

TOURISM AND CULTURE DEPARTMENT

TOURISM

POLICY NOTE - 2009-2010

Tourism plays a pivotal role in socio-economic development. It fosters international understanding as a part of "Global Village Concept". Tourists want a holistic experience. Visit to historical monuments, museums and exposure to culture makes this possible. Activities like entertainment, sports, dance, music, festivals, adventure, cuisine, education, health and business enhance their experience. With the advancement of transport, communication and improvement in general economic well-being, the demand for tourism has increased concomitantly.

1 Tourism – Definition

1.1 **Tourism** is travel for recreational or leisure purposes. The World Tourism Organisation defines **tourists** as people who "travel to and stay in places outside their usual environment for 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.*

1.2 Tourism is vital for many countries and many island nations due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services such as cruise ships and taxis, accommodation such as hotels and entertainment venues, and other hospitality industry services such as resorts.*

1.3 One of the sectors of economy considered to have particular potential is Tourism. Tourism is seen to be a priority sector because:-

- it is able to maximise the productivity of India's natural, human, cultural, and technical resources, and are sustainable development;
- it is labour intensive and cottage or small industry based, providing employment that is of a high quality thus contributing to higher quality of life;
- it is capable of being primarily focused on rural areas with appropriate and relatively low cost programmes;
- it has extensive forward and backward economic linkages that build overall income, employment (especially for women, youth, and disabled persons bringing greater social equity, and justice), investment, and raises central, state, and local Government revenue;

* <http://andanden.wikipedia.org/wiki/andTourism>

** National Tourism Policy 2002 of Ministry of Tourism, GOI

- it is able to deliver significant levels of hard currency as an export industry, and
- it is able to promote understanding, peace, and contribute to national unity and regional stability.**

2 Tourism - An Overview

2.1 Tourist expenditure generates multiple effects with extensive outreach along its value chain. Adding to the demand for a variety of goods and services, tourism offers potential to exploit synergies across a large number of sectors such as agriculture, horticulture, poultry, handicrafts, transport, construction – the sectors, where growth of income has favourable impact on poverty alleviation.***

2.2 Tourism enhances the performance of the tourism sector in an environmentally and culturally sustainable and socially inclusive manner. This would be reflected in:

- increase in the duration of stay,
- distribution of income and benefits from tourism and
- enhancement of management of natural and cultural heritage sites.

It results in:

- integrated development of high-priority tourism infrastructure in high potential tourism circuits,

***Ministry of Tourism Annual Report 2007-08

- enhanced connectivity and improved environment, utilities, and tourist services,
- improvement of institutional and regulatory frameworks that will ensure coordinated efforts of multiple agencies,
- promotion of environmentally and culturally sustainable and socially inclusive tourism development,
- encouragement of private sector and community participation in tourism, and
- capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups.****

3 Scenario in Tamil Nadu

3.1 Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.

****Asian Development Bank's interim report – on tourism infrastructure development project

3.2 Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Yelagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Topslip, Parvathamalai Hills and Pachamalai Hills. It has silvery cascades in Courtallam, Hogenakkal, Thiruparappu, Monkey falls, Thirumurthi Malai, Akasa Gangai and Papanasam. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like living Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the Marina, Elliots, Thiruvannamiyur, Tiruchendur, Rameswaram and Kanniyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples with different deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendour.

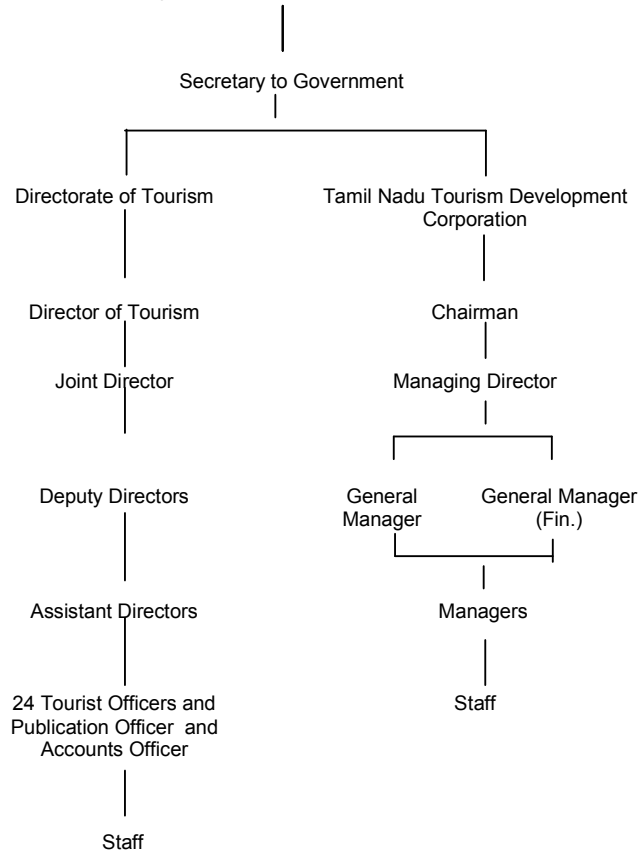
3.3 As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad throng the tourist spots throughout the year. The spots get over-crowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc.

4 Tamil Nadu Tourism

4.1 Tamil Nadu Tourism comprises Tourism Department in the Secretariat, and a Directorate of Tourism functioning to formulate policies and implement programmes for the development of tourism sector in the State. Tamil Nadu Tourism Development Corporation is a state owned public sector undertaking to initiate novel ventures and innovate new schemes for providing demonstration effect to the private sector. In performing this role, Tamil Nadu Tourism coordinates the activities of various other Government Departments and agencies and the private sector.

4.2 Tamil Nadu Tourism Development Corporation (TTDC) has been operating Hotels, Youth Hostels, Restaurants, Tours, Boat houses, Telescope houses as a forerunner for the private sector to emulate as new area of business proposition.

4.3 **Organisational chart:**
Department of Tourism and Culture



4.4 **Tourist Offices and Tourist Information Centres** Twenty four Tourist Offices (18 within the State) and twenty six Tourist Information Centres are functioning within and outside Tamil Nadu to facilitate tourists.

List of Tourist Offices and Tourist Information Centres may be seen in Appendix.

4.5 New Tourist Offices have been opened at Tiruvannamalai, Karaikudi, Vellore and Coimbatore during 2008-09.

5 **Role of Tamil Nadu Tourism**

5.1 As the nodal agency for development of Tourism in the State, the Department plays a crucial role in catalysing private investment, strengthening promotional and marketing efforts and providing trained manpower resources in the sector. In this context, the Secretariat Department handles the following main functions:

- i. All policy matters including:
 - (a) Development Policies
 - (b) Incentives
 - (c) Manpower Development
 - (d) Growth Strategies
- ii. Planning
- iii. Regulation:
 - (a) Standards
 - (b) Guidelines
- iv. Infrastructure and Product Development:
 - (a) Central and State Assistance
 - (b) Distribution of Tourism Products
- v. Research, Analysis, Monitoring and Evaluation
- vi. Legislation and Assembly Work
- vii. Establishment Matters
- viii. Overall Review of the Functioning of the Field Offices
- ix. VIP References
- x. Budget Co-ordination and Monitoring

xi. Welfare, Grievances and Protocol

5.2 **The Directorate of Tourism** is responsible for the following functions:

- i. Assistance in the formulation of policies by providing feedback from the field offices
- ii. Monitoring of plan projects and assisting the plan formulation
- iii. Co-ordinating the activities of the field offices and their supervision
- iv. Inspection and Quality Control:
 - a. Guide Service
 - b. Complaints and Redressal
- v. Infrastructure Development
 - a. Release of Incentives
 - b. Tourist Facilitation and Information
 - c. Field publicity, Promotion and Marketing
 - d. Hospitality Programmes
 - e. Conventions and Conferences
- vi. Human Resource Development
 - a. Institutions
 - b. Setting Standards and Guidelines
- vii. Publicity and Marketing:
 - a. Policy
 - b. Media Plan
 - c. Strategies
 - d. Co-ordination
 - e. Supervision
- viii. Assistance for Assembly work
- ix. Establishment Matters of the Directorate of Tourism excluding the Officers and those requiring the approval of Secretary and Minister.

6 Major initiatives and Achievements during 2008-09

Major initiatives and achievements taken up are appended:

- Popularising lesser known tourist spots, incentives to entrepreneurs
- Subsidy for converting heritage buildings into heritage hotels
- Rural Tourism areas identified for promotional activities
- Tourist friendly campaigns - "Virunthinar Potruthum Virunthinar Potruthum" programmes organised
- Emphasised responsibilities of hosts and guests through Responsible Tourism concept, with the need for clean environment
- Strengthening Medical Tourism initiatives
- Bed and Breakfast (Home stay) scheme
- Tourism development schemes through convergence of funds from other Departments
- Production of innumerable tourist literature - folders, posters, colourful calendar etc.
- Release of attractive advertisements and commercials
- Participation in travel marts abroad and upcountry
- Publicity campaigns within the country
- Effective marketing
- Showcasing cultural heritage through Fairs and Festivals
- Digitising the Services of Tamil Nadu Tourism
- Broad based Online booking of Tourism services

- Four new Tourist Offices in important destinations
- Four National Tourism Awards (3 in 2007, 1 in 2008)
- Draft Tourism Master Plan through HUDCO
- MICE market explored - three regional level seminars in Chennai (Eco-Tourism Governance, Medical Tourism, Responsible Tourism) to highlight MICE market.
- Tamil Nadu Tourism financial outlay was Rs.62.04 crores for 2008-09
- Cleanliness campaigns
- Monthly Newsletter to disseminate Tourism activities, events and services

7 Tourist Arrivals to India

7.1 The share of India in International tourist arrivals progressively increased from 0.46 per cent in 2004 to 0.56 per cent in 2007. Foreign Tourist Arrivals (FTAs) rose from 3.46 millions in 2004 to 5.08 millions in 2007. Tourism makes a significant contribution to India's foreign exchange earnings, which grew from US\$ 6.17 billions (Rs.27944 crores) in 2004 to US\$ 11.96 billions (Rs.44360 crores) in 2007. The share of India in world earnings from Tourism registered an increase from 0.98 per cent in 2004 to 1.25 per cent in 2007. Domestic Tourism too grew phenomenally over this period. The number of Domestic tourists in India rose from 366.23 millions in 2004 to 526.57 millions in 2007.*

* Ministry of Tourism, GOI annual statistical hand book

7.2 Tourist Arrivals to Tamil Nadu

7.2.1 Aggressive promotion and marketing campaigns through print and electronic media at the domestic, national and international levels and creation and upgradation of basic amenities and infrastructure at tourist spots have resulted in the increase of tourist arrivals to Tamil Nadu as furnished below:

Year	Domestic	Foreign	Total	Growth Rate per cent
	(in lakh)			
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

7.2.2 In the year 2007, 524.00 lakh tourists visited Tamil Nadu. During the year 2008, the tourists arrival was 646.58 lakh. When compared the tourists arrival for the above two years, it has recorded an increase of 122.58 lakhs in the year 2008.

7.3 The length of stay of an average tourist in Tamil Nadu is four to five days in the case of a domestic tourist and seven days in the case of a foreign tourist. A foreign tourist spends Rs.4,396/- per day and a domestic tourist, Rs.1,422/-. A day-visitor spends Rs.540/- per day. Among the foreign tourists, 23 per cent stay in Star Hotels, 44 per cent in Budget Hotels and 13 per cent in Guest and Rest Houses. The corresponding percentages for domestic tourists are 10, 49 and 14 respectively.

8 Future Strategy for Tourism Development

8.1 Tourism is one sector that has shown consistently high global growth in recent years. Tamil Nadu too achieved spectacular success in tourism with a growth rate that surpassed the national average. As in the case of foreign tourist arrivals, Tamil Nadu's share in National Tourism receipts is increasing consistently. Domestic tourists in Tamil Nadu constitute a large number and their number is growing rapidly. Considering the benefits, Tamil Nadu Tourism is continuing with a multi-pronged development strategy with a view to achieving even higher growth of quality tourism in the near future. Tamil Nadu Tourism aims to increase the flow of tourists and also to increase the numbers of days they spend. It is expected that the tourist flow of this magnitude will lead to additional foreign exchange and additional jobs.

8.2 Tamil Nadu Tourism has been focusing in the following areas in promoting and developing tourism:

1. Identifying and tapping new tourism potential
2. Providing infrastructure and basic amenities
3. Regulating the tourists according to the carrying capacity
4. Attracting more tourists utilising all media vehicles and
5. Providing new tourism products to ensure memorable experience

8.3 Sustained efforts to popularise Lesser Known Tourist Spots

The Government has identified several lesser known tourist destinations which are naturally rich tourism potential sites or heritage and pilgrim centres unknown to tourists. They require adequate publicity and excellent infrastructure. To attract entrepreneurs to invest in setting up Star hotels, amusement parks, golf courses, spas, boat houses, etc. by sustaining the incentives like:

8.3.1 One Time Subsidy for Construction of Hotels:

	Grade	Subsidy
1.	Single star	10per cent of the total project cost (excluding land value) or a maximum of Rs.25 lakhs
2.	Two star	10per cent of the total project cost (excluding land value) or a maximum of Rs.50 lakhs
3.	Three-star and above	10per cent of the total project cost (excluding land value) or a maximum of Rs.100 lakhs

8.3.2) One Time Subsidy for other Tourism Projects

Amusement parks, golf course Rope car, boathouses	10per cent of the total project cost (excluding land value) or a maximum of Rs.100 lakhs
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8.3.3) Soft Loan

To pay VAT, a soft loan at the rate of 0.1 per cent per annum for the first five years will be sanctioned.

8.3.4) Converting Heritage Buildings into Heritage Hotels:

Tamil Nadu Tourism is taking many promotional efforts to increase tourist arrivals. The Government has announced a subsidy of 10 per cent on conversion cost to convert Heritage buildings into Heritage hotels.

8.3.5) Subsidy for Heritage Hotels

a) Heritage: The building should have been constructed prior to 1950. It should have a minimum of 5 rooms (10 beds).

b) Heritage Classic: It should have been constructed prior to 1935. The hotel should have a minimum of 15 rooms (30 beds).

c) Cuisine: The hotel should offer traditional cuisine but should have four to five items which have close approximation to continental cuisine.

8.4 Wonders of Tamil Nadu

Tamil Nadu has a number of tourism wonders which attract tourists from India and abroad. To develop the tourism wonders, Tamil Nadu Tourism has been initiating identification of the places for the sustained development for the benefit of the tourists. Tamil Nadu Tourism has been planning and promoting tourism spots under various categories.

- UNESCO declared monuments - Mamallapuram, living Chola Temples at Thanjavur, Gangaikonda Chozhapuram and Darasuram as well as Nilgiris Mountain Rail
- Major destinations like Chennai, Kancheepuram, Madurai, Rameswaram, Thoothukudi, Coimbatore, Tiruchirappalli and Kanniyakumari
- Six abodes of Lord Muruga (Tirupparankundram, Solaimalai Mandapam, Swamimalai, Palani, Tiruthani and Tiruchendur)
- Temples dedicated to Navagrahas (Vaitheeswaran Koil, Thiruvengadu, Keezhaperumpallam, Tirunallar, Alangudi, Thingalur, Thirunageswaram, Surianar Koil and Kanchanur)
- Hill stations like, Ooty, Kodaikanal and Yercaud
- Lesser Known Tourist Spots – 18 (Appendix)
- Heritage Towns – 48 (Appendix)
- Rural Tourism Sites

8.5 Seven Wonders

Recently a private Television Channel declared Seven places as Wonders of Tamil Nadu (Meenakshi Temple - Madurai, Brahadeeswarar Temple - Thanjavur, Ramanathaswamy Temple - Rameswaram, Rock Fort - Tiruchirappalli, Mamallapuram Sculptures, University of Madras Senate Building, Chettinad Palace - Kanadukathan).

Other places mentioned are Pitchavaram mangroves, Santhome Basilica, Vivekananda Rock Memorial, the Mathur Canal Bridge, the Vellore Fort and the Marina Beach. By identifying, provision of infrastructure and basic amenities will also be initiated under the scheme of development of Tourism Wonders.

8.6 Improvement of basic and infrastructure facilities

Efforts have been taken up to provide infrastructure and basic amenities in the tourist places under the following categories:

- Arupadai Veedu Circuit
- Navagraha Circuit
- Jain Circuit
- Adi Sankara Circuit
- Vivekananda Circuit
- Cholanattu Thirupathigal Circuit
- Chennai – Kancheepuram – Mamallapuram Circuit
- Rural Tourism Circuit
- Eco-Tourism Circuit

- Beach Circuit – Pulicat, Chennai, Mamallapuram, Mudaliarkuppam, Alambarakkottai
- Wildlife Circuit - Children's Park, Arignar Anna Zoological Park, Crocodile Bank, Mudumalai, Anamalai
- Wonders of Tourism
- Sappthavidangal Sthalams Circuit
- Southern Heritage Circuit
- East Coast Circuit

8.7 Human Resources Development

Guide Training Programme

A large number of tourists visit Tamil Nadu throughout the year to see and enjoy the temples, beautiful beaches, wildlife sanctuaries, fascinating falls, hill stations, etc.

Guides play an important role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay.

Tamil Nadu Tourism in co-ordination with the Anna Institute of Management, Chennai, has been conducting Guide Training Programmes for the unemployed youth and retired Govt. officials. The Rural Development Department has sanctioned Rs.22.10 lakhs for giving Guide training to 400 candidates. The period of training is 10 days, apart from a three day field visit.

At the first instance during 2008-2009, 133 persons were given Guide training. The Guide training was also given to 14 retired Government officials and orientation training has been given to 64 persons, who are already trained. Guide Identity cards have also been given.

Tourism being 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.

The Institute of Hotel Management Catering Technology and Applied Nutrition, Tharamani, 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 for over 44 years and has excellent links in the industry. The Institute has about 600 students undergoing training in the various courses.

8.8 Capacity Building Training

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

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

8.9 Industry Institution Relations

To enthuse the youth to pursue their career in tourism, Tamil Nadu Tourism has been encouraging them by sharing the information and other requirements related to their studies. Industry training has also been organised for them. Senior Officers are deputed to the Institutions to enlighten the tourism students.

8.10 Coordination with Professional bodies and Trade Associations

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

9 Development of Tourism Infrastructure

9.1 Infrastructure Development holds the key to Tamil Nadu's growth in the tourism sector. Identification and development of tourist destinations

and circuits will continue to remain the central plank of tourism development strategy in the State. Tamil Nadu Tourism has identified mega destinations and major circuits of tourism importance and already sanctioned projects for Tharangampadi, Mamallapuram, Kolli Hills, Sripuram-Ariyur area, Amirithi Forests-Balamathi Hills, Courtallam and Tiruchendur.

9.2 The Department's support to such infrastructure projects takes two forms; financial assistance from the Ministry of Tourism, Government of India and financial sanctions from the Government of Tamil Nadu.

9.3 Tourism development has been given much emphasis and the Governments both at the Centre and the State have been extending sufficient funds for the development of infrastructure and destination development. The concept destination development was conceived by the Ministry of Tourism, Government of India a few years ago and sustained developments have been taken up in important tourist centres in a phased manner.

9.4 Government of India Assisted Projects

During 2007-2008, a sum of Rs.2,748.916 lakhs was received for the following projects, which is maximum among the SOUTHERN AND WESTERN STATES. During 2008-09, Ministry of Tourism, Government of India sanctioned the following projects to Tamil Nadu for tourism promotion.

Sl. No.	Name of the Project	Amt. sanctioned by MOT, GOI	Amt. released by MOT, GOI
(Rs. in lakhs)			
1.	Development of Tranquebar in Nagapattinam District	373.08	298.47
2.	Development of Pulicat in Thiruvallur District under Destinations Dev. Scheme	260.00	208.00
3.	Dev. of Sripuram -Amirithi Forest-Balamathi Hills Tourist Circuit under Integrated Dev. 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 Dist. as a Tourist Destination	327.98	262.38
6.	Development of Freedom Fighters Tourist Circuit	290.00	232.00
7.	Development of Courtallam in Tirunelveli District under Destinations dev. scheme	452.00	361.00
8.	Development of Tiruchendur in Thoothukudi District under Destinations Dev. scheme.	402.00	322.00
9.	Development of Hogenakkal under Destination Development scheme	336.18	268.91
TOTAL		3223.05	2503.80

9.5 The following are the on-going schemes sanctioned by the Ministry of Tourism, Government of India during 2007-08:

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 Thiruvarangam in Tiruchirappalli under Destination Development Scheme	372.70	298.16
3.	Beautification of the Marina Beach in Chennai	492.76	394.21
4.	Development of Vellore Fort Area under Destination Development Scheme	89.32	71.46
5.	Development of Udhagamandalam-Mudumalai-Anaimalai under Eco-Tourism Circuit	439.50	351.60
6.	Development of Yelagiri in Vellore District under Destination Development Scheme	365.72	292.57
7.	Development of Sapthavidangal Sthalam Tourist Circuit under Integrated Development of Tourist Circuit in Tamil Nadu	314.45	251.56
8.	Development of Kumbakonam in Thanjavur District under Destination Development scheme	187.00	149.60
9.	Capacity Building for Service Providers	12.116	6.00
	Total	2748.916	2195.44

9.6 Hill Area Development Programme (HADP), Nilgiris District

A sum of Rs.203.50 lakhs was sanctioned under the Hill Area Development Programme during the year 2008-2009 for the development of various tourist centres in the Nilgiris.

During the year 2009-2010, a similar provision is made under the Hill Area Development Programme for the development of tourist centres.

9.7 Western Ghat Development Programme (WGDP)

During the year 2008-2009, a sum of Rs.80.00 lakhs was sanctioned for provision of tourist facilities at Kodaikanal under the Western Ghat Development Programme.

For 2009-2010, a similar provision is made under the Western Ghat Development Programme for the development of tourist centres.

10 State Funded Schemes

10.1 During 2008-09, the State Govt. sanctioned the following schemes for Tourism promotion:

Sl. No.	Name of the Scheme	Dist. Admn Share	Tourism Dept. Share	Total
(Rs. in Lakhs)				
1.	Dev.of Road between Koyambedu A/m Kurungaleeswarar and Vaikundavasa Perumal Temple in Chennai	0.00	3.40	3.40
2.	Infrastructure Facilities at A/m Subramaniya Swamy Thirukoil Area, Thiruthani in Thiruvallur District	69.12	69.13	138.25
3.	Improvement of Otteri Lake, Arignar Anna Zoological Park, Vandalur-Constn of Boat Jetty and Purchase of Boats, in Kancheepuram District	0.00	20.00	20.00
4.	Infrastructure Facilities at A/m Lakshmi Narashimma Swamy Temple at Sholingar in Vellore District	16.17	16.18	32.35
5.	Basic Amenities at Yelagiri Hills in Vellore District	70.425	70.425	140.85

6.	Development of Vidur Dam in Villupuram District	0.00	30.00	30.00
7.	Development of Kalvarayan Hills in Villupuram District	0.00	60.00	60.00
8.	Beautification of the Beach at Nagappattinam in Nagappattinam District	121.50	121.50	243.00
9.	Infrastructure Facilities around the Fossil Tree at Sathanur in Perambalur District	0.00	50.10	50.10
10.	Infrastructure Facilities at Three Important Temples around Madurai in Madurai District	101.75	101.75	203.50
11.	Dev.of Adavinainar Damand Park, Gundar Parkand Damand Dev.of Manimutharand Krishnapuram in Tirunelveli District	30.23	30.23	60.46
12.	Provn.of Highmast Light and Laying of Black Top Surface Road at Tenkasi in Tirunelveli District	18.60	9.30 +(9.30 to be released)	37.20
13.	Infrastructure Facilities at A/M Betraya Swamy Temple area, Thenkanikottai in Krishnagiri District	0.00	9.75	9.75
14.	Infrastructure Facilities at Tharamangalam in Salem District	0.00	60.00	60.00
15.	Dev.of Thirparappu in Kanniyakumari District	0.00	85.00	85.00

16.	Setting up of Parking Lot near Agni Theertham at Rameswaram in Ramanathapuram Dist.	25.50	24.0	49.50
17.	Improvement of Frontage Design of Arignar Anna Zoological Park at Vandalur in Kancheepuram District	0.00	125.00	125.00
18.	Provision of Infrastructural facilities to Sathyagnana Sabha, Vadalur	0.00	68.41	68.41
	Total	453.295	954.175	1,407.47

10.2 The following schemes were sanctioned under Part II Schemes during 2008-09:

Sl. No.	Name of the Scheme	Amount Rs. in lakhs
1.	Improvements at Kolli Hills, Namakkal Dist.	100.00
2.	Improvements at Poondi Dam, Thiruvallur Dist.	50.00
3.	Refurbishment of Tourist Offices and Tourist Information Centres. Tourist Offices: Mamallapuram, Madurai, Tirunelveli, Kanniyakumari and Chidambaram. Tourist Information Centres: Vellore, Thanjavur, Tiruchirappalli, Madurai, and Thiruvananthapuram	30.00
4.	Purchase of Computers with Accessories and FAX Machines for the Directorate and Tourist Offices	8.20
5.	Purchase of Laptops for the Directorate and Tourist Offices	3.50
6.	Purchase of Digital Cameras for Tourist Offices	2.52
	Total	194.22

10.3 The following is the list of on-going schemes sanctioned during 2007-08:

Sl. No.	Name of the Scheme	Amount sanctioned (Rs. in lakhs)
1.	Provision of infrastructure facilities at Kundrakudi in Sivaganga District	43.25
2.	Improvements and renovation works at Panchalankurichi Fort in Thoothukudi District	28.50
3.	Development of Courtallam in Tirunelveli District	44.00
4.	Provision of infrastructure facilities at Vanabathirakaliyamman Temple at Mettupalayam in Coimbatore District	34.49
5.	Construction of Seashore Park at Kulasekarapattinam	22.00
6.	Development of a Park at Devakottai in Sivagangai District	59.00
7.	Provision of basic amenities in the pilgrim centres at Alangudi, Valangaiman and Vaduvur in Tiruvarur District.	5.37
8.	Provision of basic amenities at Kutchanaur A/M Saneeswarar Baghavan Temple area in Theni District.	23.25
9.	Development of Ettayapuram in Thoothukudi District	31.25
10.	Provision of infrastructure facilities at Kankoduthavanitham in Tiruvarur District	62.30
11.	Development of Sikkal in Nagapattinam District (Improvement and Beautification of A/M. Navaneetheswarar Swami Temple premises)	14.97
12.	Construction of a 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
13.	Development of tourist places in Tirunelveli District (Out of original estimate Rs.81.45 lakh, only a sum of Rs.34.93 lakh was sanctioned for this year)	34.93

10. 4 Convergence of Funds from other Departments

10.4.1 The Tourism Department along with other line departments of State Government has obtained funds for creation of infrastructure facilities in tourism destinations.

10.4.2 Having identified the rich tourism potential in rural areas, the Rural Development and Panchayat Raj Department constituted a fund known as “Infrastructure Gap Filling Fund”, as requested by the Tourism Department to promote Rural Tourism. The Highways Department has prioritised Rs. 25.00 crores for the roads to be earmarked by Tourism Department at its discretion. The Government has provided Rs.10.00 crores for development of Highways roads under the purview of Tourism Budget. H R and C E is regularly meeting 50 per cent of the total cost of projects taken up in pilgrim centres. The IEC funds from other departments are also utilised for conducting educational programmes at Trade Fair organised by TTDC.

10.4.3 The following projects were implemented by TTDC:

- ❖ Adventure Tourism in Island Grounds
- ❖ Water sports in Mudaliarkuppam
- ❖ Camping Sites at Hill Stations (Ooty, Yercaud, Yelagiri)
- ❖ Trekking at Hill Stations
- ❖ Tented Accommodation at Beach Resorts, Mamallapuram
- ❖ Conversion of Heritage Buildings as Heritage Hotels

- ❖ Fairs and Festivals
- ❖ Summer Fairs at Chennai and Coimbatore
- ❖ Food Carnival at Chennai
- ❖ Tourism Educational Fair at Chennai

11 New Tourism Products

11.1 Responsible Tourism

Tamil Nadu Tourism has been taking ceaseless efforts for the promotion of rural areas as we have the responsibility to showcase our villages, its way of life to tourists especially to the younger generations. This strategy turns rural areas tourist friendly and it develops the socio economic status of the local inhabitants. The aim of Responsible Tourism is to inculcate the responsibility of the local populace (hosts) towards fragile eco-system, best practices and caring the guests and also make the visiting tourists more responsive towards culture, conventions and customs to avoid exploitation.

11.2 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, beaches, etc. A separate Eco-Tourism Wing is being set up by Tamil Nadu Tourism by posting an officer from the Forest Department. 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 strategies.

11.3 Rural Tourism

11.3.1 To showcase rural life, art, culture and heritage of rural locations in villages and to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience, the Tamil Nadu Tourism has decided to develop and promote rural tourism.

11.3.2 The rapid industrialization has forced the people to move out of villages. As a result, people especially children do not know what constitutes a village. The parents are keen to show their children the idyllic surroundings of our native villages. The way of life of the inhabitants is an important tourist product which attracts a large number of tourists.

11.3.3 The Ministry of Tourism, Government of India has partnered with the 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 GOI also extends the scheme of Capacity Building for Service Providers (CBSP) to other rural sites beyond those covered under partnership with the UNDP. A list of schemes sanctioned by the Ministry of Tourism, GOI is given in the statement below:

S.No.	Name of the project	Amount sanctioned by MOT, GOI (Rs. in lakhs)
1.	Development of Kazhugumalai, Thoothukudi Dist. Hardware project Software project	48.68 20.00
2.	Development of Chettinadu, Sivagangai Dist. Hardware project Software project	50.00 20.00
3.	Development of Theerthamalai, Dharmapuri Dist.	50.00
4.	Development of Devipattinam, Ramanathapuram Dist. (State share Rs.25.60 lakh)	50.00
5.	Development of Thirukurungudi, Tirunelveli Dist.	50.00
6.	Development of Thirupudaimaruthur, Tirunelveli Dist.	49.50
7.	Development of Kurangani, Theni Dist.	50.00
8.	Development of Thadiyankudisai, Dindigul Dist.	50.00
9.	Development of Edayanchavadi, Villupuram Dist. (for software project)	20.00

11.3.4 Tamil Nadu Tourism has identified Rural Tourism areas for development and they have been developed in a phased manner.

11.3.5 TTDC opened a rural design restaurant with rural cuisine in the food Carnival as well in the Trade Fair.

11.3.6 The concept of Rural Tourism was highlighted in the Trade Fair and rural life was depicted and it was a cynosure for the visitors to the Trade Fair, Chennai. It was adjudged as the outstanding stall by the jury.

11.3.7 In the Republic Day pageantry, Rural Tourism concept was the theme of Tamil Nadu Tourism, which won accolades and award.

11.4 Adventure Tourism

11.4.1 Adventure travel appears to have developed out of the broader, wider growth of traditional outdoor and wilderness recreation during the 20th century. Unlike other forms of recreation, adventure travel offers a unique opportunity in which participants become more experienced and pursue extended scales of "adventurous endeavours." Traditional forms of recreation usually involve elements of skill in a specific outdoor setting. It is this "setting" that provides the primary attraction in special interest travel. However, in adventure travel, it is the "activity" that attracts travellers as participants. This study argues that adventure travel is primarily associated with activities where the purpose of trip is to be engaged in experiences through participation rather than in sightseeing at traditional tourist attractions.

11.4.2 To define adventure travel, various components including activity, motivation, risk, performance, experience, and environment must be considered.

11.4.3 Tamil Nadu Tourism is promoting adventure tourism activities in all tourist spots. Adventure boats are available at Muttukadu and Mudaliarkuppam. Trekking equipments are given on hire to the tourists by Tamil Nadu Tourism. Apart from providing adventure sports activities, Tamil Nadu Tourism is also coordinating with Youth Hostels Association of India in conducting Trekking programme in the hilly region. Water scooters, Speed boats, Kayaks and Banana Boats in Mudaliarkuppam provide thrill to the youngsters. Variety of adventure sports have been introduced in island grounds with private participation. Paragliding in Yelagiri attracted tourists in large numbers. Parasailing is going to be introduced shortly in Mudaliarkuppam.

11.5 Medical Tourism

11.5.1 Tamil Nadu provides a very good health care to people from all over the world. Ultra-modern corporate hospitals, talented medical professionals, state-of-the-art medical facilities and a large number of Government hospitals have helped patients from various parts of the country and the world to come, convalesce and return with good health. The Department of Tourism has realised that it is essential to provide facilities for them to visit places of tourists' importance, so that they can recuperate and get rejuvenated to normalcy in a short period of time.

11.5.2 Further, the Department of Tourism in association with the hospitals has embarked on the mission of spreading the concept of Medical Tourism. This initiative will grow at an exponential rate and bring success to all players concerned by providing

utmost satisfaction to the patients from diverse backgrounds. Considering the importance of Medical Tourism, a Medical Tourism Information Centre has been established in the Tamil Nadu Tourism Complex. Travel Desks in various hospitals were set up in Chennai and Madurai.

11.5.3 To oversee the entire process of treatment received by the medical tourists, both from upcountry and abroad, a Core committee has been formed, drawn from various leading medical organisations and the Directorate of Medical Education. The Committee is expected to advise the Tamil Nadu Tourism on day to day matters related to healthcare to tourists. With the help of non-governmental enterprise, MEDITOUR INDIA and the medical organisations, a comprehensive data base of all the leading hospitals in our State has been prepared uplinking their information through Tamil Nadu Tourism website, for the benefit of patients who wish to come to Tamil Nadu for treatment.

11.5.4 Capacity Building Workshops were conducted to CEOs and Front Office Managers of various Hospitals in Chennai, to sensitise them towards the rapidly growing phenomenon of Medical Tourism. To make their services tourist-friendly, many hospitals have opened “travel desks” at their Reception Counters. Keeping the aspirations and apprehensions of the foreign tourists in mind, Tamil Nadu Tourism issued guidelines to various hospitals to streamline the procedures and to make the process of diagnosis and treatment more expedient, cost-effective and transparent.

11.5.5 Tamil Nadu Tourism aims to gear up the leading hospitals in our State to attract medical tourists, which has financial, social, cultural and emotional potential and create an environment of optimal utilisation of the state-of-the-art facilities available in many of the hospitals of our state, thereby bringing Tamil Nadu to the forefront of Medical Tourism in our country.

11.5.6 The Core Committee held a series of meetings. The important decisions taken by the Core Committee are:

- Identified Hospitals for listing
- Co-ordinated with listed hospitals
- Published a Folder on Medical Tourism
- Opened Travel Desks at listed hospitals
- Organised capacity building training for staff manning Travel and Medical Tourism Desks in the Corporate and listed Hospitals
- Organised Seminar and Workshop

11.5.7 Now, Medical Visas up to one year validity is extended to health tourists and their attendants. This has resulted in growth of Medical Tourists arrival as stated below:

<u>Year</u>	<u>No. of Registration</u>
2006	566
2007	3307
2008	7307

11.6 Bed and Breakfast (Home Stay) Scheme

11.6.1 To enable the inhabitants of tourist destinations to earn additional income through their spare rooms available in their homes, Bed and Breakfast Facility has been introduced in Tamil Nadu.

11.6.2 Workshops were conducted at six places in Tamil Nadu to publicise this scheme and also to create awareness. The Tourism Department has short listed seventy seven (77) Bed and Breakfast Service Providers from various districts in Tamil Nadu for the benefit of tourists and the same has been hosted in the Tamil Nadu Tourism website. Directory of the service providers has been brought out for circulations and the details have been posted on the website.

12 Publicity and Marketing

12.1 Advertisements

12.1.1 Tamil Nadu Tourism launched a series of international and domestic print campaigns which were released in various international in-flight magazines and other leading travel magazines as well.

12.1.2 Advertisements were released in magazines viz. FWW, Condensast Traveller, High Life, Silver Kris, Going Places, Selling Long Haul, Urlaub Perfect, WTM Catalogue, Asian Voice, Desi News (Canada), Telegraph (UK), Malaysia Nanban, Tamil Murasu (Singapore), Jalan Jalan (Indonesia), The Star, Touristik Aktuell, Geo Saison, Gulf News, Budget Traveller, Khaleej Times, etc.

12.1.3 Advertisements were also released in various domestic in-flight magazines and travel magazines like Namaskar, Jet Wings, Swagat, Windows and Aisles, Outlook Traveller, National "Geography (India Split), Trav Talk, World of Tourism and Travel, Hospitality India, Asian Traveller, Voyagers World, Outbound International, Travel Span, Today's Traveller, India Today Travel Plus, Travel + Leisure, etc.

12.1.4 Advertisements on event and occasion-specific campaigns like Summer Campaign, Mamallapuram Dance Festival, Rail-cum-Road Tour, were released in various leading national newspapers and magazines. Periodically, advertisements on local events and festivals related to domestic tourism are publicised in vernacular dailies and magazines. News items regularly appear in them highlighting the attractions. Regularly, audio and visual advertisements figure in Radio and Television Media, apart from stories on innovative tourism projects.

12.2 Tourist Literature

12.2.1 Printing of informative folders and books, hi-tech media products of compact discs, DVDs in 25 min. and 6 min. etc. are one of the essential dissemination to the tourists. During the year 2008-2009, the following folders and coffee table books on World Heritage monuments of Tamil Nadu were published.

- Booklet on Calendar of Events (Fairs and Festivals)
- Tamil Nadu Map in English

- Folders on Kanniyakumari, Madurai, Mamallapuram, Thiruchirappalli, Chidambaram, Yercaud, Kancheepuram, Courtallam (English and Tamil), Thanjavur, Hogenakkal, Medical Tourism and Rural Tourism.
- Book on Tamil Nadu Tourism potential in Tamil.
- Compendium of Government Orders 2006 and 2007 (compiled Government Orders issued sanctioning various tourism projects).
- Booklet on “A case study on Yelagiri Hills”.

12.2.2 Publication of **Tourism Calendar 2008** was done through sponsorship from tourism industry.

12.2.3 **Tourism Calendar 2009** entitled ‘Natural Splendours of Tamil Nadu’ comprising wildlife and landscape has been published which received overwhelming response from tourism stakeholders and tourists from abroad.

12.2.4 With innovative approach towards advertisement, publications on important tourism potential were received from Publishers of magazines as value addition.

12.3 Newsletter

12.3.1 Realising the importance of dissemination of information to the stakeholders, a monthly Newsletter is being brought out. These are distributed among the GOI Tourist Offices in India, Tamil

Nadu Tourism Offices across the country and all 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.

12.3.2 To gear up the dissemination system, special publications and hi-tech electronic products will be brought out during 2009 - 2010.

Folders on

- Govt. Museum, Chennai
- Yelagiri
- Tamil Nadu Handicrafts
- Beaches of Tamil Nadu
- Waterfalls of Tamil Nadu
- District-wise Tourism Folder in Tamil
- Thematic Posters on Hill Stations
- Thematic Posters on Rural Wealth
- Thematic Posters on Waterfalls
- Thematic Posters on Beaches
- Thematic Posters on Heritage Sites

12.4 Electronic and Digital Products

Laptops and Digital Cameras have been provided to the Tourist Officers to keep abreast with the latest development in use of Electronics. LCD Projectors have also been used. It is proposed to provide Display System with all accessories for exhibiting tourism potential to all Tourist Offices.

12.5 Publicity Campaign

During the year 2008 - 2009, 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 Bangalore, Kolkata, Lucknow, New Delhi, Hyderabad and Jaipur attracted considerable tourists to Tamil Nadu. Such campaigns will be continued during the year 2009 - 2010 and it has been proposed to conduct Publicity Promotion Campaigns at the following destinations in other States:

- Agra - Uttar Pradesh
- Jaipur - Rajasthan
- Kolkata - West Bengal
- Mumbai - Maharashtra
- Hyderabad - Andhra Pradesh
- Port Blair - Andaman and Nicobar Islands

12.6 Tourist Friendly Campaign

12.6.1 Tamil Nadu Tourism has embarked upon a novel programme called "Virunthinar Potruthum! Virunthinar Potruthum!!" for inculcating a high degree of sophistication and practice for Tourist Friendly Culture among stakeholders in the State. 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, Thiruvavur, Nagappattinam, Villupuram, Vellore, Kancheepuram, Cuddalore, Kanniyakumari, Madurai, Coimbatore,

Thiruchirappalli and Tirunelveli. This year it has been proposed to conduct 'Virunthinar Potruthum, Virunthinar Potruthum' campaigns in the remaining tourist centres. By virtue of these training programmes and intensive campaigns in the State, reasonable awareness has been created in the minds of common men about the importance of tourism and tourist friendly practices.

12.6.2 In view of tremendous responses, scheme will be launched in all the Districts. A vigorous publicity campaign was launched to promote Tourist Friendly Culture in the State. It captivated the attention of the public and kindled their thoughts to march in the right direction. This campaign helps preserve fragile eco system; helps conserve marvellous historic monuments and eradicate vandalism.

12.6.3 Tourist Friendly Autorickshaw

'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 autorickshaws 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) and 7 autorickshaws at Madurai 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.

12.7 Cleanliness Campaigns

Tamil Nadu stretches with a belt of 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 the dust and debris. Tamil Nadu Tourism has taken initiatives to clean the beaches with the cooperation of the local bodies. During 2008-09, Tamil Nadu Tourism organised cleanliness campaigns at Mamallapuram, Thiruvarangam and Chennai for the benefit of tourists and local people. On the World Tourism Day, cleanliness campaigns were organised in the entire State under the leadership of the District Collectors.

12.8 Photography contest

To get the best photographs of tourism attractions, a Photography Contest was conducted in coordination with Best Photography Magazine.

13 MICE market

In 2008-09, Tamil Nadu Tourism conducted three Seminars and Conferences namely, Eco-Tourism Governance, Medical Tourism and Responsible Tourism in Chennai. Marketing Incentive Conference and

Exhibition would be conducted to showcase Tamil Nadu Tourism's potential.

13.1 Organising Seminar and Workshop

13.1.1 Regional Workshop on Eco-Tourism Governance Regional Workshop on Eco-Tourism Governance was organised in Chennai on 30.4.2008 wherein high Officials of Tourism Departments from Southern India and tourism stakeholders participated. In the workshop the preservation and conservation of fragile ecology and promotion of tourism without affecting the fragile nature was stressed.

13.1.2 Workshop on Medical Tourism

Workshop on Medical Tourism was organised in Chennai on 18.7.2008 knowing the importance of Medical Tourism gaining momentum. A lot of medicos and tourism stakeholders participated in the workshop and it was applauded by the participants.

13.1.3 Workshop on Responsible Tourism Tamil Nadu Tourism has been taking enduring steps for the promotion of rural areas as we have the responsibility to showcase our villages to tourists as well as to the younger generation. To stress the activities a seminar was organised in October 2008 in which the responsibility and accountability of the local inhabitants in preserving the destination and the responsibility of the tourists to experience it were showcased.

13.2 Participation in International Travel Marts

13.2.1 PATA (Pacific Asia Travel Association)

Tamil Nadu Tourism participated in PATA held at Bali, Indonesia in September 2007 and showcased the tourism wealth of Tamil Nadu and the benefit and cost-effective world class medical facilities available in Tamil Nadu. There was tremendous response from abroad about Medical Tourism hospitalities in addition to other tour packages. In the PATA conference held at Hyderabad in September 2008, Tamil Nadu Tourism participated and showcased tourism potential of the State in hi-tech mode. Folk Dance was organised in Tamil Nadu Tourism Pavilion and this became an eye catcher of the event.

13.2.2 World Travel Mart

World Travel Mart is held at London every November. Tamil Nadu Tourism participated in the WTM, London in 2007. More than 100 countries participated. Tourism wealth of Tamil Nadu and the steps taken for promotion of Tamil Nadu were highlighted. In the WTM, London, in November 2008, the tourism stakeholders of Tamil Nadu were encouraged to participate in WTM and necessary assistance was rendered by providing all printed and electronic materials. This effort resulted in the considerable tourists' arrival from the U.K. and nearby countries to Tamil Nadu.

13.2.3 ITB (International Tourism Bourse)

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 interaction during the meet with international buyers was very fruitful and they evinced great interest in sending group tourists from their country to Tamil Nadu. The folk dance organised in the Tamil Nadu Pavilion showcasing the art forms of Tamil Nadu was well-received.

13.2.4 With a view to inviting foreign tourists in more numbers, Tamil Nadu Tourism has decided to participate periodically in the following International Travel Marts and Meets:

1. Pacific Asia Travel Association Meet
2. World Travel Mart, London
3. International Tourism Bourse, Berlin
4. Indian Tourism and Shopping Festival, Malaysia
5. Indian Tourism and Shopping Festival, Dubai (U.A.E.)

13.3 Participation in National Travel Marts

13.3.1 TAAI Convention

To enhance tourist arrivals, Tamil Nadu Tourism co-sponsored TAAI (Travel Agents Association of India) Convention held at Chennai from 5.10.2007 to 8.10.2007. The tourist attractions and potentials were showcased during the convention.

13.3.2 Tamil Nadu Tourism considers it as a privilege to have Tourism Offices outside the State i.e. in all metros and major tourist centres like Agra, Jaipur and Panaji. Apart from Tourism Offices, Tourism Information Centres in many States for marketing Tamil Nadu Tourism services to position Tamil Nadu in the key tourism generating markets as a preferred destination, promote diverse Tamil Nadu Tourism products vis-à-vis competition faced from various destinations and increase Tamil Nadu's share of national tourism market in terms of tourists arrival.

13.3.3 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.

13.3.4 Tamil Nadu Tourism participated in the Pravasi Bharatiya Divas held in Chennai in January 2009 and contributed a cultural extravaganza which had the confluence of all artistic and aesthetic elements of Tamil Nadu.

13.3.5 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.

13.3.6 Great India Travel Bazaar, Jaipur– Tamil Nadu Tourism took part in a big way in the Great India Travel Bazaar, Jaipur organised by FICCI. There was tremendous response from buyers, as one to one meet was organised.

14 Fairs and Festivals

14.1 Tamil Nadu is well-known for its rich cultural heritage both within and outside the country. Here Music, Dance and Drama form an integral part of the lives of the people. The people are very fond of organising and participating in a variety of cultural fairs and festivals throughout the year. The cultural events of the State attract Domestic and Foreign tourists. Each Festival is celebrated with pomp and gaiety.

14.2 During 2008 - 2009, Tamil Nadu Tourism organised festivals and conducted events coinciding with the festival exclusively as follows:

14.2.1 Festivals organised with Assistance of Union Ministry of Tourism

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

14.2.2 Festivals with Assistance from the State Government

- Pongal Tourist Festival All over India - January
- Chithirai Visu Festival, Papanasam - April
- Tea and Tourism Festival, Udhagamandalam- 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
- Thirupparappu Vizha, Kanniyakumari District- July
- Adipperukku, Hogenekkal - July
- Velankanni Festival, Velankanni - August
- World Tourism Day in all tourist centres - September
- Sathaya Vizha, Thanjavur - October
- Thiruvannamalai Deepam Festival - November

14.3 Tamil Nadu Tourism participated in all Government Exhibitions 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.

14.4 World Tourism Day Celebrations

Rural Tourism is emerging as an important segment. Tamil Nadu has tremendous potential in Rural Tourism and this was showcased in the World Tourism Day celebrations appropriately as to highlight the theme for the World Tourism Day – **2008 “Tourism responding to the Challenge of Climate Change”**. This Department organised a number of activities like “Cleanliness Campaign”, “Tourism Awareness Campaign”, and Tourist friendly Campaign in Chennai and at important tourist spots in all Districts.

14.5 Indian Dance Festival – 2009

14.5.1 Tamil Nadu Tourism has been organising Dance Festival at the beautiful seashore of

Mamallapuram to celebrate the spirit of local art forms since 1992 in December and January. Year after year the number of tourists (both Domestic and Foreign) who are enthralled by the finesse of the festival is increasing leaps and bounds. Bearing this in mind, this year the dance festival was conducted as Indian Dance Festival for a month from 25th December 2008 to 25th January 2009, to offer and showcase the best of Indian art forms to the discerning tourists. The Tamil Nadu Tourism brought the best performers from various States in the country. The Mamallapuram Dance Festival has now evolved this year into “Indian Dance Festival” which aptly denoted the variety and the versatility of the Indian Fine Arts and dance forms. The master performers from various parts of India - Tamil Nadu, Andhra Pradesh, Karnataka, Puducherry, Jharkhand, Nagaland, Manipur, Rajasthan, Orissa, Mizoram, Sikkim, Assam and Arunachal Pradesh, congregated on the silver sands of Mamallapuram. The South Zone Cultural Centre, Department of Arts and Culture, and Government Music College of Chennai, converged and sponsored a variety of dance forms.

14.5.2 Apart from that, a mega inaugural event ‘Cultural Confluence’ comprising various arts and folk forms of Tamil Nadu was conducted. It brought variety and popular music to the viewers.

14.5.3 In the coming year, apart from the above festivals, Mutthamizh Vizha will be conducted at Ettayapuram, the birth place of Poets Subramania Bharathiar and Umaru Pulavar.

14.6 Cultural Extravaganza

Chennai is blooming with a number of cultural activities during December and January every year, especially Chennai Sangamam, the mammoth festival which attracts the tourists and the inhabitants. About 2000 artistes performed in the week long festival. It sent the sound of cymbals and the melody of lute to the nooks and corners of Chennai.

15 Computerisation and monitoring

Tamil Nadu Tourism has, in the recent past, taken major initiatives in the field of Information Technology with a view to benefiting the tourists. The aim of these initiatives is as follows:

- Improved Tamil Nadu Tourism Services
- Improved Tourist Information

a) Improved Tourism Services

i) Provision of PCs

Tamil Nadu Tourism, in its quest for improved and efficient services, has provided computers to all its officers up to the level of Joint Director in the Headquarters and Field Offices. All Tamil Nadu Tourism Offices, both in the State and outside the State, have been provided with computers. Upgradation of PC's is done on a regular basis.

ii) E-Mail and Internet

Access to Internet and E-Mail IDs has also been provided to all the employees in the Headquarters and

Tamil Nadu Tourism Offices for quick disposal of information and other works.

iii) Project Monitoring System

Project monitoring system developed for the planning division to monitor and update and enter the details of Central Financial Assistance Projects and State Government Projects. Updating is done on a regular basis.

b) Improved Tourist Information

Various initiatives have been taken in the direction of providing quality tourist information, facilitation and services to the tourists, Tourism promotional agencies, media and others in the State and outside the State. Some of the major initiatives taken are as below:

- i) Website: www.tamilnadutourism.org - the main promotional portal of Tamil Nadu Tourism
- ii) Website: www.ttdconline.com – the main portal for booking of services of T.T.D.C.

16 Tourism Awards

16.1 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

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

16.3 Tamil Nadu Tourism bagged the following Awards for 2007-08 from leading Tourism Publications:

- a) Cultural Tourism Award on the occasion of 10th Anniversary of Today's Traveller
- b) CNBC Awaaz Travel Award 2008 for Best Weekend Getaway (South) – Ooty
- c) Hospitality India and Explore the World Annual International Award 2008 for "Best State for Tourism Promotion in India
- d) PATWA Award

17 Financial outlay

To meet the demand of the visiting tourists, infrastructure facilities like rest sheds, public convenience, parking lots, drinking water, roads, civic amenities, etc. have been provided at all destinations and places and spots with the Centre and State funds.

Funds provided towards infrastructure in the last three years are furnished below:

2006-07	Rs.63.57 crores
2007-08	Rs.51.53 crores
2008-09	Rs.62.04 crores

TAMIL NADU TOURISM DEVELOPMENT CORPORATION

Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the main objective of promoting tourism in Tamil Nadu by building up adequate tourism related infrastructure facilities in tourist destinations especially lesser known destinations. TTDC made a modest beginning by taking over five Government Bungalows and operating two coaches for tours. Today it has earned the proud distinction of owning the longest chain of 55 hotels in South India. The fleet of coaches has increased to 24.

TTDC is providing the facilities such as Hotels, Youth Hostels, Restaurants, Boathouses, Telescope Houses, Lake Parks and Petrol Bunk for the benefit of the tourists in all the major tourist destinations in the State.

TTDC is operating Youth Hostels in all major tourist destinations including Udthagamandalam, Kodaikanal and Yercaud, wherein dormitory accommodation is provided to budget tourists at affordable cost even during the peak Summer Season.

1. Financial performance

Sl.No.	Particulars	2007-08	2008-09	Per cent growth
(Rupees in Crore)				
1.	Total turnover	55.04	69.00	25
2.	Net profit	4.43	9.50	114

TTDC has achieved a quantum leap in turnover and profits despite the global melt down and the Mumbai incident, which have affected the tourist inflow to the country. The significant growth in profits has been achieved by TTDC by taking several initiatives in both Hotels Sector and the Transport Sector.

1.1 Special package tours were organized for the Panchayat Presidents as part of Training Programme for the Rural Development and Panchayat Raj Department. Special Training Workshops were conducted by the Education Department through UNICEF at Madurai, Coimbatore and Mamallapuram utilizing the transport and accommodation facilities of TTDC. All the old coaches were replaced with modern hi-tech coaches. New tours were introduced. Aggressive publicity campaign was launched to market the Rail-cum-Road Tours. This has helped TTDC to improve the performance in both Hotels and Transport Sectors.

1.2 Modern boats were purchased and supplied before the peak Summer Season resulting in substantial growth in Boating Sector, thereby improving the overall profits of TTDC.

1.3 All the major hotels were upgraded in the past two years, which helped TTDC to improve the occupancy levels in its hotels from 50 per cent during 2005-06 to 62 per cent during 2008-09.

2. Franchising of TTDC Hotels and Restaurants

The Government have approved franchising of 31 hotels and 10 restaurants. TTDC has franchised 24 hotels and seven restaurants till date. Efforts have been

taken to franchise the remaining hotels and restaurants. The income earned through franchising the hotels and restaurants is utilized for upgradation of the remaining hotels and restaurants of TTDC.

3. India Tourist - Anna Centenary and Industrial Fair

3.1 The 35th India Tourist Anna Centenary and Industrial Fair was inaugurated by Honourable Chief Minister of Tamil Nadu to commemorate the Birth Centenary of Perarignar Anna. This Fair proved to be a major attraction to Chennai citizens as more than 2 lakh additional visitors visited the Fair in just 20 days with 6.39 lakh visitors compared to 4.30 lakh visitors during last year. The Fair has attracted 17 lakh visitors compared to 14 lakh visitors last year. The profit earned in this Fair has increased to Rs.2.02 crores compared to Rs.1.52 crore earned during last year.

- TTDC conducted Summer Fest at the Island Grounds, Chennai, from 1st May to 7th June 2008 through Event Manager, which proved to be a resounding success fetching an income of Rs.70 lakhs to TTDC.
- A Food Carnival was organized at the Island Grounds, Chennai, during Navarathiri holidays in October 2008, which yielded an income of Rs.4 lakhs to TTDC. Apart from these Fairs, jointly organized by TTDC, the Island Ground was also let out for conduct of Private Exhibitions.
- A Consumer Fest was organized at Jail Ground at Coimbatore during August-September 2008 through Event Manager, resulting in earning, Rs.19 lakhs to TTDC.

3.2 These initiatives helped TTDC to earn all time high record revenue of Rs.1.18 crore during non-Fair period of April to November, surpassing the previous best income of Rs.44 lakhs achieved during 2003-04.

4. E-Governance initiative in TTDC

- TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of its tours and hotels. The bookings through website www.ttdconline.com increased from Rs. 14.97 lakhs in 2004-05 to Rs.138.70 lakhs in 2008-09.
- In consonance with value added IT services, TTDC has been earning more revenue by increasing the occupancy in hotels and operation of tours. Tourists from more than 70 countries specially **Spain, USA, London, France, Australia, Finland, Canada, Norway, Germany, Italy, Japan, Netherlands, Singapore, China, Dubai, Mauritius, Malaysia, Sri Lanka, South Africa etc.** have used online to book hotel accommodations and tours. Around 1,00,000 tourists visit our website per month. About 90-100 Emails are received daily.
- TTDC has revamped its website <http://www.tamilnadutourism.org> incorporating details of all tourist spots, important tourist destinations, Hotels, Fairs and Festivals, Art and Culture, etc. for the benefit of both domestic and foreign tourists. 6.74 lakh tourists visited our website during 2008-09 compared to 5.27 lakh tourists during last year (2007-08).
- TTDC has introduced Centralized On-line Real Time Reservation System in 12 hotels and sales

counters in Chennai and outside the State, namely, New Delhi, Mumbai and Kolkata and for the package tours to improve its bookings especially by inbound tourists.

- TTDC has made arrangements for on-line contributions to the Chief Minister's Public Relief Fund through the website www.ttdconline.com/cmprf.htm. A sum of Rs. 11.54 lakhs has been remitted to Government till date.

5. Ayyan Thiruvalluvar Statue

TTDC has been maintaining the Ayyan Thiruvalluvar Statue at Kanniyakumari since 2002. Several important works like granite flooring around the Statue, relaying the pathway, etc. were executed. A sum of Rs.90 lakhs was spent during the year 2008-09 for providing polysilicon coating and other related works for protection of Thiruvalluvar Statue. Two ferries at a cost of Rs.210.00 lakhs were purchased by Poompuhar Shipping Corporation with a partial financial assistance from Tourism Ministry, Government of India during 2008-09 facilitating the tourists to visit the Tiruvalluvar Statue from the mainland. The ferries are now in use.

6. Marketing Initiatives

- Road shows and publicity campaigns were organized at Delhi, Mumbai, Kolkata, Ahmedabad, Lucknow and Hyderabad to market our tours and hotels.
- Banana Boats and Speed Boat were also introduced at Mudaliarkuppam. Boats were introduced and Boat Races were conducted at

Rain Drop Boathouse at Mudaliarkuppam in August, 2008 to popularize Water Sports

- These measures paid rich dividends and the Boathouse at Mudaliarkuppam has registered significant growth of 109 per cent with a turnover of Rs.38.13 lakhs for the year 2008-2009 compared to last year's turnover of Rs.18.28 lakhs.
- The Scheme of Gold Card and Platinum Card was launched by Honourable Chief Minister of Tamil Nadu in July 2008. The membership fee for Gold Card is Rs.1,000 with validity period of three years and the Platinum Card is Rs.5,000 with validity of 10 years. 20 per cent discount is given to the Card holders in TTDC hotels. Till date 201 Gold Cards and 19 Platinum Cards have been availed by the customers.
- Gold and Platinum cards will be issued through online. Tourists can upload their photos in the Internet and get their card on the spot.

7. Other Initiatives Taken by TTDC during 2008-09

- TTDC has replaced four coaches with Hi-Tech coaches. In the past two years, TTDC already replaced 16 coaches at a total cost of Rs.4 crores. This has helped TTDC to bring down the average age of fleet from 54 months in 2005-06 to 18 months in 2007-08.
- 20 economy cottages were upgraded and 20 new cottages were constructed at a total cost of Rs.2.20 crores at Beach Resort Complex at Mamallapuram. These cottages would generate additional revenue of more than Rs.60 lakhs per annum.

- The hotels at Madurai, Kanniyakumari, Yercaud, Rameswaram, Kodaikanal and Hogenakkal were upgraded at a total cost of Rs.2.35 crores.
- The Heritage Hotel at Kanniyakumari was renovated at a cost of Rs.80 lakhs.
- The Boathouse at Muttukadu has been upgraded at a cost of Rs.88 lakhs. The upgraded Boathouse would attract tourists in large numbers.
- Modern boats were purchased at a cost of Rs. 90 lakhs. This has helped TTDC to augment its revenue from Boathouses and register substantial growth of 30 per cent with a turnover of Rs.7.74 crores during the year 2008-09 compared to Rs.5.95 crores achieved during last year.

8. Initiatives Taken by TTDC in Public Private Partnership

8.1 TTDC has entered into an agreement with a Private Sector company for establishment of Adventure Sports at the Island Grounds, Chennai, and at the Boathouse, Mudaliarkuppam, Bunjee Run, Zorbin Ball, Rock Climbing, Paint Ball and Trampoline have already been introduced at the Island Grounds.

8.2 Hot Air Balloon and Parasailing will be introduced by September 2009 at Rain Drop Boathouse, Mudaliarkuppam.

- The India Tourist Anna Centenary and Industrial Fair 2009 was organized through an Event Manager with a fixed rent of Rs.2.20 crores and revenue share of 30 per cent in gate collection.

- TTDC has already franchised 24 hotels and 7 restaurants to Private Hoteliers for 10 to 15 years. These hotels and restaurants were taken up by Private Hoteliers and after its renovation they are operated by them successfully.
- Bamboo cottages with rejuvenation therapies have been established in Beach Resort Complex, Mamallapuram, in association with the Private Sector.

9. Rail-cum-Road Tour

The Rail-cum-Road Tours were introduced in September 2002 from Mumbai, Delhi and Kolkata, and were subsequently expanded to Ahmedabad and Jaipur. This tour provides confirmed train tickets, warm reception at Chennai Central Railway Station, Luxurious travel in Hi-Tech coaches, Professional Guide Service and quick Dharshan in temples including Tirupathi through tie-up arrangements.

These tours have become popular among the in-bound tourists from these places and the income has increased to Rs.140 lakhs for the year 2008-09 from Rs.61 lakhs for the year 2007-08 registering a growth of 130 per cent.

10. New initiatives

- Bars at Ooty, Coimbatore and Rameswaram will be upgraded at a total cost of Rs.72 lakhs.
- 10 cottages at Hotel Tamil Nadu, Hosur, will be upgraded at a cost of Rs.21 lakhs.
- 16 rooms in Hotel Tamil Nadu, Krishnagiri, will be upgraded at a cost of Rs.35 lakhs.

- 12 cottages at Hotel Tamil Nadu, Kanniyakumari, will be upgraded at a cost of Rs.73 lakhs.
- 8 cottages at Hotel Tamil Nadu, Ooty, will be upgraded at a cost of Rs.32 lakhs.
- 19 rooms at Hotel Tamil Nadu, Tiruchendur, will be upgraded at a cost of Rs.18 lakhs.
- 11 rooms at Hotel Tamil Nadu, Rameswaram, will be upgraded at cost of Rs. 41 lakhs.
- 29 rooms at Hotel Tamil Nadu, Coimbatore, will be upgraded at a cost of Rs. 56 lakhs.
- Green Car Parking facility will be provided at the rear side of the Island Grounds (Manroe Statue side) at a cost of Rs.45 lakhs.

11. HOP ON - HOP OFF TOUR to Mamallapuram

TTDC launched HOP ON - HOP OFF Tour from Chennai to Mamallapuram with four 18 seater A.C. coaches which will cover the following places:

1. Marundheeswarar Temple at Thiruvanmiyur
2. V G P Golden Beach
3. Mayajaal
4. M G M Dizee World
5. Dakshin Chitra
6. Muttukadu Boathouse
7. Thiruvudanthai Temple
8. Crocodile Bank
9. Dolphin City
10. Tiger Cave
11. Shore Temple
12. Five Rathas
13. Arjuna's Penance

Tourists can Hop on and Hop off at any of the above mentioned tourist spots with a time interval of half an hour. The fare is Rs.250/- per head. Inaugural offer of 25 per cent discount on tariff has been extended to the tourists. The tourists are extended discounts ranging from 10 per cent to 35 per cent at the various tourist spots. TTDC is extending free boating facilities at Muttukadu Boat House.

12. Services on Tourism

12.1 Hotel Management System (HMS)

TTDC has implemented Hotel Management System (HMS) in major Hotels - Hotel Tamil Nadu, Mamallapuram, Tiruchirappalli, Madurai - 1, Madurai - 2, Kodaikanal, Yercaud, Udhagamandalam, Coimbatore, Rameswaram, Tiruchendur, Thanjavur and Kanniyakumari for operating the hotel functions with billing facilities.

12.2 Tours Management System (TMS)

TTDC has implemented Tour Management System covering the entire tour operations conducted by TTDC at Tourism Complex and Sales Counters for operating the entire functions of tours billing facilities.

12.3 Boat House Management System

TTDC Boat Houses operations are monitored through computer wherein the Boat position can be viewed at any time. This system has been implemented

at 1. Muttukadu, 2. Kodaikanal, 3. Pykara, 4. Pitchavaram, 5. Yercaud.

13. Online Scheme Monitoring System

Online scheme monitoring system has been launched @ www.tourism.tn.nic.in wherein all schemes (Central and State) with the latest status are monitored.

14. Website in Tamil Language launched

A website www.tamilnadutourism.org/tamil has been launched recently for the benefit of domestic tourists.

15. Introduction of Virtual Tours

To attract more tourists, TTDC has proposed to develop virtual tours covering major destinations of Tamil Nadu. The virtual tours make locations lively on the website or through presentations and Multimedia CD's. The development of virtual tours with real effect would increase the inflow of tourists in Tamil Nadu.

Conclusion

Tourism is an energizer to enliven our spirits.
Money spent on tourism is an investment.
Helps to transcend barriers and transgress limitations.
Promotes fraternity and fosters friendship.
Enhances employment and enriches knowledge.
Preserves values and conserves culture.
Protects monuments and propels prosperity.

Tamil Nadu Tourism offers innumerable experiences.
Places the tourists on pedestal.
Treats them with honour.
Makes them feel at home.
Adds varieties and colours in all spheres.

*Tourists come here as guests, feel as hosts and leave
as friends.
They come to create memories and part to preserve
them.*

**N. SURESH RAJAN,
Minister for Tourism and Registration.**

APPENDIX

Appendix

Tamil Nadu at a glance

TAMIL NADU AT A GLANCE

1. Geographical Position
North Latitude between 8° 5' and 13° 35'
East Longitude between 76°15' and 80°20'
Demographic Information (2001 census)
 - i. Area (sq.km) 130058
 - ii. Population (in Nos.) 62405679
 By sex
 - a. Male 31400909
 - b. Female 31004770
 By Area
 - a. Rural 34921681
 - b. Urban 27483998
2. Temperature (2007-2008)(in Degree Celsius)
 - a. Plains

Maximum	32.79
Minimum	23.80
 - b. Hill Stations

Maximum	19.88
Minimum	12.11
 Rainfall (2007-2008) (in mm)

Normal	911.6
Actual	1164.8
3. Irrigation (2006-2007)-

Tanks	531376
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4. Fisheries (2007-2008) (in Nos.)
 - a. Length of Coastal line (km) 1076
 - b. Coastal Districts 13
 - c. Coastal Blocks (Nos.) 25

5. Forests -

Forest Area (sq. km) (2005-06)	22883.51
a. Reserved Forests	19444.60
b. Reserved Lands	2132.85
c. Unclassified Forests	1306.06
6. Road and Transport

Road Length (in km.)	
National Highways (2007-08)	4499.364
State Highways (2007-08)	56971.000
Corporation and Municipalities Road (2006-07)	7014.000
Panchayat union and Village Panchayat (2007-08)	99610.000
Town Panchayat Roads (2007-08)	15592.000
Others (Forest Road) (2007-08)	3511.000
Railways (in km.) (2007-08)	
a. Route Length	3950.80
Broad Gauge	2616.09
Metre Gauge	1334.71
b. Track Length	5911.05
c. Railway Stations (in Nos.)	541
Broad Gauge	390
Metre Gauge	137
Broad Gauge & Metre Gauge combined	14

	Sea Ports (in Nos.) (2007-08)	18
	Major Ports	3
	Minor Ports	15
	Air Ports (in Nos.) (2007-08)	5
7.	Education (2007-08) (In Nos.)	
	a. Universities	29
	b. Art and Science Colleges	523
	c. Colleges for Professional Education	
	1. Medicine (2007-08)	
	Medical	18
	Dental	23
	Para Medical	134
	Indian Medicine Institutions	24
	2. Engineering and Technology Institutions	293
	3. Polytechnic Colleges	252
	4. Agriculture	11
	5. Veterinary and Fisheries	3
	6. Law Colleges	9
	7. Colleges for Spl. Education (2006-07)	181
	8. Colleges for Education	309
	9. Schools for Professional Edn.	62
	10. School for Spl. Education	102
	11. Institutions for other Professional Education	1236
	12. Schools for General Education	53103
	Higher Secondary Schools	4736
	High Schools	5095
	Middle Schools	8126

	Elementary Schools	35146
8.	Communication (in Nos.) (2007-08)	
	No. of cellular phones in use(BSNLand Chennai Telephones)	3337087
9.	Revenue (2007-08) (Rs. in Cr)	
	a. Value Added Tax	16473
	b. Entertainment Tax	16
	c. Entry Tax	1125
10.	Revenue Administration (2007-08) (in Nos.)	
	a. Revenue Districts	31
	b. Revenue Taluks	208
	c. Revenue Villages (as per TRS)	17292
11.	Local Bodies (2007-2008) (in Nos.)	
	a. Corporations	8
	b. Municipalities	150
	c. Panchayat Unions	385
	d. Town Panchayats	561
	Tourism oriented	102
	Important ones	78
	e. District Panchayats	29
	f. Village Panchayats	12618
12.	Community Development (2007-08) (in Nos.)	
	a. No. of Self Help Groups formed	19061
13.	Police and Prisons (2007) (in Nos.)	
	a. Police force sanctioned Strength of Police	102421
	b. Police Stations	1256
	c. All women police stations	196
	d. Police outposts	94

14.	Legislature (2006) (in Nos.)	
	Members of the Legislative Assembly (2006)	
	a. Elected	234
	b. Nominated	
	(Anglo-Indian Member)	1
	Members of Parliament (Lok Sabha) 2004	39
	Members of Rajya Sabha	18

Tamil Nadu Tourism at a glance

Tamil Nadu Tourism – At a Glance

1.	No. of Tourist Offices	:24 (18 in Tamil Nadu and 6 in outside State)
2.	No. of Tourist Information Centres	:24 (18 in Tamil Nadu and 6 in outside State)
3.	No. of world Heritage Monuments:	5
4.	No. of Monuments maintained by State Archaeology Department :	85
5.	No. of Monuments maintained by Archaeological Survey of India in Tamil Nadu :	247
6.	No. of Forts :	11
7.	No. of Museums :	14
8.	No. of Temples maintained by HR and CE :	38436
9.	No. of Major Ports :	3
10.	No. of Major Hill Stations :	3
11.	Second longest Beach :	Marina (Chennai) 13 kms.
12.	Highest Peak in Tamil Nadu :	Doddabetta (2636 mtrs)
13.	No. of International Airports :	3
14.	Total length of Railway line in Tamil Nadu :	3941 kms.
15.	Total number of Youth Hostels :	7
16.	Total number of Hotels Tamil Nadu:	53
17.	Total number of Boat Houses :	8
18.	Total number of Coaches :	20
19.	Total number of Telescope Houses:	3
20.	Amusement Parks :	23

(Source: Government Diary 2009)

Kinds of Tourism

1. Leisure Tourism
2. Pilgrimage Tourism
3. Heritage Tourism
4. Adventure Tourism
5. Cruise Tourism
6. Rural Tourism
7. Responsible Tourism
8. Business Tourism
9. Medical Tourism
10. Eco Tourism
11. Culture Tourism
12. Educational Tourism
13. Sports Tourism

Tourist Offices and Tourist Information Centres

Within Tamil Nadu

Tourist Offices:

1. Chennai
2. Kanniyakumari
3. Udhamandalam
4. Kodaikanal
5. Mamallapuram
6. Madurai
7. Rameswaram
8. Thanjavur
9. Tiruchirappalli
10. Tirunelveli
11. Salem
12. Dharmapuri
13. Chidambaram
14. Poompuhar
15. Vellore
16. Coimbatore
17. Karaikudi and
18. Tiruvannamalai

Tourist Information Centres:

Airports

1. Chennai (International terminal)
2. Chennai (Domestic terminal)
3. Madurai
4. Coimbatore
5. Tiruchirappalli

Railway Stations

6. Chennai (Central)
7. Chennai (Egmore)
8. Madurai
9. Coimbatore
10. Rameswaram
11. Tiruchirappalli
12. Tirunelveli

Bus Stands

13. Chennai Metropolitan Bus Terminus, Koyambedu
14. Rameswaram

Other places

15. Gudalur (The Nilgiris District)
16. Tranquebar (Nagapattinam District)
17. Hotel Tamil Nadu Complex, Thanjavur
18. Panchalankurichi (Thoothukudi District)

Outside Tamil Nadu

Tourist Offices:

1. New Delhi
2. Mumbai
3. Kolkatta
4. Panaji (Goa)
5. Jaipur
6. Agra

Tourist Information Centres

Place	State
1. Railway Junction, Bangalore	Karnataka
2. Hyderabad	Andhra Pradesh
3. Thiruvananthapuram	Kerala
4. Ahmadabad	Gujarat
5. Bhubaneswar	Orissa
6. Lucknow	Uttar Pradesh

LIST OF 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	Sithannavasal	Pudukottai
9	Pulianchola	Perambalur
10	Tharamangalam	Salem
11	Kolli Hills	Namakkal
12	Hogenakkal	Dharmapuri
13	Bavani Kooduthurai	Erode
14	Valparai	Coimbatore
15	Megamalai	Theni
16	Sirumalai	Dindigul
17	Thirupudaimaruthur	Tirunelveli
18	Thiruparappu	Kanniyakumari

List of Heritage Towns

Sl. No.	Heritage Town	District
1.	Kancheepuram	Kancheepuram
2.	Mamallapuram	
3.	Sriperumpudur	
4.	Chidambaram	Cuddalore
5.	Pichavaram	
6.	Marudhur	
7.	Kurinjipadi	
8.	Marakkanam	
9.	Thiruvanthipuram	
10.	Rameswaram	Ramanathapuram
11.	Vaalinokkam	
12.	Sethukkarai	
13.	Srirangam	Tiruchirappalli
14.	Srivilliputhur	Virudhunagar
15.	Thanjavur	Thanjavur
16.	Kumbakonam	
17.	Gangaikonda Cholapuram	Perambalur
18.	Madurai	Madurai
19.	Palani	Dindigul
20.	Tiruchendur	Thoothukudi
21.	Thiruthani	Thiruvallur
22.	Thiruvallur Town	
23.	Kanniyakumari	Kanniyakumari
24.	Padmanabhapuram	
25.	Kolachal	
26.	Tiruvannamalai	Tiruvannamalai
27.	Gingee	Villupuram
28.	Parikkal	
29.	Thiruvakkarai	

30.	Chettinad	Sivaganga
31.	Karaikudi	
32.	Idaikattur	
33.	Pillayarpati	
34.	Kalaiyarkoil	
35.	Navathirupathigal Places: i) Thirukkalur ii) Kurumbur	Thoothukudi
36.	Manappadu	
37.	Tranquebar	Nagapattinam
38.	Poompuhar	
39.	Nagore	
40.	Velankanni	
41.	Courtallam	Tirunelveli
42.	Tirunelveli	
43.	Tiruchengode	Namakkal
44.	Perur	Coimbatore
45.	Bhavani	Erode
46.	Sithannavasal	Pudukottai
47.	Avudayarkoil	
48.	Thirumayam	

TOURIST ARRIVALS IN TAMILNADU

S. No.	Year	Domestic (in Lakhs)	GR per cent	Foreign (in Lakhs)	GR per cent	Total (in Lakhs)	GR per cent
1	2002	246.61	3.6	8.05	4.1	254.66	3.6
2	2003	270.59	9.7	9.02	12	279.61	9.8
3	2004	300.77	11.2	10.58	17.3	311.35	11.4
4	2005	323.39	7.5	11.79	11.4	335.18	7.7
5	2006	392.14	21.3	13.35	13.2	405.50	21.0
6	2007	506.47	28.2	17.53	31.3	524.00	29.2
7	2008	626.18	23.6	20.40	16.4	646.58	23.4