

**TOURISM, CULTURE AND
RELIGIOUS ENDOWMENTS DEPARTMENT**

Demand No.29

TOURISM

POLICY NOTE 2013 - 2014

I. Introduction

Tamil Nadu is an enchanting and ancient land in the extreme south of peninsular India. It has an impressive coastline along the Bay of Bengal over 1000 kms. Tamil Nadu can be said to be a multi dimensional tourist product. Its temple towns, historical monuments, wildlife and bird sanctuaries, hill resorts, waterfalls, beaches, breathtaking valley views, backwaters, mangrove forests, numerous places of worship, historical forts, rich heritage and culture, music and dance festivals comprise the tourism wealth of Tamil Nadu. It is this wealth that the State Government is keen on projecting to the world, through its 'Enchanting Tamil Nadu' campaign. These attractions are enchanting the visiting tourists and making them come again.

Four of the geographical landscapes are described as being landscapes that occur naturally in the Tamil lands. These are described in Tamil literature: Kurinchi (குறிஞ்சி) - mountainous regions (Western Ghats – Nilgirs), mullai (முல்லை) – forests in the plains and hills, marutam (மருதம்) - cropland and neytal (நெய்தல்) - seashore. The fifth - pālai (பாலை) or desert is not met with fully as in the Thar but semi-arid conditions prevails as in the Theri lands of Thoothukudi, Ramanathapuram districts etc.

The combination of its natural wonders as well as the aesthetic man-made structures, make the region a delight for a discerning traveller. The rich culture as seen from the many temples with their characteristic Dravidian temple architecture style of Gopurams dotting the landscape, the confluence of the three seas, the waterfalls like Courtallam with their therapeutic properties, variety of flora and fauna live make it a tourists' paradise. Law and Order and one of the best infrastructure in India make the life of the tourist, Indian and foreign peaceful. It makes them yearn for repeat visits. It has a history dating back to more than 10,000 years of a great civilisation from the First Sangam Era and before. It traded with ancient Egypt of the Pharaohs, ancient Greece and Rome. This makes for nature, heritage and religious tourism.

Tamil Nadu, one of the fastest growing states in India, is rapidly emerging as the destination of choice for MNCs keen on a slice of India's booming economy. Currently investment projects worth billions of dollars are in full flow. A large number of these are in the automobile industry and have earned the State the epithet 'Detroit of South Asia'.

Tamil Nadu has made remarkable progress in the Information Technology (IT) industry in recent years. Building on the State's inherent advantages—a large reservoir of IT skills, low-cost of living, investor-friendly public policies and the best infrastructure, the Government has multiplied efforts to attract foreign investment into the local IT industry.

The Government aims to make use of Tourism for the promotion of the services sector and for the generation of employment. While Tamil Nadu has a strong industrial base, there is scope on the business side also. Chennai and Coimbatore are emerging as popular conference centres with modern day facilities, where conferences and exhibitions at the international level can be hosted. The Chennai Trade Centre in the State capital and the Codissia Complex in Coimbatore have been set up to hold these events. MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is taking off.

Tourism has a high potential for generation of employment. Tourism promotes exchange of ideas and views and facilitates interaction of people and their culture. Tourism acts as an instrument for achieving national integration, better international understanding and gives a direct stimulus to socio-economic development. Recognizing the importance of Tourism, Government is giving a major fillip to the Tourism Sector.

II. Tourist Arrivals to Tamil Nadu

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:

Sl. No	Year	Domestic	Foreign	Total	Growth Rate
		(In Lakhs)			(In %)
1	2010	1030.10	28.05	1058.15	31.60
2	2011	1367.51	33.08	1400.59	32.36
3	2012	1841.37	35.62	1876.99	34.01

Definition

Tourist Arrivals are measured as (i) domestic arrivals at tourist places (ii) foreign arrivals - one night stay in tourist places. Any person visiting a Country other than that in which he/she has his/her usual place of residence for any reason other than following an occupation remunerated from within the country visited and remaining at least 24 hours. (This definition is that of a “tourist” according to UNWTO usage) The terms ‘Visitor’ and ‘Arrivals’, as they are used refer to International Visitor Arrivals.

In the year 2011, 1400.59 lakhs tourists visited Tamil Nadu. During the year 2012, tourist arrival was 1876.99 lakhs.

Foreign Tourist Arrivals : Tamil Nadu stands **SECOND** next to Maharashtra

Domestic Tourist Arrivals : Tamil Nadu stands **THIRD** next to Andhra Pradesh and Uttar Pradesh

AIM : To achieve the **No.1** position in tourist arrivals.

Tourist Arrivals to India

- The share of India in International tourist arrivals progressively increased from 0.59 per cent in 2009 to 0.64 per cent in 2011.

- Foreign Tourist Arrivals (FTAs) rose from 5.11 million in 2009 to 6.29 millions in 2011.
- Tourism makes a significant contribution to India's foreign exchange earnings, which grew from US\$ 11.39 billions (Rs.54960 crores) in 2009 to US\$ 16.56 billions (Rs.77591 crores) in 2011.
- The share of India in world earnings from Tourism registered an increase from 1.34 per cent in 2009 to 1.61 per cent in 2011.
- The number of Domestic tourists in India rose from 668.03 millions in 2009 to 850.86 millions in 2011.
- Tourism sector accounts for 2.4% of total direct employment. Including estimated indirect employment its share will raise to 6% of overall employment.

(*Source: Ministry of Tourism, GOI Annual Statistical Handbook)

In the case of a foreign tourist, an added dimension is the fact that spending by him/her accounts against the export from a country and the higher spending augments export income. Further, attracting high end business travelers will also bring in benefits to the tourism sector. The high end business travelers (MICE tourists) have a potential to become high spending adventure, sports and leisure tourists.

III. Tourism Market in India – an overview

According to the latest Tourism Satellite Accounting (TSA) research, released by the World Travel and Tourism Council (WTTC).

- The demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world.
- India's travel and tourism sector is expected to be the second largest employer in the world.
- Capital investment in India's travel and tourism sector is expected to grow at 8.8 per cent between 2010 and 2019.
- The report forecasts India to get capital investment worth USD 94.5 billion in the travel and tourism sector in 2019.
- India is projected to become the fifth fastest growing business travel destination in the period 2010-2019 with an estimated real growth rate of 7.6 per cent.

IV. Vision Tamil Nadu - 2023

Hon'ble Chief Minister has released the "Vision Tamil Nadu - 2023" document on 22-3-2012. The visionary document targets fast growth in all the sectors including Tourism. It

envisages an investment of Rs.10,000 crores in Tourism and Hospitality sectors through Government and Private investments by 2023. The foreign tourist arrivals targeted for 2023 is 15 million tourists from the present 3.60 million tourists.

The infrastructure development schemes and marketing plans of this Department is aimed at achieving the long term goals set by the Vision Tamil Nadu - 2023.

i) Mission

- Promoting Tamil Nadu as an attractive tourist destination at the International level
- Preserving the rich cultural heritage and monuments of architectural splendor and exploit the Tourism potential of these monuments
- Positioning Tamil Nadu as a visible global brand in Tourism
- Enhancing Tamil Nadu Tourism's market within India

ii) Objectives

- To strengthen the existing tourism infrastructure in the State.
- To identify the gaps in tourism infrastructure and formulate development schemes.

- To exploit the tremendous unexploited potential for the promotion of Tourism.
- To provide world class services for the tourists visiting the State.

V. Development Strategies

- Identifying and developing lesser known tourist centres to decongest the popular destinations
- Creating employment opportunities through tourism growth
- Participating in Fairs, Festivals and Travel Marts
- Capacity Development Programs for service providers including the Staff of the Tourism Department
- Accrediting tourist guides; displaying schedule of rates on the Web Site of Tamil Nadu Tourism Development Corporation; training them in collaboration with other departments like Museums, Archaeology and Hindu Religious and Charitable Endowments Department
- Improving the tourist infrastructure facilities at the existing tourist centres, through Government and private sector investments
- To provide ramp facilities wherever possible for differently-abled and elders at the tourist centres

- To discourage the use of disposable plastics at tourist destinations and to encourage the use of eco-friendly materials
- To promote high end tourism by encouraging adventure tourism, cruise tourism, chartered flights and caravan services
- To enhance the quality of experience by ensuring cleanliness through waste management and awareness campaigns at the tourist destinations.
- Provision of well maintained toilets of acceptable standards.
- Provision of waiting shelters and infrastructure at temples, tourist places.
- Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists.
- Tamil Nadu is already an important medical tourist centre. This segment called Health and Wellness Tourism will be given emphasis considering that the in-patient, out-patient treatment in Allopathy, Siddha and Ayurveda is very advanced.
- Publicity blitzkrieg for tourism promotion in India and abroad to realize the potential.
- To make extensive use of advancements in information technology for cost effective reach to potential tourists.

The State Government is taking steps to ensure cleanliness and hygiene at tourist centres. The excellent road connectivity to tourist centres provided by the State is appreciated by the tourists. During long travel, the tourists need rest and refreshments en-route. To facilitate this, the Tourism Department is taking steps to provide Wayside facilities of high standards at an interval of every 50 kms. along the highways by encouraging private and corporate investors. The facilities will have uniformity in architecture, reflecting the ethnicity and standardization of services. The travellers will be able to have facilities like restaurants, book shop, medical shop, ATM Centres, handicrafts / handloom shops, toilets, landscaping, automobile servicing, internet cafe and adequate parking facilities.

New Tourism Policy

The first Tourism Policy for the State was released by the Hon'ble Chief Minister during 1992. The Policy has guided new investments in Tourism and Hospitality sector. Government gave a major fillip to infrastructure development and tourism promotion, which has resulted in Tamil Nadu becoming a leading state in Tourism growth and development of tourist infrastructure.

Now the 'Vision Tamil Nadu – 2023' released by the Hon'ble Chief Minister envisages a major role for Tourism in the overall development of the state. To achieve the targets set in the Vision document, a new Tourism Policy is being formulated. The new Tourism Policy aims to attract more high spending tourists and also investments in tourism and hospitality related infrastructure. The Policy will also ensure employment for skilled and unskilled persons, besides inclusive development for the local people.

State Funded Schemes – sanctioned during 2011-2012

A) Provision of basic infrastructure facilities at Tourist places in Tamil Nadu

(Rs. In Lakhs)

Sl. No.	Name of the Scheme	Amount
State Funded Schemes		
1	Basic Infrastructure Development at Kolli Hills in Namakkal District	137.17
2	Basic Infrastructure Development at Elakkuruchi Adaikala Matha Shrine in Ariyalur District	22.00
3	Infrastructure Development at Srirangam - Amma Mandapam road walkway Shelter in Tiruchirappalli District	100.00
4	Basic Infrastructure Development at Srivanjiyam (Sivan Temple area) in Tiruvarur District	43.60
5	Basic Infrastructure Development at Thirukoshtiyur Sri Sowmya Narayana Perumal Temple in Sivagngai District.	56.00
6	Basic Infrastructure Development at Ramana Maharishi Birth Place - Tiruchuli in Virudhunagar District.	24.79
7	Construction of Dormitory at Arulmigu Balasubramaniaswamy Temple in Ayikkudi at Tirunelveli District.	25.00
8	Basic amenities development works around the Arulmigu Marriamman Temple, Irukankudi and Arulmigu Nindra Narayana Perumal Temple, Tiruthangal in Virudhunagar District.	40.00
9	Basic amenities and development works around the Mannarkudi Arulmigu Rajagopalaswamy Temple, Jambuvanodai Dharga and Muthupettai Lagoon forest area in Tiruvarur District	103.98
10	Construction of Tourist Reception Centre at Karaikudi in Sivagangai District.	35.00
11	Infrastructure facilities at Manamelkudi village in Kodiakarai area in Pudukottai District	38.00
12	Infrastructure facilities at Arulmigu Tirumalai Kolintheeswarar temple in Sivagangai District	16.39

13	Construction of Dormitory Block and Restaurant in Hotel Tamil Nadu Complex at Rameswaram in Ramanathapuram District	200.00
14	Construction of accommodation facilities at Tirukkadaiyur in Nagapattinam District	120.00
15	Provision of basic amenities at Manalmadha Church in Thoothukudi District	25.00
	Total	986.93

Sl. No.	Name of the Scheme	Amount
	Part-II schemes	
1	Desilting of Yercaud Lake in Salem District	30.00
2	Establishment of Kurinji Flower Park in Kodaikanal in Dindigul District.	15.20
3	Development of Korkai in Thoothukudi District.	35.00
4	Improvement works of Tourist Reception Centre at Hotel Tamil Nadu Udthagamandalam in Nilgiris District.	20.00
5	Construction of Tourist Reception Centre in Coimbatore District.	30.00
6	Construction of Tourist Reception Centre in Tiruvannamalai District.	32.00
7	Renovation work in Mamallapuram Tourist Reception Centre in Kancheepuram District.	30.00
8	Refurbishment of Directorate of Tourism, Chennai	28.00
	Total	220.20
	Grand Total (Part-II + State Schemes)	1207.13

B) Development of Roads leading to Tourist places in Tamil Nadu during 2011-2012

(Rs. In Lakhs)

Sl. No.	District	Details of works	Amount
1	Thoothukudi	Thenthiruperai – Aeral Salai Development (0/0 – 1 / 4 km)	55.00
		Ayathurai – Mangalakurichi Road Extension and Developments (0/0 – 1/8km)	150.00
		Thiruvaikundam Bus Stand–Road Extension and Development (0/0 – 0/2km)	25.00
2	Coimbatore	Mettupalayam – Nelliturai Road Developments (1/6 – 4/0km)	80.00
3	Erode	Bhavani Anthiyur Kollegal Road – Gurunathaswami Kovil Road Development (0/0 – 1/6 km)	27.00
4	Dharmapuri	Hogenakkal – Pennagaram – Dharmapuri – Tirupattur road – construction of Safety wall (9/2 – 9/8 km)	25.00
5	Thanjavur	Kottayankadu – Ukkadai – Kollukkadu Road Development (11/0 – 13/6km)	25.00
6	Nagapattinam	Perumalai – Thillaiyadi Thirukkadaiyur Road Development (3/4 – 6/0 km)	28.00
		Sikkal Arulmigu Singaravelan kovil – East Car Street – Provision of cement Road	21.57
7	Cuddalore	Chidambaram – Pitchavaram Tourist Circuit – Road Development (3/2 – 6/4km)	90.00
8	Kancheepuram	Mamallapuram Bus stand and Arjuna Tapasu Area Pedestrian Area development	8.00
		Thirukkazhukundrum to Mamallapuram Road Development	80.00
9	Virudhunagar	Arulmigu Tiruvannamalai Kovil (Thenthirupathi) Girivalapathai – Road Development (3 km)	160.00

10	Sivaganga	Piranmalai–Varpattu Development (0/0–3/0 km)	Road	65.00
		Piranmalai–Varpattu Development (3/0-6/2 km)	Road	70.00
		Malaikolundeeswarar Kovil Development (0/0 – 3/0km)	Road	23.00
		Kandadevi Kovil salai (0/0 – 0/850 km) and Devakottai – Pudur Road Development	Road	60.00
			Total	992.57

State Funded Schemes - sanctioned during 2012-2013

A) Provision of basic infrastructure facilities at Tourist places in Tamil Nadu

(Rs. In Lakhs)

Sl. No.	Scheme Name	Tourism Dept's Share	Dist. Admn. Share / MP/MLA Fund	Temple Share	TOTAL
	State Funded Schemes				
1	Construction of Art & Culture Complex at Kottaikaval, Kancheepuram (Final Instalment)	22.92	---	---	22.92
2	Construction of Rest Shed at A/m. Kothandarama Swamy Temple, Vaduvur, Tiruvarur District	14.50	14.50	29.00	58.00
3	Development of Park in Mukkombu in Srirangam, Tiruchirapalli District	310.00	--	--	310.00

4	Basic amenities at 12 Tourist places in Tamil Nadu				
	Nainarkovil, Utharakosamangai and Oriyur in Ramanathapuram District	31.00 24.00 36.50	-- -- --	-- -- --	31.00 24.00 36.50
	Periyapalayam Bhavani Amman Temple, Siruvapuri Murugan Temple, Siruvapuri Murugan Temple (additional) in Tiruvallur District	76.22 49.92 30.00	-- -- --	-- -- --	76.22 49.92 30.00
	Kumbakkarai waterfalls in Theni District	44.00	--	--	44.00
	Andiyur Varattupallam in Erode District	30.00	--	--	30.00
	Tiruchengode Arthanareeswarar Temple in Namakkal District	50.00	--	--	50.00
	Virinjipuram Sivan Temple in Vellore District	35.00	--	--	35.00
	Dharapuram Anjaneyar Temple in Tiruppur District	31.20	--	--	31.20
	Puliyancholai in Trichy District	50.00	--	--	50.00
5	Infrastructure facilities at 16 Tourist centres				
	Karaivetti Birds Sanctuary in Ariyalur District	30.00	--	--	30.00
	Kallar area in Coimbatore District	25.00	--	--	25.00
	Shanarpatti-Senkurichi in Dindigul District	45.00	--	--	45.00
	Vada Chennimalai in Salem District	25.00	--	--	25.00
	Piranmalai	34.00	--	--	34.00
	Nattarasankottai	34.00	--	--	34.00
	Eriyur Maruntheeswarar Temple	27.00	--	--	27.00
Idaikattur Church	32.00	--	--	32.00	
Tirupattur Pariyamaru-theeswarar Temple in Sivagangai District	30.00	--	--	30.00	

	Dhavalagireeswarar Temple in Tiruvannamalai District	25.00	--	--	25.00
	Tirukkollikadu Saneeswarar Temple	20.00	--	--	20.00
	Avoor Pasupatheeswarar-Pancha Bhairavar Temple in Tiruvarur District	20.00	--	--	20.00
	Sankarankovil, Pottalputhur Mohaideen Darga in Tirunelveli District	36.00 60.00	-- --	-- --	36.00 60.00
	Koothandavar Temple, Gomuki Dam-view point & Kalvarayan Hills in Villupuram District	30.16 39.00	-- --	-- --	30.16 39.00
6	Development of Arulmigu Renugambal Temple at Padaiveedu in Tiruvannamalai District	34.30	34.30	68.60	137.20
7	Development of Park and Play ground in Kandasamy Park area at Pollachi in Coimbatore District	25.00	25.00	---	50.00
	TOTAL	1406.72	73.80	97.60	1578.12

Sl. No	Scheme Name	Tourism Dept's Share	Dist. Admn. Share / MP/MLA Fund	Temple Share	TOTAL
	Under PART-II Scheme				
1	Refurbishment of Tourist Offices and Tourist Information Centres	54.00	---	---	54.00

2	Purchase of Computers, Printers, Digital Recording & Visual instruments, Cameras for Tourist Offices and Tourist Information Centres	18.00	---	---	18.00
3	Purchase of 14 new Bolero Jeeps for Directorate of Tourism and Tourist Offices	98.00	---	---	98.00
4	Conduct of Cleanliness Campaign at important tourist places (Mamallapuram, Kodaikanal, Kanniyakumari, Rameswaram, Madurai, Trichy, Thanjavur, Chidambaram, Tirunelveli & Ooty)	10.00	---	---	10.00
	Part-II Schemes –Total	180.00	--	--	180.00
	State Schemes –Total	1406.72	73.80	97.60	1578.12
	Grand Total	1586.72	73.80	97.60	1758.12

Some contribution from temples and MP/MLA Funds have been made for some schemes.

B) Development of Roads leading to Tourist places in Tamil Nadu during 2012-2013

(Rs. In Lakhs)

Sl. No.	District	Details of works	Amount
1	Development of Roads in tourist centres through Highways Dept. for a total cost of Rs.10.00 crores.	<p>1) SIVAGANGAI DISTRICT Malai Koluntheeswarar Temple Road 35.00 Piranmalai – cement road 62.50 Eriyur Malai Maruntheeswarar Temple-Girivalam Road 16.50 Perichikovil Church area road 39.60</p> <p>2) VILLUPURAM DISTRICT Thiruvakkarai-Sengamedu Road 45.00</p> <p>3) NAGAPATTINAM DISTRICT Thillayadi Railway Feeder road 22.50</p> <p>4) VIRUDHUNAGAR DISTRICT Watrap – Maharajapuram – Alagapuri road 80.00</p> <p>5) THIRUVARUR DISTRICT Senganthi – Sethiyakurichi road 62.00</p> <p>6) TIRUCHIRAPPALLI DISTRICT Melavayalur Road 52.00 Andhanallur Pettavaithalai temple main car street 25.00</p> <p>7) PUDUKOTTAI DISTRICT Avudayarkoil area roads 55.00 Viralimalai Iluppur-Alangulam road 100.00</p> <p>8) RAMANATHAPURAM DISTRICT Rameswaram approach road to Nambunayaki Temple 50.00 Nambunayaki Temple East and West side roads improvement 50.00</p> <p>9) DINDIGUL DISTRICT Kodaikanal – Vattakanal to Dolphin's Nose Road 92.95</p>	

		10) ERODE DISTRICT Chennimalai (Erode-Perundurai-Kangayam road)	
		11) THE NILGIRIS DISTRICT Ooty (Kaikatti-Melur Hosaiatti road-3kms)	120.00
			91.95
		TOTAL	1000.00

Government of India Assisted Schemes-sanctioned during 2011-2012

(Rs. In lakhs)

Sl. No.	Name of the Project	Amount sanctioned by MOT, GOI
1	Development of Botanical Garden at Yercaud in Salem District under Destination Development scheme (GOI share Rs.365.00 lakhs + State share Rs.19.65 lakhs)	384.65
2	Development of Vaigai Dam in Theni District under Destination Development Scheme	459.39
3	Development of Park arrangements in Jedarpalayam in Namakkal District under Destination Development Scheme	456.00
4	Development of Thiruvanaikkaval in Tiruchirapalli District under Destination Development Scheme	358.97
5	Development of Kallanai in Thanjavur District under Destination Development Scheme	408.00
	Total	2067.01

Government of India Assisted Schemes sanctioned during 2012-2013

(Rs. In lakhs)

Sl. No.	Name of the Project	Amt. sanctioned by MOT, GOI
1	Construction of Tourist Interpretation Centre and Auditorium at Srirangam in Tiruchirappalli District	317.31
	Total	317.31

Projects proposed for 2013 – 2014

State Funded Schemes

For providing basic amenities at tourist centres, proposals for a sum of Rs.10.58 crores are under consideration.

Part-II Schemes

Sl. No.	Name of the Scheme & District	Approx. Cost (Rs. in Lakhs)
Component – I		
1	Construction of 5th Floor in Tamil Nadu Tourism Complex, Chennai	88.80
Component – II		
2	Provision of Touch Screen Kiosks for Tourists at important Tourist Offices & Tourist Information Centres within Tamil Nadu	5.00
	TOTAL	93.80

Development of Road

Approach Roads leading to important tourist attractions will be developed at the cost of Rs.10.00 crores during 2013-2014.

Government of India Assistance Schemes

The Ministry of Tourism, Government of India, New Delhi has conducted a Meeting with States for finalization of Central Financial Assistance Schemes for 2013-2014 and the list of selected schemes is awaited.

Tirukkoilur

Tirukkoilur, a heritage town would be taken up under Basic / Infrastructure amenities development under Central, State or ADB funded schemes. It will be added in the Tiruvannamalai – Villupuram sector of the East Coast Circuit of ADB funded projects.

VI. Human Resources Development in Tourism

a) Tourist Guides

Tourist Guides are in direct interaction with the tourists. The quality and authenticity of guide services has a direct bearing on the experience of the tourists. Hence, Tourism Department has been conducting Guide Training Programs for

unemployed youth through the Anna Institute of Management, Chennai, at regular intervals. The training program includes awareness about the destinations, communication, attitude and etiquette. The training includes site visits also. They will be accredited and schedule of rates displayed on the Web Site of TTDC. They will be given training in collaboration with other departments like Museums, Archaeology and Hindu Religious Endowments.

b) Refresher Training for Officials

Department of Tourism is the major catalyst for tourism promotion in Tamil Nadu. Therefore, to meet the challenges in tourism and hospitality sector, competency for the officials is essential. To make them aware of the latest developments in the tourism sector, best practices adopted to attract the tourists, latest statistics and technologies, etc. the Department of Tourism will organize refresher courses at regular intervals to develop necessary skills and competency levels for the staff and officers of Department of Tourism.

Further, visit to various tourist destinations which adopt the best practices of responsible tourism will be organized to understand the ground realities and replicate such practices in Tamil Nadu.

Government Catering Institutes (Hospitality Training Programs)

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

The State Institute of Hotel Management and Catering technology, Thuvakkudi, Tiruchirapalli offers a three year Diploma Course in Hotel Management and Catering Technology and a one year Certificate Course in Food Production, Food and Beverage Service, Housekeeping, Bakery and Confectionery.

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai is one of the premier institutes in India imparting training Courses in Hotel Management, Catering Technology, food crafts and culinary arts. It has been providing high quality courses in Hospitality, Hotel Administration and Catering Technology since 1963.

Apart from regular courses, these two Institutes are providing employability training to unskilled persons under Hunar Se Rozgar Yojana scheme of Ministry of Tourism, Government of India and Skill Certification Programmes. So

far, these Institutes have trained 7313 persons and most of them have secured employment.

Fairs and Festivals

Tamil Nadu is a State known for several fairs and festivals, which attracts large number of people who want to relax and rejoice. Cultural programs, musical events and dance performances suit the festive mood and provide entertainment to the crowd. The unique cuisine of Tamil Nadu like Chettinadu delicacies are promoted by holding Food Festivals and ensuring sales at Tourism Fairs and through restaurants.

The following are the Festivals conducted by Tourism Department to showcase the cultural heritage of the State.

Pongal Tourist Festival	-	In Tamilnadu	-	January
Chithirai Vishu Festival	-	Papanasam (Tirunelveli)	-	April
Tea & Tourism Festival	-	Udhagamandalam	-	April
Chithirai Festival	-	Madurai	-	May
Mango Festival	-	Krishnagiri	-	May
Summer Festival	-	At Hill Stations	-	May
Kandhoori Festival	-	Nagore	-	May
Saral Thiruvizha	-	Courtallam	-	July
Thirparappu Vizha	-	Kanniyakumari Dt.	-	July

Aadiperukku Vizha	-	Hogenakkal	-	July
Velankanni Festival	-	Velankanni	-	August
World Tourism Day	-	All Tourist Centres	-	September
Dasara Festival	-	Krishnapuram Palayamkottai	-	October - November
Sathaya Vizha	-	Thanjavur	-	October
Deepam Festival	-	Tiruvannamalai	-	November
Indian Dance Festival	-	Mamallapuram	-	Dec-January

Fairs and festivals are used for promoting the tourist destinations to attract tourists.

The All India Trade & Industrial Fair conducted by the TTDC is an annual event for 70 days between December and March. The Fair showcases the development activities and welfare activities done by the Government through various departments. The Fair provides cultural events every evening, amusements and entertainments which attracts lakhs of visitors including tourists.

The Mamallapuram Dance Festival inaugurated by the Hon'ble Chief Minister during 1992 has become very popular among international tourists. They are coming repeatedly for this festival in large numbers and stay for a month to see the cultural events. The Festival showcases various forms of classical and folk dances giving unique opportunity for the

tourists to witness the performances of renowned artistes and upcoming talented youngsters. Due to the overwhelming success and continued patronage of tourists, the dance festival is now conducted as 'Indian Dance Festival' for 30 days during December-January. During the Indian Dance Festival 2012, 116 performances (87 Classical and 29 Folk) were presented which enchanted the tourists.

Inclusive Tourism

Tourism is to be made available and accessible to all sections of the society. The State has initiatives to make destinations accessible to the differently-abled people and elders also. Construction of ramps for access and providing assistance to the individuals is on top of the agenda. Tourist vehicles will also be designed to make it easier for the differently-abled and elderly to travel to tourist destinations.

District Level Convergence Committee for Tourism Development – wider scope and responsibilities

Provision of basic infrastructure facilities such as Water Supply, underground Sewerage Schemes, Solid and Liquid Waste Management, Sanitation, Street Lighting in and around the destinations are handled at District level.

At present, the District Convergence Committee for each district is meeting periodically to review the progress of the

various schemes. The District Convergence Committee for Tourism will also look after the task of identifying the infrastructural needs at tourist centres, screening of the proposals, monitoring the implementation of the schemes, timely completion, quality assurance and overall co-ordination at the district level.

Tourism and Community

Community based tourism is an aspect of sustainable tourism that exploits resources in local regions, causes little or no harmful impact, and generates increasing benefits to the area in terms of productivity, employment, improved distribution of wealth, conservation of the environment and culture, local people's involvement, and a suitable way of adapting traditional beliefs and values to modern times. The State will focus on community tourism development in the following areas:-

- Measures for increased acceptability of tourists
- Tourism and Social development
- Tourism and Environment
- Safety and Security for tourists

Tourism and Environment

Tourism has the potential to create beneficial effects on the environment by contributing to environmental protection

and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Tourism depends greatly on the environmental quality of a destination.

The UNESCO listed World Heritage attractions require special attention in view of their importance and footfalls of large number of tourists. To evolve long term site management plans and conserve the area, the Department of Tourism takes necessary steps with the help and co-operation from the people's representatives like MLAs/MPs, current and retired experts in archaeology, tourism etc, leading citizens, the departments like Town and Country Planning for planning and area zone classification, Environment and Forests for Coastal Zone Regulations, Forest area tourism, Local Bodies for building permits, Archaeological Survey of India, NGOs with impeccable record recognised by Government of Tamil Nadu, Travel Associations and the Hotel Industry. It also sensitises rural and urban local bodies through capacity building to needs of tourism and a clean environment.

Tourism and Marketing

As a measure to attract large number of tourists and to reach out to them, the Department of Tourism has launched the following initiatives:-

a) Brand Promotion

‘Discover Tamil Nadu Campaign’

As an opening gambit, a special campaign Discover Tamil Nadu 2012-2016 is being rolled out. The Department will arrange for Fairs & Festivals and special events during this period in India. Art & craft will be given fillip by organizing sale-cum-demonstration events making it interesting for the tourists to participate. To promote the cuisine of the State, like Chettinadu, Kongunadu, Madurai and Tirunelveli varieties, to name a few, food festivals will be organized. All these events will be held in the backdrop of important tourist destinations and adequate multi-lingual publicity will be given to attract international as well as domestic tourists.

b) Long Term Brand Building and Promotion

The long term time frame for the policy is taken to be from 2012 to 2023 and beyond. In order to consolidate the position attained by Tamil Nadu by the short term measures, a follow up long term brand building exercise will be undertaken. The

campaign will project that Tamil Nadu is not only the land of temples but also a state endowed with many tourist attractions to enhance quality and comprehensive visitor experience and an all season destination. It will bring the art and cuisine of the State into focus. The campaign will work towards making multi-lingual brochures and all required information available to the tourists the world over. All the tourism offices will be upgraded to give an international look which will act as the projection of the improved image. Measures to promote local products at international and interstate levels would be taken. It will also be projected to the target group for a better image perception so that he/she is unable to resist visiting Tamil Nadu.

Recognizing that the largest contribution to the tourism sector comes from the domestic tourist visits, a separate full fledged strategy will have to be rolled out for them while foreign tourists continue to be important targets. Thus, a twin strategy will have to be generated keeping the two target groups in focus. This strategy will rely on the following:

- publicise the State as an all season destination.
- project that Tamil Nadu is not only the land of temples but also a state endowed with many tourist attractions to enhance quality and comprehensive visitor experience. (It is anticipated that by the time, this campaign rolls out, many additional attractions for all age groups will be created).
- art & craft and cuisine of the State to be given eminence and

- the fact that Tamil Nadu is one of the best in infrastructure, transport facilities, urbanization, telecommunication, etc., will have to go as a subtle message to the target audience.

c) Market Research

Continuous research and planning will be undertaken to evolve new tourism products / circuits / destinations. This will be done in-house or will be outsourced by hiring experts. The new products will be given adequate publicity. To keep the interest of the tourist alive, products will be remodeled at least once every three years. So as to keep records for posterity and to retain the interest of discerning tourist, History and Travel Writers and Researchers working in Tourism will be encouraged to observe, research and write about locations, culture, festivals, etc. of the State. The State will encourage publication of such literature.

V. New Tourism Segments

Adventure Tourism

Cruise Tourism

Health and Wellness Tourism

Eco-Tourism

MICE Tourism

(Meetings, Incentives, Conventions and Exhibition)

Niche Tourism (Golf, Polo, Billiards, Skiing etc.)

Heli-Tourism (Sea Planes, Aeroplanes, Hovercraft etc.)

Asian Development Bank assisted Infrastructure Development Investment Programme for Tourism (IDIPT)

The Department of Tourism is aggressively taking various steps to increase tourist arrivals to Tamil Nadu. Asian Development Bank's (ADB) Infrastructure Development Investment Programme (IDIPT) project for Tourism in Tamil Nadu will be implemented for tourist infrastructure development.

The Infrastructure Development Investment Programme for Tourism was approved by ADB as a Multi-tranche Financing Facility (MFF) for Tamil Nadu. The Investment Programme targets enhanced economic growth and provision of livelihood opportunities for local communities through tourism infrastructure development. The Investment Program consists of five components viz.

- 1) Quality Enhancement of Natural and Cultural Attractions
- 2) Urban Infrastructure and Service Improvement
- 3) Connectivity Improvement and Signage
- 4) Community-based activities and

5) Capacity Development, Community Participation and Project Management.

The Asian Development Bank (ADB) has formulated the Technical Assistance (TA) program to enhance the capacities of tourism department and other associated implementing agencies in Tamil Nadu. The Project will strengthen the tourism sector in the State which will be measured by the increase in arrivals, length of stay of tourists in the destinations and increased spending of tourists. All these are expected to result in additional employment, economic development and improved living conditions for the local population, including the poor.

Total outlay of ADB assisted Project is US\$ 100 million (Rs.500 Crores approximately) for the period of five years. The Project will be funded through the assistance of ADB to an extent of 70% (Rs.350 Crores) and balance 30% (Rs.150 Crores) through State funds.

The following two priority Circuits have been selected for strengthening tourist infrastructure:

1. **East Coast Circuit** - (Pilgrimage and Heritage Circuit)
covering Kancheepuram, Cuddalore, Villupuram, Tiruvannamalai, Nagapattinam, Tiruvarur, Thanjavur,

Pudukkottai and Tiruchirappalli Districts. Tirukkivilur will also be added.

2. **Southern Circuit** - (Pilgrimage and Eco Circuit)

covering Madurai, Theni, Dindigul, Ramanathapuram, Sivagangai, Virudhunagar, Tirunelveli, Thoothukudi, Kanniyakumari Districts and Western Ghats area. Ooty has been added.

The East-Coast Circuit will be taken up first along with Western Ghats, followed by the Southern Circuit. 15 sub-projects have been finalized for taking up in Tranche-I of the ADB project.

The State Government has issued orders constituting the State Level Steering Committee under the Chairmanship of the Minister for Tourism and Empowered Committee under the Chairmanship of the Chief Secretary, for the speedy implementation of the ADB assisted Projects. The Project Loan Agreement has been signed by the State Government with the Asian Development Bank on 2-4-2012 at New Delhi.

For the implementation of the ADB Tourism Projects, a Project Management Unit (PMU) has been established and is now functioning.

TAMILNADU TOURISM DEVELOPMENT CORPORATION (TTDC)

TTDC was incorporated on 30.6.1971 with the objective of providing infrastructure in all the major Tourist destinations in the State. It made a modest beginning with five Government Bungalows and a fleet of two Coaches..

TTDC has made rapid strides over the years and has earned the proud distinction of owning one of the longest chain of 55 hotels in South India. Being the owner of one of the longest chain of hotels in South India, TTDC would make appreciable efforts to place it as a strong brand in the next five years in the world of Tourism.

Financial Performance

The financial performance of TTDC has improved significantly during the past two years as detailed below:-

(Rs. in Crores)

Year	Turnover	Net Profit
2008-09	70.25	2.25
2009-10	78.13	3.66
2010-11	92.72	2.64
2011-12	102.34	13.50
2012-13	105.00	12.50

Hotels Division

TTDC is at present operating 25 Hotels. TTDC has already upgraded the Rooms of several hotels. Action is being taken to upgrade all the major Hotels in a holistic manner after obtaining designs and drawings from professional architects.

A Two Day Intensive training was provided to the production staff and service staff of all TTDC Hotels during October 2012 through the Institute of Hotel Management Catering Technology and Applied Nutrition, Taramani, Chennai.

The House-keeping activities in TTDC Hotels have been outsourced to improve the maintenance standards.

Boat Houses

TTDC is having Boat Houses at Muttukadu, Mudaliarkuppam, Pitchavaram, Yercaud, Kodaikanal, Courtallam, Uthagamandalam and Pykara. 100 Boats were purchased during the year 2012-13 for these Boat Houses to replace the old Boats. The Boats are designed and inspected by the Technical Consultant from IIT Madras to ensure maximum safety for the Tourists.

All the Boat Houses have been provided with adequate number of Life Jackets. Wearing of Life Jackets has been made mandatory to ensure safety of the passengers.

The staff of all Boat Houses will also be provided training in life saving operations through the National Institute of Water Sports, Goa.

Action is being taken to purchase four additional Water Scooters – 2 each for Boat House, Muttukadu and Boat House, Mudaliarkuppam. It will be a major attraction for the tourists, especially the youth.

Transport Division

TTDC is at present having a fleet of 18 Coaches. TTDC is operating Tours ranging from half-a-day to 15 days. Apart from the regular Package Tours, TTDC is also organizing Special Package Tours catering to the specific needs of the Tourists. TTDC is also organizing LTC Tours for the benefit of Government employees availing LTC facility.

TTDC is operating the Tirupathi Tour daily based on 100 Seegra Dharshan tickets allotted by Tirumala Tirupathi Devasthanam. Efforts are being taken for allotment of additional tickets from TTD.

Orders were issued during January 2013 for purchase of two 18 Seater Air-conditioned Coaches as replacement for the existing Coaches.

Launching of new Tours

The following new Tours were launched by TTDC under the aegis of the Hon'ble Chief Minister of Tamil Nadu on the World Tourism Day i.e. 27th September 2012:

1. Nagarathar Temple Tour
2. Thirukkadaiyur Temple Tour
3. Tiruchirapalli Temple Tour
4. Freedom Fighters Circuit Tour

Audio Guide Service at Mamallapuram

TTDC would be launching the Audio Guide Service through Mobile at Mamallapuram shortly. Tourists visiting Mamallapuram will be provided with a Mobile with audio and video facility having detailed description of the major Tourist Spots at Mamallapuram. This will fulfill the long felt need of the foreign Tourists visiting Mamallapuram.

E-Governance initiatives of TTDC during 2012-13

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. It was launched by the Hon'ble Chief Minister of

Tamil Nadu during July 2004. This has helped TTDC to improve its revenue significantly through online booking of Tours and Hotels.

The Hon'ble Chief Minister of Tamil Nadu launched the Mobile reservation of TTDC Hotels and Tours on the World Tourism Day i.e. 27th September 2012. The Hotels and Tours of TTDC can now be booked by the Tourists from their Mobiles.

The revenue generated through online bookings has improved significantly during the current year with estimated earnings of **Rs.535** lakhs compared to the revenue of **Rs.280** lakhs earned during the year 2011-12, registering a quantum leap of **91 %**.

Fair Division

The 39th India Tourist and Industrial Fair was inaugurated on 2.1.2013. The Theme for this year's Fair was "**Tourism for Sustainable Energy**".

All the Government Departments have erected their Pavilions in an innovative manner. The various welfare schemes and development programmes of the State Government were exhibited by the Government Departments through attractive working models.

Sound and Light Show highlighting the major Tourist Spots of Tamil Nadu was organized at the Tourism Department Pavilion. There was overwhelming response for the Show from the public.

The 39th Fair has earned all time high operating profit of **Rs.2.90** crores compared to previous year's profit of **Rs.2.54** crores.

Marketing initiatives of TTDC during 2012-13

TTDC has executed an MOU with IRCTC for jointly promoting Tourism in Tamil Nadu and for marketing the Tours and Hotels of TTDC.

Tie-up arrangements have been made with Trip Advisor and Holiday IQ to facilitate booking of TTDC Hotels and Tours through their popular Websites.

A Workshop was organized for IAS Officials of various States at Beach Resort Complex, Mamallapuram, through Anna Institute of Management during February 2012 and February 2013, which has earned high appreciation from all the stakeholders.

The Department of Health Services will be organizing Workshops at the Beach Resort Complex, Mamallapuram, from March 2013 to May 2013 giving additional revenue of Rs.22 lakhs to TTDC.

Sound and Light Show at Kanyakumari

A Sound and Light Show at Kanyakumari has been established at a cost of Rs.2.25 crores with Central Government's assistance. It is being run on trial basis and will be launched shortly.

Corporate Social Responsibility of TTDC

A Lake Management Committee has been constituted at Ooty for the preservation of Ooty Lake with regular maintenance. This Committee will be registered as a Society.

TTDC has contributed a sum of Rs.50 lakhs towards corpus fund of the Society. It will also contribute a sum of Rs.25 lakhs every year to the Society towards preservation of the Lake at Ooty. These contributions are made by TTDC as part of its CSR Policy measures.

Initiatives taken by TTDC during the year 2012-13

1. 105 Air-conditioners were provided at various TTDC Hotels at a cost of Rs.34.15 lakhs to cater to the demands for more Air-conditioned Rooms.
2. 8 persons capacity Passenger Lift was installed at Hotel Tamil Nadu, Madurai I Unit during June 2012 at a cost of Rs.20 lakhs.
3. The Bars at HTN, Tiruchy and Kancheepuram were upgraded at a cost of Rs.55 lakhs.
4. Additional floor with 11 Rooms was constructed at Hotel Tamil Nadu, Tiruchy, at a cost of Rs.110 lakhs. This would augment the revenue of the Tiruchy Hotel.

Major initiatives planned for the year 2013-14

1. Major improvements at Boat House, Ooty :

Boat House, Ooty, is a major Tourist attraction with more than 15 lakhs Tourists visiting every year. There is a felt need for landscaping and providing other improvements at Boat House Ooty. A Master Plan for improvement of Boat House, Ooty, has been drawn up for providing landscaping and other improvement works at Boat House, Ooty, in a holistic manner in consultation with professional architects. The landscaping and improvement works at Boat House, Ooty, will be taken up during the year 2013-14 at an estimated cost of Rs.5.30 crores. HADP would provide funds to the tune of Rs.3.30 crores, TTDC would provide rest of the funds to the tune of Rs.2 crores.

2. The financial powers of Hotel Managers are being enhanced to facilitate speedy execution of the urgent repairs at the Hotels and thereby improve the maintenance standards in these Hotels.

3. Additional construction of 21 Rooms at an estimated cost of Rs.2 crores will be taken up at Hotel Tamil Nadu, Rameswaram.

4. New Tourist Home with 15 Rooms will be constructed at Tirukadaiyur at a cost of Rs.120 lakhs.
5. 326 Teakwood Cots will be purchased to replace old Cots in all major Hotels at an estimated cost of Rs.52 lakhs.
6. 534 Foam Mattresses and 858 Foam Pillows will be purchased at an estimated cost of Rs. 99 lakhs to replace old and wornout Mattresses and Pillows in all major Hotels.
7. Modern furniture will be provided in major Hotels at an estimated cost of Rs.26 lakhs.
8. 3 Generators of 250 KVA, 1 Generator of 125 KVA and 1 Generator of 62.5 KVA will be installed in 5 major Hotels at an estimated cost of Rs.98 lakhs.
9. Passenger Lift will be installed at Hotel Tamil Nadu, Tiruchy and Tiruchendur at an estimated cost of Rs.40 lakhs.
10. Modern kitchen equipments will be purchased at an estimated cost of Rs.77 lakhs for five major Hotels.
11. Six Hi-tech Coaches will be purchased at an estimated cost of Rs.245 lakhs to replace the existing old Coaches.

Oceanarium at Mamallapuram

In this year's budget, 2013-2014, it has been announced that a world class oceanarium will be set up at Mamallapuram with technical guidance from the Fisheries Department. Rs. 250 crores has been provided for it. The oceanarium is proposed on land belonging to TTDC.

Tamil Nadu History - Maritime Heritage Museum and a Submarine Museum

A Tamil Nadu History-Maritime Heritage Museum and a Submarine museum is also proposed at Mamallapuram. The submarine ex-INS Vagli was handed over to the Government of Tamil Nadu represented by the Hon. Minister for Finance, Thiru. O. Panneerselvam and the Hon. Minister for Tourism Thiru. P. Chendur Pandian by the Navy at Chennai port on 10.04.2013.

P. CHENDUR PANDIAN
Minister for Tourism