DEPARTMENT OF TOURISM

Under the guidance of the Hon’ble Chief Minister of Tamil Nadu, Tamil Nadu Tourism is performing very well. To make Tamil Nadu as a number of one State in Tourism Sector, Hon’ble Chief Minister Amma has sanctioned a number of schemes. In result of this, during 2014 Tamil Nadu Tourism ranks first both in domestic and foreign tourist arrivals.

Tamil Nadu is resplendent with abundant tourist attractions. The multifarious tourist attractions include historical monuments and forts, towering temples and places of worship, green mountain valleys and tea gardens, about 1076 km. long coastline dotted with pristine beaches, flora and fauna etc.. Tamil Nadu offers five UNESCO-World Heritage Attractions – Mamallapuram, Thanjavur, Darasuram, Gangaikonda Cholapuram and Nilgiri Mountain Railway. The State is known for its rich cultural heritage, crafts, silk and cuisine which adds great value to the tourist attractions.

Under the visionary leadership of Hon’ble Chief Minister, the Tourism Sector is being given a major fillip. The world class road connectivity and support facilities are important factors which attract the tourists. Infrastructural development and aggressive marketing have made the brand “Enchanting Tamil Nadu – Experience Yourself” very popular. The uniqueness of our State is highlighted in the potential regions. Tamil Nadu could showcase its multifarious tourist attractions in India and abroad through various travel marts and exhibitions to realise its immense tourism potential.

“The Vision Tamil Nadu - 2023” document envisages a major role for tourism in the socio-economic development of the State besides major private sector investments in Tourism Sector. A target of 150 lakh foreign tourist arrivals is set for the year 2023.

Tourism Fairs and Festivals:

To attract more tourists to important tourist centres, Tourism Fairs and Festivals were organized to the tune of Rs.1.85 crores during 2014-15. Among this, the Indian Dance Festival was conducted in a big way at World Heritage Centre at Mamallapuram for Rs.50 lakhs which attracts both foreign and domestic repeat tourists every year. Moreover, Government Exhibition was conducted at Madurai, Coimbatore, Tirunelveli, Salem, Thanjavur,
Thoothukudi, Thiruchirapalli and Thiruvannamalai. The summer festival was conducted at Ooty, Kodaikanal, Yercaud, Valparai, Elagiri, Kalrayanmalai, Javvadumalai, Courtallam. Tamil’s traditional festival of Pongal Festival and World Tourism Day were celebrated in all the Districts. Apart from this, Tamil Nadu Tourism participated in the Tourism Fairs organized at Jaipur, Panaji, New Delhi, Mumbai and Vijayawada.

To publicise the tourism wealth of Tamil Nadu overseas, Tamil Nadu Tourism participated in Pacific Asia Travel Association (PATA) held at China, World Travel Mart (WTM), London and International Tourism Bourse (ITB) held at German.

**Tourism Infrastructure:**

Tamil Nadu Tourism in association with Asian Development Bank has creating good quality infrastructure facilities at Tourist Centres in Tamil Nadu for Rs.450 crores. Among this, Underground sewage system at Udhagamandalam, Public conveniences at important tourist centres, infrastructure facilities at Mudaliarkuppmam Boat House and Muttukadu Boat House areas.

A Butterfly Park at Melanai, Srirangam in Tiruchirappalli District is being created at a cost of Rs.3.37 crores with the Tourism Department funds. In addition to this, infrastructure facilities at Top Station in Theni District for Rs.98 lakhs, a pilgrim rest shed at Arulmigu Prasanna Venkatesa Perumal Temple, Thiruparkadal in Vellore District for Rs.25 lakhs has been constructed. A tourist rest shed at Manalmadha Church in Thoothukudi District at Rs.30 lakhs has also been constructed. Guide Training has been imparted to 60 tourist guides. A Hot-Air Ballooning show has been conducted at Pollachi in Coimbatore District. Tamil Nadu Tourism has enrolled in the Madras Flying Club as a member which offers sea-plane services and helicopter services whenever required. Initiatives are on to introduce “Helicopter Service” between Madurai – Rameswaram and Madurai – Kanniylakumari sector through M/s. Pawanhaps Limited, New Delhi (A Government of India Undertaking) to attract high end tourists. Also, to attract adventure lovers, sea-planes, sailing and surfing arranged as an Adventure Tourism activity. All these activities of the Department helped to achieve the first rank in India in both domestic and foreign tourist arrivals.

With the support of various line departments, travel agents, tour operators, hoteliers and related agencies, Tamil Nadu could aggressively promote Tourism in recent times. Tamil Nadu Tourism has spent Rs.10
crores for Tourism Advertisement and Publicity under the title “Discover Tamil Nadu Campaign 2014”.

TAMIL NADU TOURISM DEVELOPMENT CORPORATION (TTDC)

TTDC offers tour packages, hotels with advanced facilities and beautiful boathouses to the foreign and domestic tourists.

TTDC introduced tour packages to Guruvayur and Top Slip. Lifts are placed in ten Tamil Nadu Hotels for RS.1.92 crores. Modern kitchen equipments have been introduced at Hotel Tamil Nadu, Udhagamandalam, Yercaud, Rameswaram, Krishnagiri and Kodaikanal for RS.77 lakhs. A conference hall is constructed for RS.40.61 lakhs at Hotel Tamil Nadu, Hosur. 81 new boats were purchased for the boathouses.

The new banana boats in Mudhaliarkuppam appreciated by the tourists.

Management training was imparted to the Managers and cooking training to all cooks of all Tamil Nadu Hotels.

Five new luxury coaches were purchased for Rs.2 crores. Toll free telephone number (1800 4253 1111) has been introduced for the free access to the tours and hotels of TTDC. This is well appreciated by the tourists. India Tourist and Industrial Fair has been conducted for 70 days with the funds of Rs.75 lakhs of the State Government. 47 Government pavilions were erected in the fair which showcased the welfare schemes of the Government to the general public. This fair was witnessed by 11.60 lakh tourists and public.

Tamil Nadu remained a leading State in tourist arrivals and the State is a “Medical Tourism Hub”. Large number of places of worship like Rameswaram, Madurai, Srirangam, Thiruvannamalai, Kancheepuram, Chidambaram, Arupadai Veedu Temples, Navagraha Temples, Nava Thirupathigal Temples, Nava Kailayam Temples, Velankanni, Nagore etc. attract lakhs of tourists from other States and Overseas. During summer, the hill resorts like Ooty and Kodaikanal are visited by thousands of tourists. The direct train connectivity to major tourist destinations from different parts of the Country helps in the movement of large number of tourists to our tourist centres.
The tourist arrivals has increased continuously during last four years. Consequently Tamil Nadu is ranked first in both domestic and foreign tourist arrivals for the year 2014 realising the vision of Hon’ble Chief Minister to make Tamil Nadu the number one State in tourism growth. During 2014, 3275.55 lakh domestic tourists and 46.58 lakh foreign tourist arrivals have visited Tamil Nadu. Tamil Nadu Tourism rededicates itself to sustain the growth, further improve the performance and make Tourism a core industry in the State. Tamil Nadu tourism acknowledges the support and co-ordination extended by all stakeholders.