23.00
8	Tiruchirappalli District Puliancholai	97.02	-	97.02
9	Salem District Tharamangalam	-	80.15	80.15
10	Namakkal Kolli Hills	327.98	107.00	434.98

11	Dharmapuri District Hogenakkal	336.18	151.14	487.32
12	Erode District Bavani Kooduthurai	-	39.00	39.00
13	Coimbatore District Valparai	-	171.14	171.14
14	Dindigul District Sirumalai	-	5.00	5.00
15	Tirunelveli District Thiruppudaimaruthur	49.55	--	49.55
16	Kanniyakumari District Thirparappu	-	105.00	105.00
	Total	2020.43	1683.55	3703.98

Human Resources Development

Tourism being an essentially hospitality oriented industry, it becomes necessary to inject professionalism in various fields like reception, house keeping, interior decoration and catering. Tamil Nadu has two Government Catering Institutes.

The State Institute of Hotel Management and Catering technology, Thuvakkudi, Tiruchirapalli (approved by AICTE and affiliated to Directorate of Technical Education, Govt. of Tamil Nadu) offers a three year Diploma Course in Hotel Management and Catering Technology and one year Certificate Course in Food Production, Food and Beverage Service, Housekeeping, Bakery and Confectionery. Located in a sprawling campus spread over 26 acres, the institute has 600 students enrolled.

This institute has received Best performance award for implementation of “Hunar Se Rozgaar Yojana” award from Government of India.

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai is one of the premier institutes in India imparting training in three year Diploma Courses in Hotel Management, Catering Technology and also various craft Certificate Courses. It has been providing high quality courses in Hospitality, Hotel Administration and Catering Technology since 1963. This Institute continues to be a centre of excellence in hospitality management.

HUNAR SE ROZGAAR YOJANA

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai, is organizing training programmes under the Capacity Building for Service Providers sponsored by Ministry of Tourism, Government of India.

In “Hunar Se Rozgaar Yojana”, the candidates between the age of 18 and 25 years, with atleast a pass in eighth standard, are offered eight weeks hospitality training programme in Food Production and six weeks in Food and Beverage Service, with a stipend of Rs.2,000 and Rs.1,500 respectively with a free uniform kit, one major meal and a tea. On successful completion of the programme, valuation by Industry professionals is done through practical tests. Job opportunities are made available to the successful trainees in hospitality industry. During 2009-2010, 252 candidates have been successfully trained in five batches.

National Awards for IIHM

The Institute has received the following awards in a colourful function presided by Thiru. Sultan Ahamed, Hon’ble Minister of State for Tourism, Government of India.

1. Best institute all over India
2. Best Academic performance
3. Second best administrated institute
4. Best institute to implement central schemes
5. Special award for implementation of “Hunar Se Rozgaar Yojana”.

Capacity Building Training

For effective and efficient Tourism promotion, Tamil Nadu Tourism has been imparting capacity building training programmes. The training would continue to be imparted in the following categories:

- Local community in Rural Tourism sites
- Front Office staff in Corporate Hotels
- Drivers of taxies and Auto-rickshaws
- Personnel handling tourists at Airports, Railway Stations and Bus Terminals.

Industry-Institution Interface

To enthuse the youth to pursue their career in tourism, Tamil Nadu Tourism is encouraging them by

sharing the information and other requirements related to their studies. Industry training has also been organised for them. Officers are deputed to the Institutions to enlighten the tourism students.

Co-ordination with Professional bodies and Trade Associations

Tamil Nadu Tourism has been actively co-ordinating with Professional bodies like Public Relations Society of India (Chennai Chapter) and also Trade Associations like SIHRA, IATO and TAAI in Tourism Promotion.

New Tourism Products

Eco-Tourism

Some of the tourists evince keen interest in nature. There is abundant natural wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries and beaches. A separate Eco-Tourism Wing has been established on 19-10-2009 in Tamil Nadu Tourism, headed by a Senior Officer of Indian Forest Service. The vision is to make Tamil Nadu a world renowned destination specialising in sustainable tourism through focused efforts on creating synergy among all stakeholders, encouraging capacity building and public-private partnerships with revenue generating models.

Rural Tourism

Rural life is totally a new phenomenon for the urbanites who have not been to the villages throbbing with life and pulsating with idyllic environments. Many children born and brought up in cities do not have exposure to rural life and this makes their personality incomplete. Therefore,

Tamil Nadu Tourism is keen to market rural areas to urban dwellers to change their mind set and make them understand the significance of agriculture and allied activities. This will not only give them a different experience, but also make them highly empathetic when they grow up.

The Ministry of Tourism, Government of India has partnered with the United Nations Development Programme (UNDP) for Endogenous Rural Tourism as pilot projects for capacity building. Within prescribed limits, the hardware projects are funded by the Ministry of Tourism, Government of India and the funds for capacity building are provided by the UNDP through Ministry of Tourism, Government of India. The software component was implemented with the involvement of an NGO identified by the UNDP in co-ordination with the District Collector and the local community. The Government of India also extends the scheme of Capacity Building for Service Providers (CBSP) to other rural sites beyond those covered under partnership with the UNDP.

Tamil Nadu Tourism has identified Rural Tourism areas for development and they have been developed in a phased manner. Many tourist spots in Panchayat Union areas have been identified and funded copiously to promote domestic tourism. The details of rural areas funded in the last four years are provided below:-

(Rs. in lakhs)

S. No.	Name of the Project	Amount sanctioned
1.	Development of Kazhugumalai, Thoothukudi District Hardware project and Software project	68.68
2.	Development of Chettinad, Sivaganga District Hardware project and Software project	70.00

3.	Development of Theerthamalai, Dharmapuri District	50.00
4.	Development of Devipattinam, Ramanathapuram District	75.60
5.	Development of Thirukurungudi, Tirunelveli District	50.00
6.	Development of Thirupudaimaruthur, Tirunelveli District	49.50
7.	Development of Kurangani, Theni District	50.00
8.	Development of Thadiyankudisai, Dindigul District	50.00
9.	Development of Edayanchavadi, Villupuram District	20.00
10.	Development of Vada Nemmeli, Kancheepuram District Hardware project and Software project	67.95
11.	Provision of infrastructure facilities at Thiruvakkarai in Villupuram District	47.15
12.	Provision of infrastructure facilities at Melmalaiyanur village and Temple area in Villupuram District	63.37
13.	Provision of infrastructure facilities at Kundrakudi in Sivaganga District	43.25
14.	Provision of infrastructure facilities at Fossil Tree area, Sathanur in Perambalur District	50.10
15.	Development of Kolli Hills in Namakkal District	100.00
16.	Provision of infrastructure facilities at Madappuram Temple area in Sivaganga District	126.00
17.	Development of Manora in Thanjavur District	31.95
18.	Integrated Tourist facilities at Thirukkadaiyur in Nagapattinam District	75.00
19.	Provision of infrastructure facilities at Vanabathrakali Amman temple area, Coimbatore District	68.98
20.	Development of Thally big tank area in Krishnagiri District	60.00

21.	Development of Thirukkannapuram in Nagapattinam District	7.20
22.	Provision of infrastructure facilities at Kankoduthavanitham in Thiruvarur District	62.30
23.	Construction of three storied watch tower at Kodiveri Dam in Erode District	16.35
24.	Development of Uvari Village in Tirunelveli District	100.00
25.	Development of Chithar Dam, Kaliyal Village in Kanniyakumari District	20.00
	TOTAL	1,423.38

Adventure Tourism

Tamil Nadu has been traditionally identified as a place for spiritual experience due to its astronomical numbers of temples and the greener aspects of Tamil Nadu are seldom known to outsiders. By and large, the people above middle age visit Tamil Nadu by virtue of this image, despite our potential to lure the youth for various adventurous destinations. We have got more than 20 waterfalls, 12 hill stations, many water bodies, a dozen boat houses, a long coast line and many wildlife sanctuaries, which can offer thrill and unique experience to the youth. Trekking, mountaineering, camping, water sports, boating and bird watching can be done successfully in Tamil Nadu to engage the youth and make them repeatedly visit our State in large numbers. Therefore, Tamil Nadu Tourism is keen to promote this innovative aspect of tourism in a big way by mobilising resources at all levels.

Adventure boats, water scooters, kayaks and banana boats are available at Muttukadu and Mudaliarkuppam. Efforts are being taken to introduce surfing and skiing in TTDC boat houses. Apart from providing adventure sports activities, Tamil Nadu Tourism is

also co-ordinating with Environment and Forest Department in conducting Trekking programme in lesser known low altitude hill stations. Variety of adventure sports were introduced in Island grounds with private participation. Paragliding in Yelagiri attracted tourists in large numbers.

In the Republic Day pageantry, Adventure Tourism concept was the theme of Tamil Nadu Tourism, which was applauded by the spectators.

Medical Tourism

Tamil Nadu is one of the leading medical destinations in India. A large number of corporate hospitals and specialised Government hospitals make our State world renowned for cost effective treatment and post-operative facilities. There are three important components that make Tamil Nadu a favoured medical tourism spot. There is no waiting time for the patients. The cost of treatment is less compared to the West. The patients can convalesce at their convenience in the hospitals. Specialised doctors and well equipped Para-medical staff have made this possible by their dedicated efforts. Workshops and seminars are held periodically to sensitise the executives and medical officials of leading hospitals in Tamil Nadu about the importance of Medical Tourism and the need for tapping it to provide better facilities to the local population.

Poongavil Poonkatru

Chennai City has many beautiful parks to its credit. The Corporation of Chennai has given a facelift to many of these parks in the city and has made them green by providing lovely lawns and attractive fountains. To patronize the folk arts and entertain the local population in the evening hours, it was decided to conduct a cultural show

every Saturday in parks in rotation with the caption "**Poongavil Poonkatru**". This programme has promoted cultural tourism apart from providing a platform for promoting young talents.

Creative Tourism

Creative Tourism has existed as a form of cultural tourism since the early beginnings of tourism itself. Tamil Nadu Tourism is providing avenue for creative tourism in the annual Trade Fair by facilitating the students of Government Fine Arts College to participate in painting portraits of visitors to the Fair and to make them earn while they learn. Moreover, 'Chithira Santhai' was conducted in 2009 for the display and sale of paintings by eminent artists.

Educational Tourism

Educational Tourism developed because of the need to update knowledge and technical competency outside the classroom environment. Tamil Nadu Tourism is keen to promote this initiative by joining hands with several educational institutions. Educational Tours are arranged for many educational institutions including SRM University, Stella Maris College, Ethiraj College, Quide Millet College, St. John's School, St. Patrick's School, etc.

Dark Tourism

One emerging area of special interest in tourism has been identified as Dark Tourism. This type of tourism involves visits to dark sites such as battle grounds, scenes of horrific crimes or acts of genocides. For example, Concentration Camps. In Tamil Nadu, there is not much scope for Dark Tourism. In Haryana, Gurushetra is being

publicised as a dark tourist spot and in Punjab, Jalian Walla Bagh. However, in Tamil Nadu, a few places where brave people sacrificed their lives to espouse the cause of independence of our country have been identified and memorials have been constructed to commemorate their contribution.

Tamil Nadu Tourism has obtained funds for the development of such spots to inculcate a sense of sacrifice in the young minds. The details are furnished below:

Sl. No.	Name of the Place	Sanctioned Amount (Rs. in Lakhs)
1	Development of Veeran Veluthambi Thalavai Memorial Building at Thalakulam in Kanniyakumari District	38.42
2	Development of Maruthu Pandiyar Fort at Aranmanai Siruvayal, Kallal Union in Sivaganga District.	12.78
3	Development of Kalayarkoil associated with Maruthu Brothers in Sivaganga District	17.60
4	Development of Freedom Fighters Homage centre in Thirupathur, Sivaganga District	54.15
5	Development of Veerapandiya Kattabomman Memorial Palace at Kayathar in Thoothukudi District	27.49
6	Development of VOC Mani Mandapam in Tirunelveli District	39.06
7	Development of Sankarankoil associated with Poolithevan in Tirunelveli District	41.35
8	Development of basic amenities at Nerkattumseval village (Maaveeran Poolithevan Maaligai) in Vasudevanallur Panchayat Union in Tirunelveli District	6.73

9	Development of Sengottai associated with Vanchinathan in Tirunelveli District	19.33
10	Development of Pasumpon in Ramanathapuram District	33.28
	TOTAL	290.19

Tourism Awards

(a) International Tourism Awards

Tamil Nadu Tourism bagged an international award in the PATA Conference held at Hang Zhou, China in 2009.

PATA Gold Award for best presentation and Marketing the Heritage value of Mamallapuram.

(b) National Tourism Awards

Tamil Nadu Tourism bagged three National Tourism Awards for 2006-2007 from the Ministry of Tourism, Government of India, under the following categories:

- a) Best Rural Tourism Project
- b) Best Collateral Publicity
- c) Best Non-Governmental Organisation

For 2007-08, it won National Tourism Award under Best Collateral Publicity.

For 2008-09, it won four National Tourism Awards from the Ministry of Tourism, Government of India, under the following categories:

- a) Best Civic Management of a Tourist Destination - Tharangambadi

- b) Best NGO for promoting Rural Tourism - Dhan Foundation
- c) Best Tourist friendly Port - Chennai Port
- d) Best Heritage Hotel - Anandam, Swamimalai

(c) Other Tourism Awards

Tamil Nadu Tourism bagged the following Awards for 2008-09 from leading Tourism Publications:

- a) Cultural Tourism Award on the occasion of 10th Anniversary of Today's Traveller
- b) CNBC Awaaz Travel Award 2009 for Wildlife Tourism (Mudumalai forest)
- c) Hospitality India and Explore World Annual Award 2008 for "Best State for Tourism Promotion in India

Publicity and Marketing

Tourist Literature

Printing of informative folders and books, hi-tech media products of compact discs, DVDs in 25 min. and six min. etc. are one of the essential dissemination to the tourists. During the year 2009-2010, the following folders and coffee table books on World Heritage monuments of Tamil Nadu were published.

- Thirumalai Naicker Mahal
- Semmozhi Sirpa Poonga and Maragatha Poonga

- Tamil Nadu Map in English
- Folders on Kanniyakumari, Madurai, Mamallapuram, Thiruchirappalli, Chidambaram, Yercaud, Kancheepuram, Courtallam (English and Tamil), Thanjavur, Medical Tourism (Hindi)
- Thematic posters on Heritage Sites
- CD Rom (Interactive)
- Government Museum (Chennai)
- Waterfalls of Tamil Nadu
- Adventure Tourism
- Compendium of News Letters
- Compendium of Government Orders 2006, 2007 and 2008 (complied Government Orders issued sanctioning various tourism projects).

Tamil Nadu Tourism brings out a colourful Calendar since 2007 with a common theme to highlight the tourist features of our State. The theme for 2010 was the 'Pleasant Splendours of Tamil Nadu' with picturesque scenes of the twelve hill stations of Tamil Nadu.

With innovative approach towards advertisement, publications on important tourism potential had positive impact and tourist arrivals increased by over 24 per cent in 2009.

Newsletter

It is essential to record the important events to publicise them in various sectors and reap advantage in terms of increased tourist arrival. A monthly Newsletter is being brought out by Tamil Nadu Tourism since 2007 and is distributed to all the Government offices both in respective State Governments and Government of India and also to the tour operators, travel agents and hoteliers. All major news pertaining to various activities that the Tourism

Department is engaged in, and important tourism-related events held are highlighted in the Newsletter.

To gear up the dissemination system, special publications and hi-tech electronic products will be brought out during 2010 - 2011.

Folders on

- Ramalinga Vilasam Memorial Palace / Veerapandiya Kattabomman Fort
- History of Rajaraja Cholan
- 200 photos - CD
- Paper Bag
- Tamil Nadu Map (Tamil)
- Tamilaga Sutrula (Reprint)
- All Tourist Centres (Reprint)
- Yelagiri
- Tamil Nadu Handicrafts
- Beaches of Tamil Nadu
- District-wise Tourism Folders in Tamil
- Thematic Posters on Hill Stations
- Thematic Posters on Rural Wealth
- Thematic Posters on Waterfalls
- Thematic Posters on Beaches
- Thematic Posters on Chemmozhi Sirpa Poonga

Thoorigaiyil Thamizhagam (Tamil Nadu in colours)

A colourful 'Coffee Table Book' named "Thoorigaiyil Thamizhagam" has been produced with the private-public partnership, depicting art forms and cultural dimensions of Tamil Nadu and important tourist places. It was released by Hon'ble Chief Minister of Tamil Nadu on 27-11-2009. This

coffee table book with beautiful paintings by eminent artists of Tamil Nadu has versions in Tamil, English, French and German with concise information on the paintings and their significance in Tamil Nadu context.

'Mamallapuram Maragatha Poonga'

In the UNESCO declared world heritage centre, Mamallapuram, a park named "Mamallapuram Maragatha Poonga" with beautiful landscaping, comprising leisure facilities like open air theatre and interaction leisure circle at a cost of Rs.60.00 lakhs have been provided on the way leading to Five Rathas. It was thrown open to tourists on 25-12-2009 by the Hon'ble Deputy Chief Minister, Government of Tamil Nadu. As Mamallapuram did not have a Park for the tourists, this initiative is being well appreciated by tourists.

Master Plan

His Excellency, the Governor of Tamil Nadu in his Address in the Tamil Nadu Legislative Assembly on 24-5-2006, mentioned that a "**Tourism Master Plan**" for the State will be prepared to improve the infrastructure facilities required by the rapidly growing tourist traffic and to realize the potential of this sector.

M/s. HUDCO, Chennai, was entrusted the task of preparing 'Tourism Master Plan' for Tamil Nadu. After detailed surveys, M/s. HUDCO has submitted Tourism Master Plan. Based on the Master Plan, the unique selling packages for various destinations will be finalised and accordingly, the infrastructure and facilities will be developed by seeking required budgetary support.

Publicity Campaign

During the year 2009 - 2010, special publicity campaigns showcasing tourist wealth of Tamil Nadu and T.T.D.C's Rail-cum-Road tour packages and hotels were conducted at Bengaluru, Bhubaneswar, New Delhi, Kolkata, Mysore and Ahmedabad attracted considerable tourists to Tamil Nadu. Such campaigns will be continued during the year 2010–2011. It has been proposed to conduct Publicity Promotion Campaigns at

- Nagpur, Shirdi - Maharashtra
- Vadodara - Gujarat
- Bhopal - Madhya Pradesh
- Manali (Kullu) - Himachal Pradesh

Tourism Awareness

Tamil Nadu Tourism has conducted training programmes to sensitise the stakeholders and the hoteliers, travel agents, taxi and auto-rickshaw drivers, traders, police personnel, temple employees and airport staff. The training programmes were conducted at Chennai, Dharmapuri, Salem, Erode, Thanjavur, Thiruvarur, Nagappattinam, Villupuram, Vellore, Kancheepuram, Cuddalore, Kanniyakumari, Madurai, Coimbatore, Thiruchirappalli and Tirunelveli. Through such measures, this Department has succeeded in incorporating a responsible and tourist friendly mind-set among the key players like taxi, auto rickshaw drivers etc. This has helped in extending the stay of tourists as well as generating more repeat visitors. Similarly, a drive has been organised to prevent vandalism in tourist spots through advertisement campaigns and awareness rallies in various parts. The District Administration in Tamil Nadu took several steps to conduct

such campaigns in important destinations. A Seminar was organised on 4-8-2009 at Chennai in co-operation with State Archaeology Department to sort out the methodologies for preventing vandalism in archaeological sites. Debates and workshops are organised by the department to send the message to common man.

Tourist Friendly Auto rickshaws

'Tourist Friendly Autos', a novel scheme, was launched in the State during the year 2007-2008. The auto drivers who were interested in becoming a part of the Tourist Friendly Auto System were enlisted after verifying their antecedents with the Police and the Regional Transport Offices. The qualified drivers were given training on tourist spots, and social skills like communication, body language and related subjects. Tourist maps and brochures are given to them for distribution to the tourists.

'Tourist Friendly Autos' campaign was launched in Chennai with 39 auto rickshaws and at Kanniyakumari with 18 autorickshaws in the first phase. In the second phase, 24 additional autorickshaws joined the 'Tourist Friendly Autos' scheme in Chennai. In the third phase, 25 numbers in Chennai, 28 autorickshaws at Tirunelveli (Courtallam Region), seven auto rickshaws at Madurai, 26 autos at Thiruchirappalli and 20 autos at Tirunelveli joined. Under this scheme, autorickshaws enrolled in the system were got painted with the photographs of local tourist spots with the concurrence of the Transport Department. In Chennai, 39 autorickshaws got permit as first time in Tamil Nadu as a Tourist Friendly Autos. In all, 210 auto rickshaws are a part of this novel scheme and 60 more will join shortly.

No Plastic Zone

Tamil Nadu is blessed with 1058 km. long beach. Beaches should be kept neat and tidy and it is the duty of the local populace to protect the beaches from dust and debris. Tamil Nadu Tourism has taken initiatives to clean the beaches with the co-operation of the local bodies. "No Plastic" campaigns were organised in the entire State.

MICE Market

In 2009-10, Tamil Nadu Tourism conducted three Seminars and Conferences namely, Medical Tourism, Responsible Tourism and Protecting monuments, for posterity in Chennai. MICE tourism (Meetings, Incentives, Conferences and Exhibitions) will be promoted through Chennai Trade Centre.

The renovated Beach Resort Complex at Mamallapuram is staging many MICE events conducted by various Government departments, schools, colleges and NGOs.

Symposium on promotion of Medical Tourism

Symposium on Medical Tourism was organised on 27-2-2009 in Chennai to create awareness on the potential of medical tourism.

A seminar on "Role of Corporate sector in Tourism Promotion" was organised on 6th March 2009 in Chennai. Presentation on health tourism, cultural tourism, highway tourism, education tourism and rural tourism was made by the officers of the various Departments and stakeholders. During October 2009, Medi-Tour Meet was organized by

the Tourism Department, so as to increase the tourists coming to the State to avail excellent medical facilities.

Participation in the International Travel Marts

1. SAARC Trade Fair
2. PATA Meet (Pacific Asia Travel Association)
3. WTM (World Travel Mart)
4. ITB (International Tourism Bourse)

SAARC Trade Fair

SAARC Travel Fair is an annual event held in different member countries every year to promote Intra-regional trade and enhance co-operation. Tamil Nadu tourism participated in SAARC Trade Fair held at Thimpu, Bhutan in September 2009.

PATA

Tamil Nadu Tourism participated in PATA held at Hangzhou-China in September 2009 and showcased the tourism wealth of Tamil Nadu and the benefit and cost-effective world class medical facilities available in Tamil Nadu. There was a tremendous response from abroad for Medical Tourism in addition to other tour packages. Opportunity was given to Tamil Nadu Tourism to address the International Press on the final day of the Conference.

World Travel Mart - London

World Travel Mart is held at London every November. Tamil Nadu Tourism participated in the WTM, London in 2009. More than 100 countries participated. Tourism wealth of Tamil Nadu and the steps taken for promotion of Tamil Nadu were highlighted. The tourism stakeholders of Tamil Nadu were encouraged to participate

in WTM and necessary assistance was rendered. This effort resulted in the considerable increase in foreign tourist arrivals.

ITB (International Tourism Bourse) - Berlin

Tamil Nadu Tourism participated in the International Tourism Bourse meet held in Berlin, Germany, in March 2008. It helped Tamil Nadu to showcase various segments of the State among the visiting delegates. The folk dance organised in the Tamil Nadu Pavilion showcasing the art forms of Tamil Nadu was well received.

In 2010 also, the Tamil Nadu Tourism participated in the ITB Meet held in Berlin, Germany. The Tamil Nadu enclosure generated more interest as indigenous sweetmeat and savouries were distributed and a light entertainment of Tamil music and dance was organized with participation of local Tamils.

With a view to inviting foreign tourists in more numbers, Tamil Nadu Tourism proposes to participate in

1. Pacific Asia Travel Association Meet
2. World Travel Mart, London
3. International Tourism Bourse, Berlin

and organize a marketing Meet at Mauritius and South Africa.

Participation in National Travel Marts

These objectives are met through an integrated marketing strategy and campaigns synergised in association with the travel trade. Tamil Nadu Tourism has been participating in most of the tourism travel marts,

Tourism fairs organised by Tourism departments of other States and stakeholders.

Pravasi Bharatiya Divas

Tamil Nadu Tourism participated in the Pravasi Bharatiya Divas held in Chennai in January 2009 and in January 2010 at Delhi and contributed a cultural show which had the blend of all artistic and aesthetic elements of Tamil Nadu.

SATTE, New Delhi

Tamil Nadu Tourism participates in SATTE (South Asia Travel and Tourism Exhibition) regularly so as to have interaction with buyer-seller from upcountry and abroad.

Great India Travel Bazaar, Jaipur

Tamil Nadu Tourism took part in a big way in the Great India Travel Bazaar, Jaipur organised by FICCI and Rajasthan Tourism. There was a tremendous response from buyers, for the buyer-seller meetings.

Fairs and Festivals

Tamil Nadu is a State known for several festivals and fairs with life affirmative attitude. Celebration is a part of Tamil culture and they make every moment a great benediction. Therefore, the fairs and festivals act as mechanisms to attract large number of people in the vicinity and offer them an avenue to relax and rejoice. Cultural programmes, musical events and dance performances suit the festive mood and provide the crowd with healthy entertainment.

During 2009-2010, Tamil Nadu Tourism organised festivals and conducted events coinciding with the festival exclusively as follows:

Festivals organised with Assistance of Union Ministry of Tourism

Indian Dance Festival at Mamallapuram - Dec 25th - Jan 25th
 National Tourism and Cultural Festival, Kanniyakumari - January
 National Pilgrim Festival, Rameswaram - January

Festivals with Assistance from the State Government

The following annual events showcase the cultural heritage of Tamil Nadu

- Pongal Tourist Festival all over India - January
- Chettinadu Festival, Karaikudi - January
- Ilakkia Sutruva Vizha, Ettaiyapuram, Thoothukudi- February
- Chithirai Visu Festival, Papanasam - April
- Tea and Tourism Festival, Udhamandalam - April
- Chithirai Dance Festival, Madurai - May
- Chithirai Full Moon Festival, Poompuhar - May
- Kattabomman Vizha, Panchalankurichi - May
- Salangai Natham and Bhagavatha Mela, Thanjavur- May
- Mango Festival, Krishnagiri - May
- Summer Festival at all Hill Stations - May
- Kandhoori Festival, Nagore - May
- Saral Thiruvizha, Courtallam - July
- Thirpparappu Vizha, Kanniyakumari District - July
- Aadipperukku Vizha, Hogenakkal - July
- Velankanni Festival, Velankanni - August
- World Tourism Day in all tourist centres - September
- Dhasara Festival at Palaymkottai (Krishnapuram)- October / November
- Sathaya Vizha, Thanjavur - October
- Thiruvannamalai Deepam Festival - November

Tamil Nadu Tourism participated in the Government Exhibitions held at Madurai, Tirunelveli, Coimbatore and Vellore, and showcased the tourism wealth of Tamil Nadu which includes lesser known centres in the districts. Tamil Nadu Tourism participated in Tourism and Travel Trade Meet and Fairs conducted all over India and highlighted the rich tourism potential of our State.

World Tourism Day Celebrations

In 2009, the Theme of World Tourism Day was - "Tourism celebrating Diversity". This Department organised a number of activities like "Cleanliness Campaign", "Tourism Awareness Campaign", and "Tourist friendliness Campaign" in Chennai and at important tourist spots in all districts.

Indian Dance Festival – 2010

Tamil Nadu Tourism has been organising Dance Festival at Mamallapuram to celebrate the spirit of local art forms during December and January every year. Encouraged by the overwhelming response from foreign tourists and local public, the dance festival was conducted as Indian Dance Festival for the second time, from 25th December 2009 to 25th January 2010, to offer and showcase the best forms of Indian art to the discerning tourists. Exponents from various parts of India - Tamil Nadu, Andhra Pradesh, Karnataka, Kerala, Puducherry, Jharkhand, Nagaland, Manipur, Rajasthan, Orissa, Mizoram, Sikkim, Assam, West Bengal, Arunachal Pradesh, Goa and Himachal Pradesh are performed at Mamallapuram. Department of Arts and Culture, The South Zone Cultural Centre and Government Music College of Chennai, sponsored a variety of dance forms, which enthralled the tourists.

Apart from that, a mega inaugural event "A Music Journey to our Heritage" comprising various art forms of Tamil Nadu was conducted.

Cultural Exposition

Chennai bustles with a number of cultural activities during December and January every year, especially Chennai Sangamam. The grand festival in January attracted the tourists and the public. A food festival was organised for marketing local cuisines and it received thunderous response. About 2000 artistes performed in the week long festival. This great event has contributed significantly for the regular revival of folk art forms. The city people who did not have exposure to these forms enjoyed them thoroughly and the entire atmosphere was surcharged with the festive mood. "Mupperum Ilakkiya Vizha" was celebrated at Ettayapuram in Tirunelveli District.

Advertisements

Tamil Nadu Tourism launched publicity campaigns in various Domestic and International In-flight magazines and leading travel magazines.

Advertisements were also released in International magazines and International In-flight magazines viz. FVW International, Condast Traveller, Asian Voice, Gujarat Samachar (UK), Destin Asian, Telegraph (UK), Jalan Jalan (Indonesia), Touristik Actuell, Geo Saison, Budget Traveller (USA), High Life (British Airways), Silver Kris (Singapore Airlines), Going Places (Malaysian Airlines), Garuda (Indonesia Airlines), Holland Herald (KLM Airways), Namaskar (Air India-International), Jet Wings International (Jet Airways).

Advertisements were also released in various Domestic In-flight magazines and travel magazines like Swagat (Air India-Domestic), Window Aisles (Paramount Airways), Jet Wings (Jet Airways), Hi-Living (King Fisher Airlines), Spice Route (Spice Jet), Outlook Traveller, Hospitality India, Express Travel, Asian Traveller, Today's Traveller, The Sunday Indian, Business & Economy, Incredible India, Geo, India Today Travel Plus etc.

Advertisements on event specific campaigns like summer vacation, Indian Dance Festival and Saaral Festival were released in leading national newspapers and magazines. Periodically advertisements on local events and festivals related to domestic tourism are being publicized in vernacular dailies and magazines. News items regularly appear in them highlighting the attractions.

Building Tourism Infrastructure

Improvement of infrastructure to World class standards to attract classic tourists holds the key to Tamil Nadu's growth in the tourism sector. Identification of mega tourist destinations and mega tourism circuits will continue to be the criteria for tourism development strategy in the State. Tamil Nadu Tourism has already identified mega tourism destinations and major circuits of tourism importance and obtained Government of India's sanction for projects at Thirupparankundram, Kodaikanal, Palani, Mettur Dam, Sikkal-Velankanni-Nagore Circuit and Madurai-Rameswaram-Kanniyakumari Circuit during 2009-2010.

Tamil Nadu Tourism extends support for infrastructure projects under three ways, namely -

- a) financial assistance from the Ministry of Tourism, Government of India

- b) financial sanctions from the State Government and
c) dovetailing of funds from other Departments of State Government.

Government of India Assisted Projects

Ministry of Tourism, Government of India have sanctioned the following projects to Tamil Nadu Tourism during 2009-2010.

(Rs. in lakhs)

Sl. No.	Name of the Project	Amount sanctioned by MOT, GOI	Amount released by MOT, GOI
1	Development of Thirupparankundram in Madurai District	387.63	310.10
2	Development of Kodaikanal in Dindigul District under Destinations Development Scheme Phase-II	427.00	341.62
3	Development of Palani in Dindigul District under Destinations Development Scheme Phase-II	261.00	209.45
4	Development of Sikkal-Velankanni-Nagore under Pilgrim Tourist Circuit	230.00	184.04
5	Providing amusement facilities and beautification of LBS Park at Mettur Dam in Salem District , Tamilnadu, under Destination Development Scheme	215.33	172.26
6	Development of Mega Tourism Circuit - Madurai, Rameswaram, Kanniyakumari	3,647.95	---
	Total	5,168.91	1,217.47

The following schemes sanctioned by the Ministry of Tourism, Government of India during 2007-08 are under progress.

Sl. No	Scheme	Amount sanctioned	Amount released
		(Rupees in lakhs)	
1	Development of Chettinad in Sivaganga District under Destination Development Scheme	475.35	380.28
2	Development of Vellore Fort Area under Destination Development Scheme	89.32	71.46
3	Development of Udhagamandalam-Mudumalai-Anaimalai under Eco-Tourism Circuit	439.50	351.60
4	Development of Yelagiri in Vellore District under Destination Development Scheme	365.72	292.57
5	Development of Sapthavidangal Sthalam Tourist Circuit under Integrated Development of Tourist Circuit in Tamil Nadu	314.45	251.56
6	Development of Kumbakonam in Thanjavur District under Destination Development scheme	187.00	149.60
7	Development of Srirangam in Tiruchirappalli District under Destination Development scheme	372.70	298.16
8	Development of Marina Beach under Destination Development scheme	492.76	394.21
9	Capacity building for Service Providers	12.116	6.00
	Total	2,748.916	2,195.44

The following schemes sanctioned by the Ministry of Tourism, Government of India during 2008-09 are under progress.

(Rs. in lakhs)

Sl. No	Name of the Project	Amount sanctioned by MOT, GOI	Amount released by MOT, GOI
1	Development of Tranquebar in Nagapattinam District	373.08	298.47
2	Development of Pulicat in Thiruvallur District under Destination Development Scheme	260.00	208.00
3	Dev. of Sripuram -Amirthi Forest-Balamathi Hills Tourist Circuit under Integrated Development of Tourist Circuit	415.78	332.62
4	Construction of Traffic Interchange Node cum Tourist Facilitation Centre at Mamallapuram	366.03	218.42
5	Development of Kolli Hills in Namakkal District as a Tourist Destination	327.98	262.38
6	Development of Freedom Fighters Tourist Circuit	290.19	232.15
7	Development of Courtallam in Tirunelveli District under Destination Development Scheme	452.25	361.80
8	Development of Tiruchendur in Thoothukudi District under Destination Development Scheme.	402.95	322.36
9	Development of Hogenakkal under Destination Development Scheme	336.18	268.94
10	Construction of Open Air Auditorium in Chennai	368.08	294.46
	Total	3,592.52	2,799.60

Hill Area Development Programme (HADP), Nilgiris District

During the year 2009-2010, a sum of Rs.179 lakhs was sanctioned under the Hill Area Development Programme for promotion of Tourism in the Nilgiris and the works are in various stages.

For the year 2010-2011, a sum of Rs.100 lakhs has been provided under the Hill Area Development Programme for promotion of Tourism.

Western Ghat Development Programme (WGDP)

A sum of Rs.50.90 lakhs was sanctioned during 2009-2010 for provision of tourist facilities in Coimbatore, Tirunelveli and Kanniyakumari under the Western Ghats Development Programme.

Dovetailing of funds from other Departments of State Government

Tamil Nadu Tourism is planning the improvement of infrastructure with broad perspective to make the tourist places a fully developed one with dovetailing of funds from other departments of State Government.

The Rural Development and Panchayat Raj Department helps the Tourism Department to promote Rural Tourism by identifying the rich tourism potential in rural areas by financing infrastructure projects, providing water harvesting structures and developing related amenities in selected rural tourism destinations. The Highways & Minor Ports Department also prioritised the roads to the tune of Rs.25 crores for developing roads

leading to tourist centres. The Government has provided Rs.10 crores for development of Highway roads connecting tourist centres, under the purview of Tourism Budget.

Details of Roads taken up in the last two years:

2008-09 - Tourism Department Fund

(Rs. in lakhs)

Sl. No	District	Details of works	Amount sanctioned
1	Kancheepuram	Improvement to Chennai-Ponnerikarai-Kancheepuram Road	981.15
2	Kanniyakumari	1. Bituminous macadaum with point in surface at Palace entrance to Pillaiyar Kovil at Padmanabapuram Ward No.2 2. WBM two layer with block topping surface at Thuckkalay Cross Road near Anna Statue to Palace Road in Ward No.15 3. WBM two layer with block topping surface near Neelakanda Swamy Koil front to Kottai Cross Road 4. Block topping to the road from Kakamoare to Parakid Road in Suchindram Town Panchayat	18.85
		Total	1000.00

2009-2010 - Tourism Department fund

S. No	District	Name of the Road	Amount (Rs.in lakhs)
1	Vellore	Widening from SL to DL strengthening and providing paved shoulders in Thellur road (Panchayat Union Road) subject to concurrence from RD & PR Department	450.00
2	Tiruvanna-malai	Forming footpath with tiles around hill round road (Girivalam Road)	400.00
3	Ramanatha-puram	Widening from IL to DL and improvements in Ervadi-Chinna Ervadi Km 1/0-3/0 (including bus lay bye) in the 200m stretch from the Dharga	75.00
4	Theni	Improvements to Uthamapalayam - Surulipatti	70.00
5	Kancheepuram	Improvement to Chennai-Ponnerikarai-Kancheepuram Road	18.85
		Total	1,013.85

2009-2010 - Highways Department fund

S. No.	Division	Name of the Road	Amount Rs. in lakhs
1	Tiruvarur	Providing CC pavement to the car streets in Mayiladuthurai - Thiruthuraipoondi road, Mayiladuthurai - Thiruthuraipoondi road to Tiruvarur - Kodavasal - Valangaimaan road and South and west streets of Sri Thiyagaraja Temple road (Municipal roads)	600.00
2	Chengalpattu	Strengthening and widening from IL to DL and strengthening of Vedanthangal road	600.00

3	Tirunelveli	Widening from SL to IL and improvements to Veeravanallur - Tirupudaimaruthur road	290.00
4	Tiruchirappalli	Widening SL to IL and improvements in Erakudi Alathudayanpatti - Pulianchola road	200.00
5	Sivaganga	Improvements to Karaikudi - Surakudi road	55.00
6	Sivaganga	Widening and strengthening IL to DL and strengthening Kovilur - Kundrakudi road	230.00
7	Sivaganga	Improvements to Thirukkostiyur Kandramanickam road	20.00
8	Sivaganga	Improvements to Pillayaripatti - Siravayal road	25.00
9	Sivaganga	Improvements to SV Mangalam - Melapatti road	50.00
10	Thanjavur	Widening and improvements to Grand Anaicut - Kaveripattinam road (Swamimalai temple)	100.00
11	Nagercoil	Improvements to Aralvoimozhi - Nedumangadu road	180.00
12	Nagercoil	Improvements to Marthandam - Pechiparai road including centre median and bus lay bye.	120.00
		Total	2470.00

State Funded Schemes

During the year **2009-2010**, the State Government sanctioned the following schemes for promotion of tourism in Tamil Nadu.

S. No.	Name of the Scheme	Tourism Dept's share	Dist. Admn. Share	Total
(Rs. in lakhs)				
1	Setting up of Art & Culture Complex at Kottaikaval Village in Kancheepuram District	30.00	---	30.00
2	Provision of basic amenities at A/m. Bathrakaliamman Temple area, Madappuram, Thirupuvanam, Sivaganga District	126.00	---	126.00
3	Construction of Yatri Niwas at Valparai in Coimbatore District	41.14	30.00	71.14
4	Provision of basic amenities at A/m. Rathinagireeswarar Temple area, Ayyarmalai, Kulithalai Taluk, Karur District	50.00	---	50.00
5	Providing Seashore side pathway arrangements in the west side of View Tower at Kanniyakumari in Kanniyakumari District	75.00	---	75.00
6	Renovation of Fountain Tank and providing Musical Dancing Fountain at Vaigai Dam in Theni District	34.20	---	34.20
7	Construction of three storied Watch Tower at Kodiveri Dam, Gopi Taluk, Erode District.	12.26	4.09	16,35,000

8	Development of Uvari Village in Tirunelveli District	100.00	---	100.00
9	Improvement of frontage design of Arignar Anna Zoological Park, Vandalur, Chennai.	200.00	---	200.00
10	Conversion of overhead lines into underground cable system at Tranquebar in Nagapattinam District	211.50Q	---	211.50
11	Provision of basic amenities at A/m. Amirthambigai Arkeeswarar Sooriamman Temple area, Pammal Municipality, Kancheepuram District	31.50	31.50	63.00
12	Modernization of Sound and Light Show at Thirumalai Naicker Mahal, Madurai (Advance release of GOI's final instalment)	43.47	----	43.47
TOTAL		955.07	65.59	1,020.66

The following schemes were sanctioned under **Part-II Schemes** during the year **2009-2010**.

S. No	Name of the Scheme	Sanctioned Amount (Rs. in lakhs)
1	Integrated Tourist facilities at Thirukkadaiyur (Abhirami Temple) in Nagapattinam District	75.00
2	Integrated tourist facilities at Valparai in Coimbatore District	100.00
3	Development of tourist facilities at Andhiyur in Erode District	15.00
TOTAL		190.00

The following are the **on-going schemes** that were sanctioned during the year **2007-2008**.

S. No.	Name of the Scheme	Sanctioned Amount (Rs. in lakhs)
1	Improvements & renovation works at Panchalankurichi Fort in Thoothukudi District	28.50
2	Development of Courtallam in Tirunelveli District	44.00
3	Provision of infrastructure facilities at Vanabaththira Kaliamma Temple at Mettupalayam in Coimbatore District	34.49
4	Construction of Sea Shore Park at Kulasekarapattinam in Thoothukudi District	22.00
5	Provision of infrastructure facilities at Pillayarpatti in Sivaganga District	25.00
6	Provision of basic amenities at Kutchanaur A/m Saneeswarar Baghavan Temple area in Theni District	23.25
7	Development of Ettayapuram in Thoothukudi District	31.25
8	Provision of infrastructure facilities at Kankoduthavanitham in Thiruvarur District	62.30
9	Development of Sikkal in Nagapattinam District (Improvement and beautification of A/m. Navaneetheswarar Swami Temple premises)	14.97
10	Construction of Rest Shed for pilgrims at Ellis Nagar and construction of Shoe stalls and Cloak rooms at 5 entrances of A/m. Meenakshiamman Temple in Madurai	42.45
11	Development of tourist places in Tirunelveli District (out of original estimate Rs.81.45 lakhs, a sum of Rs.34.93 lakhs was only sanctioned in 2007-08).	34.93
Total		363.14

The following are the **on-going schemes** that were sanctioned during the year **2008-2009**.

S. No.	Name of the Schemes	Sanctioned Amount (in Lakhs)
1	Development of Poondi Dam Site at Thiruvallur District (Part-II scheme)	50.00
2	Development of Kolli Hills at Namakkal District (Part-II scheme)	100.00
3	Improvement of Otteri Lake, Arignar Anna Zoological Park, Vandalur – Construction of Boat Jetty and Purchase of Boats	20.00
4	Development of tourist places in Tirunelveli Dist.	30.23
5	Provision of tourist infrastructures around Fossil Tree area, Sathanur in Perambalur District	50.10
6	Dev.of road between Koyambedu A/m Kurungaleeswarar & Vaikundavasa Perumal Temple in Chennai	3.40
7	Provision of tourist infrastructures at A/m Lakshmi Narashima Samy Temple area in Sholingar, Vellore District	16.18
8	Provision of infrastructure facilities at Bettaraya Swamy Temple complex Thenkanikottai, Krishnagiri District	9.75
9	Provision of High Mast Light and road facilities at Tenkasi area in Tirunelveli District	18.60
10	Beautification of Beach at Nagapattinam	121.50
11	Provision of tourist infrastructures at A/m Subramaniaswamy Thirukoil, Thiruthani in Thiruvallur District	69.13
12	Improvement of infrastructure facilities at Elagiri Hill in Vellore District	70.425
13	Development of Vidur Dam in Villupuram District	30.00

14	Provision of Infrastructure at Tharamangalam in Salem District	60.00
15	Development of Kalrayan Hills in Villupuram District	60.00
16	Infrastructure facilities at Thirparappu Falls in Kanniyakumari District	85.00
17	Provision of infrastructure facilities around 3 temples in Madurai	101.75
18	Parking Lot near Agni Theertham in Rameswaram at Ramanathapuram District	24.00
19	Improvement of Frontage Design of Arignar Anna Zoological Park at Vandalur in Kancheepuram District	125.00
20	Provision of infrastructure facilities at Sathya Gnana Sabai, Vadalur in Cuddalore District	68.41
TOTAL		1,113.475

Financial Outlay

To meet the demand of the visiting tourists, infrastructure facilities like rest shed, public convenience, parking lot, drinking water, roads, civic amenities, etc. have been provided at all destinations / places / spots through the centre and state funds.

Funds provided towards infrastructure for the last four years are furnished below:

2006-07	Rs.63.57 crore
2007-08	Rs.51.53 crore
2008-09	Rs.62.04 crore
2009-10	Rs.62.90 crore

TAMILNADU TOURISM DEVELOPMENT CORPORATION LIMITED

The Government of Tamil Nadu felt that a corporation has to be established to act as a pioneer in streamlining the development of tourism in certain areas where private people may not venture due to pecuniary reasons. In order to achieve this cause, TTDC was inaugurated in 1971. The Corporation lived up to its expectation so far by providing board and lodging facilities in lesser known destinations, creating boat houses in several destinations and designing innovative package tours covering unknown circuits in Tamil Nadu. The details of package tours and boat houses are furnished separately.

TTDC is at present having a chain of 55 Hotels and a fleet of 24 Coaches.

TTDC is operating Youth Hostels in all major Tourist destinations including Udhamandalam, Kodaikanal and Yercaud, wherein dormitory accommodation is provided to budget tourists and students of educational institutions at affordable cost even during peak Summer Season.

Franchising of TTDC Hotels and Restaurants

The Government have approved franchising of 31 Hotels and 10 Restaurants. TTDC has franchised 24 Hotels and 7 Restaurants till date. The income earned through franchising the Hotels and Restaurants is utilized for upgrading other Hotels and Restaurants, which are operated by TTDC.

E-Governance initiative in TTDC

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. The bookings made through on-line have increased from Rs.14.97 lakhs in 2004-05 to Rs.185.14 lakhs in 2009-10.

The Website of TTDC was revamped incorporating several features like Fairs and Festivals, Art and Culture, Medical Tourism, News & Events, etc.

Video and Photo Gallery highlighting important Tourist Spots, useful links with other Tourism Websites, Railways, Air Travel, etc.

The number of Tourists, who have visited TTDC's Website has increased from **6.74** lakhs in 2008-09 to **8.49** lakhs in **2009-10**.

TTDC has introduced computerized Hotel Management System for the operation of Hotel functions at 12 major Hotels – Hotel Tamil Nadu, Mamallapuram, Ooty, Kodaikanal, Yercaud, Trichy, Madurai-I, Madurai-II, Thanjavur, Coimbatore, Tiruchendur, Rameswaram and Kanniyakumari.

TTDC has introduced Computerized Tour Management System for the entire Tour operations. TTDC has also introduced centralized Reservation System to cover the operations of the Sales Counters located in Tamilnadu and in Delhi, Mumbai and Kolkata.

All the above E-Governance systems are working effectively as the systems are monitored round the clock and the Website is updated frequently.

Marketing initiative

- Road Shows and Publicity Campaigns were organized at Delhi, Bhubaneswar, Ahmedabad, Bhutan, Kolkata, Mysore and Bengaluru to market our Tours and Hotels.
- Tie-up arrangements have been made with M/s. Indian Oil Corporation for providing Hotel accommodation at concessional tariff to IOC customers.
- Special Package Tours were organized for Defence Personnel fetching revenue of Rs.5.62 lakhs.
- Workshop was organized by the Directorate of Libraries at Beach Resort Complex, Mamallapuram. TTDC has earned a revenue of Rs.4.50 lakhs.
- Workshop was conducted by the Department of Wind Energy, Government of India, at Kanniyakumari and Mamallapuram. TTDC has earned revenue of Rs.3.26 lakhs through this Workshop.
- The Social Welfare Department has organized Workshops on “Justice delivering system in Human Trafficking” and “Domestic violence against Women” at Beach Resort Complex, Mamallapuram for three days, fetching revenue of Rs.3 lakhs to TTDC.
- Tie-up arrangements were made with M/s. Indian Oil Corporation for organizing the HOP-ON HOP-OFF Tours for 830 customers earning revenue of Rs.1.95 lakhs.

New initiatives

Launching of Virtual Tours

TTDC has launched the Virtual Tours in its Website on 30.09.2009, covering the major destinations of Tamil Nadu. The Tourists clicking the Website of TTDC can virtually have the experience of visiting these places in person. They can choose the spots to be visited after viewing these places.

The Virtual Tour offers 360 degree panoramic view of the various Tourist places. This facility was appreciated by the media as a novel venture and so far 3.71 lakh people from 149 countries have visited this site.

Virtual Museum

Government Museum at Egmore is one of the premier museums in the Country. It has several facilities to understand and comprehend our culture. Tamil Nadu Tourism is going to cover all the galleries of the museum and post it in its website. It will help the tourists to view the magnificence of the museum. More number of tourists will visit the museum after this initiative.

Gold Cards and Platinum Cards through On-line:

TTDC had launched the Gold Card and Platinum Card scheme during 2008. This scheme has also been launched through on-line on 17-2-2010. The Gold card / Platinum Card holders are eligible for attractive discounts in TTDC Hotels. Tourists can now get the Gold and Platinum Cards through on-line by clicking www.tamilnadutourism.org/onlinecard.

Establishment of Sculpture Park at Mamallapuram

The “**Semmozhi Sirpa Poonga**” at Beach Resort Complex, Mamallapuram was inaugurated on 25-12-2009 by the Hon’ble Deputy Chief Minister of Tamil Nadu. In this Sculpture Park, sculptures of architectural splendour have been installed. All these sculptures were carved by the Government College of Architecture and Sculpture, Mamallapuram. Brochures have been prepared both in English and Tamil. Many foreign tourists visit this park and get a glimpse of our rich culture from these sculptures.

Mobile Tourism

One Luxury Coach was re-conditioned and converted into a Mobile Publicity Vehicle for promoting Tourism among the public in Tamil Nadu. The vehicle displays major tourist destinations of the State. Video films on Tourism are screened in the vehicle for the benefit of Tourists. Attractive Tourist Brochures are distributed to the Tourists and the Public.

Mountain Biking

TTDC has launched ‘Mountain Biking’ at Boat House, Ooty, jointly with M/s. T I Cycles on 9.4.2010. The initiative has attracted large number of tourists due to the thrill it offers.

BANANA FESTIVAL

Banana Festival was organized at Island Grounds, Chennai, for three days from 25-7-2009 to 27-7-2009. It proved to be a resounding success with more than a hundred varieties of Bananas and banana based food varieties.

Eco-Tourism

TTDC has formed the Eco-Tourism Wing on 19.10.2009 with the objective of promoting Eco-Tourism in Tamil Nadu in a big way. The Eco-Tourism Wing is headed by an Officer in the rank of Chief Conservator of Forests. The following trekking tours were organized by TTDC through Eco-Tourism Wing.

- Shervarayan Hills (Yercaud) - 3 times
- Top Slip – Aazhiyar - 9 times
- Thirusoolam Hill - 3 times
- Kolli Hills - 4 times

TTDC operates these tours to inculcate high achievement motivation in the young minds and profit is not given priority while performing them. The participants were able to appreciate nature and the need to conserve it. They have given an excellent feed back about the trekking programme.

Eco-Tourism Wing is also taking steps to provide Tree Top Houses in Wild Life Sanctuaries in Tamil Nadu. It has been proposed to have a shelf of Projects to give a fillip to the promotion of Eco-Tourism in the State. The wing has drafted an elaborate eco-tourism policy in consultation with the Environment and Forest Department and would be released shortly.

Efforts have been taken to make all the units run by TTDC as eco-friendly institutions with green practices and avoid non-degradable materials. Intensive tree plantations will be done in resorts run by TTDC and kitchen gardens will be raised in units with adequate space to use the usufructs for culinary purposes. In the coming years, it is proposed to plant grown-up trees in various TTDC units across the State.

Launching of refurbished Sound and Light Show at Thirumalai Naicker Mahal, Madurai

Sound and Light Show at Thirumalai Naicker Mahal, Madurai, was revamped at a cost of Rs.95 lakhs and inaugurated by Hon'ble Union Minister for Fertilizers and Chemicals on 12.9.2009. The Sound and Light Show is operated and maintained by TTDC. The Show has earned an income of Rs.13.14 lakhs since inauguration till March 2010. The revamped show has earned appreciation and makes it obligatory for the tourists to stay overnight to enjoy the show.

Safety measures adopted by TTDC in Boat houses

The Boats at various Boat houses of TTDC are designed and built with the help of Technical Consultant, who is a Professor in Ocean Engineering Department, I.I.T., Chennai. The Boats are designed to ensure maximum safety standards for the tourists and inspected at several stages by the Technical Consultant to ensure that the Boats are built as per the technical specifications. All the Boats of TTDC are unsinkable. Buoyancy tests are conducted frequently at various Boat houses.

Similarly, Safety Awareness Campaigns were also conducted at Boat houses to educate the public to follow safety rules while undertaking boating at Boat houses.

All the Boat houses have been provided with adequate number of Life Buoys and Life Jackets. **Wearing of Life Jackets by the Tourists availing boating facilities at the Boat houses of TTDC has been made mandatory to ensure cent per cent safety for the Tourists.**

Ayyan Thiruvalluvar Statue

TTDC has been maintaining the Ayyan Thiruvalluvar Statue at Kanniyakumari since 2002. Poly Silicon coating was provided to the Statue during the year 2005 and 2008 to protect the Statue at a total cost of Rs.160 lakhs. Several improvement works have been executed. The lights around the Statue have been replaced to ensure proper lighting for the Statue at night. A new 62 KVA Generator will be installed at a cost of Rs. 7.60 lakhs to provide uninterrupted power supply for the Statue.

Steps taken by TTDC to improve the performance during the year 2009-10

- Boat house at Muttukadu was upgraded at a cost of Rs.88 lakhs and the refurbished Boat house was inaugurated during October 2009.
- One Speed Boat at a cost of Rs. 6.57 lakhs was purchased and operated at Pykara.
- The Boat house at Yercaud was upgraded at a cost of Rs.35 lakhs.
- 29 Rooms were upgraded at HOTEL TAMIL NADU, Coimbatore at a cost of Rs.54 lakhs.
- 16 Rooms were upgraded at HOTEL TAMIL NADU, Krishnagiri, at a cost of Rs.34 lakhs.
- 20 Rooms were upgraded at HOTEL TAMIL NADU, Madurai II Unit at a cost of Rs.62 lakhs.

- 10 Deluxe Cottages and 24 Rooms were upgraded at HOTEL TAMIL NADU, Kanniyakumari at a cost of Rs.53 lakhs.
- 5 Twin Cottages were upgraded at HOTEL TAMIL NADU, Hosur, at a cost of Rs.29.58 lakhs.
- Adventure Sports Complex at Mamallapuram comprising several Sports like Archery, Net Cricket, Balloon Shooting, Target Shooting, etc. was launched at a cost of Rs.5.50 lakhs.
- New make-shift Garage with Petrol Bunk was constructed at Island Grounds, Chennai, at a cost of Rs.90 lakhs for maintaining the fleet of 24 Coaches and Staff Vehicles.

New Projects on the anvil

1. Wind Surfing and Sail Boats will be introduced at Boat house, Mudaliarkuppam.
2. Orders have been placed for supply of 93 Boats at a cost of Rs.92 lakhs.
3. Two 32 Seater Luxury Cruisers will be purchased at a cost of Rs.23.80 lakhs and will be operated at Pykara and Mudaliarkuppam.
4. Four 18 Seater Mini Coaches will be replaced with two air-conditioned Mini Coaches and two non air-conditioned Mini Coaches and one air-conditioned Mini Coach will be added to the fleet at a total cost of Rs. 99.55 lakhs.

5. Construction of additional floor with **nine** Rooms at Hotel Tamil Nadu, Tiruchirappalli, at a cost of **Rs.98** lakhs.
6. Construction of additional floor with **12** Rooms at Hotel Tamil Nadu, Thanjavur, at a cost of **Rs.99** lakhs.
7. Construction of Swimming Pool at Hotel Tamil Nadu, Unit II, Madurai, at a cost of Rs.34 lakhs.
8. Installation of Passenger Lift at Hotel Tamil Nadu, Unit I, Madurai, at a cost of Rs.23 lakhs.
9. Construction of multi-purpose Hall at Hotel Tamil Nadu, Rameswaram, at a cost of Rs.35 lakhs.
10. Installation of 250 KVA Generator at Hotel Tamil Nadu, Kanniyakumari, at a cost of Rs.26.50 lakhs to provide uninterrupted power supply to the customers.

Financial performance

	(Rs. in crores)	
	2009-2010	2008-2009
Total turnover	74.96	70.25
Net profit	6.24	2.25

TTDC has achieved significant growth in net profit even after reckoning the substantial increase in establishment cost consequent on the implementation of Sixth Pay Commission recommendations. TTDC had also suffered major set backs due to land slide in Udhagamandalam and non-operation of Tirupathi Tours for more than a month due to Telungana issue. Threats like swine flu also had a negative impact and reduced the inflow

of tourists to a considerable extent. Island Grounds could not be used in 2009 for conducting Summer Festival due to the elections to Parliament.

The growth in profitability is attributed to the several measures undertaken by the Management, like upgradation of the rooms of all major Hotels, modernization of Boat houses and Coaches, purchase of new Boats and aggressive marketing by the Corporation.

Conclusion

Tourism is a stress buster and it changes the mindset of an individual completely. Today, travel is essential to overcome the hectic life style in urban areas and Tamil Nadu Tourism is trying to provide a satisfying trip to all income groups. It strives to showcase the various facets of Tamil Nadu to cater to the requirements of different age groups. Many innovative projects and path-breaking initiatives have made this possible. The scope for tourism is as vast as the universe itself with many creative ventures aided by lateral thinking. Tamil Nadu Tourism will work hard to achieve the objective of **'Each family : one tour a year'** by embarking on novel projects at affordable costs.

N. SURESH RAJAN,
Minister for Tourism and Registration.

Annexure - I

List of Virtual Tour places available in TTDC's Website

- 1) Big Temple, Thanjavur
- 2) Airawatheeswarar Temple, Darasuram
- 3) Mamallapuram
- 4) Yelagiri Hills
- 5) Yercaud
- 6) Vandalur Zoo
- 7) Kolli Hills
- 8) Courtallam
- 9) Meenakshi Temple, Madurai
- 10) Kanniyakumari
- 11) Rameswaram
- 12) Pichavaram
- 13) Hogenakkal
- 14) Kodiakkarai
- 15) Karaikudi
- 16) Ooty
- 17) Kodaikanal
- 18) Tharangambadi
- 19) Thiruvannamalai
- 20) Valparai
- 21) Top-slip
- 22) Gingee

Annexure - II

List of newly proposed Virtual Tour places for inclusion in TTDC's Website

- | | |
|--------------------|------------------------|
| 1) Pulicat | 14) Madurai |
| 2) Chennai | 15) Srivilliputhur |
| 3) Kancheepuram | 16) Panchalankurichi |
| 4) Vellore | 17) Krishnapuram |
| 5) Tharamangalam | 18) Tirunelveli |
| 6) Chidambaram | 19) Thirupudaimaruthur |
| 7) Koothanur | 20) Thiruchendur |
| 8) Thirukkadaiyur | 21) Muttom |
| 9) Thirumanancheri | 22) Suchindram |
| 10) Nagore | 23) Thirparappu |
| 11) Velankanni | 24) Palani |
| 12) Aranthangi | 25) Thanjavur |
| 13) Sithannavasal | 26) Tiruchirappalli |

Annexure - III

TTDC's TOUR PACKAGES

- 1) Half-a-day Chennai City Sight Seeing tour
- 2) One day Kancheepuram- Mamallapuram Tour
- 3) Hop-on, Hop-off Tour
- 4) One day Thirupathi Tour
- 5) one day Thiruvannamalai Girivalam Tour
- 6) One day Sripuram Golden Temple Tour
- 7) One day Pondicherry Tour
- 8) 3 days Navagraha Tour
- 9) 4 days Arupadai Veedu Tour
- 10) 6 days South India Tour
- 11) 7 days Mookambika Tour
- 12) 8 days Tamil Nadu Tour
- 13) 8 days East-West coast Tour
- 14) 8 days Goa-Mantralayam Tour
- 15) 14 days Sunny South Tour
- 16) 7 days Andhra Tour
- 15) 14 days - Mumbai - Ajantha-Ellora Tour
- 16) **Summer Special Tours**
 - Ooty Tour
 - Kodaikanal Tour
 - Yercaud Tour
 - Mysore – Bangalore Tour
 - Munnar Tour
 - Courtallam Tour

“GROUP TOURS”

Following Tours have been designated as “**GROUP TOURS**”. These tours will be operated subject to having a minimum of 10 passengers.

- 1) **One day Sakthi Tour**
- 2) **One day Thirumal Darshan Tour**
- 3) **One day Navagraha Tour**
- 4) **One day Suruttappalli Tour**
- 5) **3-day Thirumana Thiruthala Sutrula**
- 6) **3 days - Panchabootha Sthalangal Tour**
- 7) **3 days – Nava Thirupathigal Tour**
- 8) **3 days – Water falls Tour**
- 9) **4 days - Cholanaattu Thirupathigal Tour**
- 10) **4 days - Pandiyanaattu Thirupathigal Tour**
- 11) **5 days - 108 Amman Koil Tour**

List of TTDC Boat Houses

- 1) **Muttukkadu**
- 2) **Mudaliyarkuppam**
- 3) **Yercaud**
- 4) **Pichavaram**
- 5) **Kodaikanal**
- 6) **Courtallam**
- 7) **Udhagamandalam**
- 8) **Pykara**

Annexure - IV

List of 18 Lesser known places

Sl. No.	Lesser known places	District
1	Periyapalayam	Thiruvallur
2	Pulicat	
3	Yelagiri	Vellore
4	Thirukkadaiyur	Nagapattinam
5	Vedaranyam	
6	Tranquebar	
7	Thirumanancheri	
8	Sithannaval	Pudukottai
9	Pulianchulai	Tiruchirappalli
10	Tharamangalam	Salem
11	Kolli Hills	Namakkal
12	Hogenakkal	Dharmapuri
13	Bavani Kooduthurai	Erode
14	Valparai	Coimbatore
15	Megamalai	Theni
16	Sirumalai	Dindigul
17	Thiruppudaimaruthur	Tirunelveli
18	Thirparappu	Kanniyakumari

Newly announced Lesser Known Places by Hon'ble Minister for Finance in the Legislative Assembly on 19-3-2010 during the Budget presentation.

Sl. No.	Lesser known places	District
1	Kalvarayan Hills	Villupuram
2	Thali	Krishnagiri
3	Parali	Dindigul
4	Kodiveri	Erode
5	Pollachi	Coimbatore
6	Kurangani	Theni
7	Vaigai Dam	
8	Srivilliputhur	Virudhunagar
9	Kattabomman Fort	Thoothukudi
10	Tiruchengodu	Namakkal
11	Sikkal	Nagapattinam
12	Pichavaram	Cuddalore
13	Pachamalai	Tiruchirappalli
14	Koothanur	Thiruvarur