TOURISM, CULTURE AND RELIGIOUS ENDOWMENTS DEPARTMENT

TOURISM

Demand No.29

POLICY NOTE
2014-2015

S. P. SHUNMUGANATHAN
Minister for Tourism

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Government of Tamil Nadu
2014
# TOURISM

Demand No.29

POLICY NOTE 2014 – 2015

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INTRODUCTION

Tamil Nadu has an ancient civilisation. It is located in the southern most part of the Country. It has a long coastline of more than 1000 kms abutting the Bay of Bengal and Indian Ocean. The State is endowed with a multiplicity of cultures and regional variation in climate and in flora and fauna. It encompasses hills and dales, beaches, backwaters, mangrove forests, dry farm land, rivers, lakes, tanks and an irrigated delta. Its history and ancient culture is revealed in the many monuments dotting the length and breadth of the State, its temples and
forts. Wild life and bird sanctuaries, tribal habitations, hill resorts and a wealth of talent among its people in terms of dance, music and the arts is an important feature. Tamil Nadu is also a modern State with infrastructure facilities for trade, industry and commerce and highly skilled and educated population. It is the policy of the State Government to promote the State as a Tourism Destination for the people of the Country and the World under the branding “Enchanting Tamil Nadu”.

Tamil literature describes the geography of the regions in the State as Kurinchi, Mullai, Marudham, Neithal and Paalai. The confluence of the Arabian Sea, Bay of Bengal and Indian Ocean merging in the southern tip of the State is a visual treat at Kanniyakumari. The development of modern ports and business centres has given a fillip to trade and industry in modern times. The connectivity of the State with
rest of the Country and the world through its modern airports, railways and roads makes Tamil Nadu an important commercial destination today. Therefore, Tamil Nadu as a Tourism destination seeks to combine “Enchanting Tamil Nadu” with “Enterprising Tamil Nadu” under the dynamic leadership of the Hon’ble Chief Minister.

Tamil Nadu Tourism has been improving the basic infrastructure for the benefit of tourists, like public convenience, rest sheds, drinking water, road improvement (last mile connectivity), parking lots, creation of parks, boat house development, illumination etc. in all tourist destinations for the benefit of tourists. Integration of activities of line departments and local bodies is given utmost importance for ensuring synergy in the development of tourist spots and the infrastructure.
INDIAN TOURISM – AN OVERVIEW

India has become a preferred tourist destination globally. Tamil Nadu is among the premier states in terms of tourist destination within and outside the country. Travel & Tourism generated, either directly or indirectly, 7.6% of employment in India in 2013.

TAMIL NADU TOURISM - AN OVERVIEW

Tamil Nadu was ranked Second in India in the domestic tourist arrivals next to Andhra Pradesh and also Second in foreign tourist arrivals next to Maharashtra in 2012. In 2013, Tamil Nadu stands first in India in domestic tourist arrivals for the first time and a close second in foreign tourist arrivals.

- Tamil Nadu has in recent times became one of the leading destinations for Medical Tourism and Wellness Tourism.
TOURISM STATISTICS

The Tourists visiting Tamil Nadu are mostly coming from USA, Australia, New Zealand, Belgium, France, Germany, Israel, Italy, Switzerland, Netherlands, UK, Spain, Scandinavia, Russia, Malaysia etc.

Tamil Nadu Tourism – Growth Statistics

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists (in Lakhs)</th>
<th>Foreign Tourists (in Lakhs)</th>
<th>Total (in Lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1367.51</td>
<td>33.08</td>
<td>1400.59</td>
</tr>
<tr>
<td>2012</td>
<td>1841.37</td>
<td>35.62</td>
<td>1876.99</td>
</tr>
<tr>
<td>2013</td>
<td>2442.32</td>
<td>39.90</td>
<td>2482.22</td>
</tr>
</tbody>
</table>
TOURISM ATTRACTIONS OF TAMIL NADU

- Heritage Attractions
- Pilgrim Centres
- Beaches
- Rural Tourism
- Hill Stations
- Wildlife Sanctuaries
- Adventure Tourism
- Health Tourism
Tamil Nadu Tourism Policy (1992)

A Tourism Policy was first announced by the Hon’ble Chief Minister during 1992. The salient features of the policy are:

- Area development approach, keeping foreign tourists in mind
- Encouraging private sector investments in tourism
- Promotion of local and domestic tourism
- Manpower development in the hotel and tourism sector
- Adequate publicity for tourism promotions in India and abroad
- Promotion of culture through tourism fairs and festivals
- Developing facilities for tented tourism, adventure tourism and beach tourism
Using a growth centre approach and integrating tourism development with the overall development of the place and its people.

VISION TAMIL NADU 2023 (PHASE–II)

The Vision Tamil Nadu-2023 Strategic Plan for Infrastructure Development in Tamil Nadu was launched by the Honourable Chief Minister during March 2012. The second volume of the Vision Document was released during February 2013. The investment target set for the tourism sector is Rs.10,300 crores, for development of various tourist facilities viz.

- Amusement Park
- Under Water Ocean Park
- Water Sports Complex
- Special Tourism Zone
- Rural Tourism Hub
- Cultural Tourism Hub
- Science Museum
- World Class Tourism and Hospitality Training Institute
- Development of Heritage Locations and Destinations of Tourist interest.

It is also targeted to receive **150 lakh** foreign tourists by 2023.

**State Institute of Hotel Management and Catering Technology, Thuvakkudi, Trichy**

The State Institute of Hotel Management and Catering Technology, Thuvakkudi, Trichy formerly known as Food Craft Institute (FCI) is registered under Societies Act, 1975 which is jointly sponsored by the Government of India and Government of Tamil Nadu.
Hon'ble CM's Announcement
under Rule 110

Under Rule 110 of the Tamil Nadu Legislative Assembly, the Hon’ble Chief Minister has made an announcement on 10.5.2013 for up-gradation of the State Institute of Hotel Management and Catering Technology, Thuvakkudi, Tiruchirappalli at a cost of Rs.5 crores. Administrative sanction was accorded for a sum of Rs. 5 crores. In the year 2013-2014, a sum of Rs.1.33 crores was sanctioned for upgradation of existing infrastructure. The work is being executed.
NEW PROJECTS

ASIAN DEVELOPMENT BANK ASSISTED TOURISM PROJECTS

Tamil Nadu is one of the four States (Punjab, Himachal Pradesh, Uttarakhand and Tamil Nadu) selected by the Government of India for Integrated Development of Tourist Infrastructure through Asian Development Bank (ADB) Loan Assistance of Rs.450 crores approximately.

The following two priority Circuits have been selected for strengthening tourist infrastructure in Tamil Nadu.

1) **East Coast Circuit** –
   
   (a) **Pilgrimage and Heritage Circuit** -
       Covering Kancheepuram,
Cuddalore, Nagapattinam, Thiruvarur and Thanjavur Districts.

(b) Improvement of Boat Houses, Improvements at Ooty Lake area.

2) Southern Circuit - (Pilgrimage and Eco-Circuit) Covering Pudukottai, Sivagangai, Madurai, Ramanathapuram, Tirunelveli, Thoothukudi and Kanniyakumari Districts.

DEVELOPMENT APPROACH FOR 2014-2015

- To declare ‘Clean and Green Zones’ around tourist attractions by the local bodies

- To create and develop integrated tourism circuits based on our unique civilization, heritage and culture in
partnership with States, private sector and other agencies

- To develop Tamil Nadu as an “All Seasons, All Budget Tourist Destination”

- To showcase Wellness Tourism potential

- To make Tourism as everybody’s business, so as to have people’s participation

- Conducting Marketing Meets with tour operators, travel agents at important Countries, which are contributing to tourist arrivals to our State

- To project the uniqueness and inimitable nature of our cultural heritage

- To analyse tourist behaviour and their needs to evolve packages for each of the target markets.
- Special ‘Home Coming’ packages for ethnic Indian population in Mauritius, Malaysia and other Countries

- **Adventure Tourism and Beach Tourism** to be promoted in a big way through experts.

- Art, Culture and Crafts are to be promoted under **Cultural Tourism**

- **Promotion of MICE Tourism** – Tamil Nadu has excellent facilities for Conferences and Exhibitions. **MICE Tourism** (Meetings, Incentives, Conferences and Exhibitions) will be promoted to attract large segments of Businessmen, Industrialists, Investors, Specialists, Artists etc. to make Tamil Nadu as a hub for their national and international activities.
• **Human Resources Development** - For enhancing the quality of tourist services, **Capacity Building Training** will be conducted for the stakeholders, utilizing the expertise in the industry and catering institutes.

• **Digital / Electronic Media for Tourism Publicity** - Wide publicity will be given through print and electronic media for attracting large number of tourists to our State.

**Tourism Investment and Brand Promotion**

To attain the Vision Tamil Nadu 2023 under the guidance of Hon’ble Chief Minister, to make Tamil Nadu as an attractive tourist destination, the department will identify ‘**Brand Ambassadors’** with international acclaim and
standing to promote Tamil Nadu all over the world.

**State Schemes – 2013-14**

Tourist arrivals to Tamil Nadu are increasing every year. In 2013, Tamil Nadu is ranked first in Domestic and Second in Foreign Tourists arrivals. For the benefit of Tourists, tourist infrastructure facilities like Rest Shed, Drinking water, Approach road, Dress changing rooms, Toilets, Lighting, Parking facilities etc, are being provided through State funds.

During 2013-14, sixteen schemes in important tourist places were sanctioned for Rs.1631.83 lakhs and they are under implementation.
## Part – II Schemes proposed for 2014-15

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Schemes</th>
<th>Amount (Rs. in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tiruvarur District, Muthupet Lagoon area Eco-Tourism Development works.</td>
<td>117.70</td>
</tr>
<tr>
<td>2</td>
<td>Construction of 5(^{th}) floor in Tourism Complex, Chennai-2</td>
<td>102.00</td>
</tr>
<tr>
<td>3</td>
<td>Implementation of e-governance, purchase of computers and other equipments for the Directorate and District Tourism Offices.</td>
<td>14.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>233.70</strong></td>
</tr>
</tbody>
</table>
TTDC was incorporated on 30.6.1971 with the objective of providing infrastructure in all the major Tourist destinations in the State. TTDC has made rapid strides over the years and it has now a chain of 55 Hotels and a fleet of 17 Coaches. It has also established Youth Hostels at the Hill Resorts of Ooty, Kodaikanal and Yercaud catering to budget Tourists. Some of the Hotels were given on lease in the past and the rest managed by the Corporation.

Hotels Division:

Twelve TTDC Hotels have already been upgraded during the past three years. Efforts are being taken to upgrade the remaining Hotels on a demand basis with the help of Professional Architects.
The food and beverages section staff and other service staff of TTDC Hotels have been trained through the Institute of Hotel Management Catering Technology and Applied Nutrition, Taramani, Chennai. The training of staff will be continued and additional efforts taken to rope in experts in the hotel industry for further specialised training during 2014-15.

Boat Houses:

TTDC is operating the Boat Houses at Muttukadu, Mudaliarkuppam, Pitchavaram, Yercaud, Kodaikanal, Courtallam, Udhagamandalam and Pykara.

Four new Water Scooters were purchased and deployed at the Boat Houses at Muttukadu and Mudaliarkuppam for augmenting the boating revenue. Two Speed Boats were purchased for the Boat House at Pykara.
These additions have helped to attract the tourists and the youth.

**Transport Division:**

TTDC is at present operating Tours ranging from half-a-day to 15 days with a fleet of 17 Coaches. More than 30 Tours are organized by TTDC for the benefit of Tourists. TTDC is also organizing LTC Tours for the benefit of Government employees availing LTC facility.

Apart from these Tours, TTDC is also organizing tailor-made Tours catering to the needs of group Tourists.

**Launching of new Tours:**

The following new Tours were introduced during the year 2013-14:

- One Day Vandalur Zoo and Light House Tour.
• One Day Konai Falls Tour.

• One Day Beach and Island Tour (Mudaliarkuppam)

• One Day Krithigai Tour

• Five Days Malai Nattu Tirupathi Tour.

**Fair Division:**

The 40\textsuperscript{th} India Tourist and Industrial Fair was inaugurated on 6.01.2014. The Theme for this year’s Fair was “TOURISM AND WATER – Protecting our common future.” This year’s Fair has earned an all time high operating profit of **Rs.3.80** crores compared to the previous year’s profit of **Rs.2.90** crores. Improvements to the Fair grounds will be undertaken to make it more friendly to the visitors.

All the Government Departments erected their Pavilions exhibiting the various Welfare Schemes and Development Programmes of the
State Government through attractive working models.

The Tourism Department erected a replica of the INS-VAGLI Submarine, which is to be converted as a Museum at Mamallapuram.

**Marketing initiatives of TTDC:**

- Advertisements were released about TTDC Hotels and Tours in GOOGLE. Apart from India, it has been linked to five Countries viz. USA, UK, Malaysia, Singapore and Sri Lanka.
- Advertisements on TTDC Hotels and Package Tours were released through SMS covering one lakh customers. There has been overwhelming response for these initiatives.
Orders have been issued for releasing advertisements about TTDC Hotels and Tours in Face Book. The advertisements will be released shortly.

**E-Governance initiatives of TTDC:**

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels under the aegis of the Hon’ble Chief Minister of Tamil Nadu during July 2004. This has helped TTDC to improve its revenue significantly through online bookings of TTDC Tours and Hotels.

Mobile reservation of TTDC Hotels and Tours was launched by the Hon’ble Chief Minister of Tamil Nadu on the World Tourism Day i.e. 27th September 2012. This has helped the Tourists to book TTDC Hotels and Tours through all the Mobile Networks.
The revenue generated through On-line bookings has registered quantum leap at 45% during the year 2013-14 with earnings of Rs.776 lakhs compared to the earnings of Rs.535 lakhs during the year 2012-13.

Wi-Fi connectivity has been provided at five major TTDC Hotels at Mamallapuram, Ooty, Kodaikanal, Coimbatore and Madurai Unit II.

This will be extended to other TTDC Hotels in a phased manner based on the response from Tourists.
Improvement works undertaken by TTDC during the year 2013-14:

1. Upgradation of Boat House at Ooty has been designed in a holistic manner with the help of Professional Architects at a cost of Rs.5.30 crores. Foundation stone for this work was laid by the Hon’ble Chief Minister of Tamil Nadu during December 2013. The works are under progress and will be completed by September 2014. It will provide a face lift to the Boat House, which is a major Tourist attraction at Ooty.

2. Five Generators of 250 KVA, Three Generators of 200 KVA, One Generator of 125 KVA and One Generator of 62.5 KVA have been installed in 10 major TTDC Hotels at a cost of Rs.1.92 crores.
3. 326 Teakwood Cots were purchased from TANSI at a total cost of Rs.52 lakhs to replace old Cots in all major TTDC Hotels.

4. 534 Foam Mattresses and 858 Foam Pillows were purchased at a cost of Rs.85 lakhs to replace old and wornout Mattresses and Pillows in all major TTDC Hotels.

5. Modern furniture was purchased for major TTDC Hotels at a cost of Rs.26 lakhs.

6. Passenger Lift was installed at Hotel Tamil Nadu, Tiruchy at a cost of Rs.19 lakhs.

7. Modern kitchen equipments were purchased and installed at a cost of Rs.77 lakhs in five major TTDC Hotels at Ooty, Yercaud, Rameswaram, Krishnagiri and Kodaikanal.

8. Two number of 18 Seater A/c Coaches and one VOLVO Coach were purchased at a total cost of Rs.117 lakhs as replacement for old Coaches.
Major initiatives planned for the year 2014-15 (TTDC):

1. Upgradation of 28 Rooms at Hotel Tamil Nadu, Kodaikanal at a cost of Rs.95 lakhs.
2. Upgradation of 10 Rooms and conversion of Conference Hall into three Family Rooms at Hotel Tamil Nadu, Tiruchendur at a cost of Rs.70 lakhs.
3. Refurbishment of 15 Cottages at Hotel Tamil Nadu, Tiruchendur, at an estimated cost of Rs.70 lakhs.
4. Upgradation of 15 Cottages at Hotel Tamil Nadu, Yercaud, at an estimated cost of Rs.47 lakhs.
5. Upgradation of Bar at Hotel Tamil Nadu, Hogenakkal, at an estimated cost of Rs.15 lakhs.
6. Upgradation of 12 Rooms at Hotel Tamil Nadu, Courtallam, at a cost of Rs.30 lakhs.
7. Upgradation of 36 Rooms and Corridor at Hotel Tamil Nadu, Ooty, at a cost of Rs.116 lakhs.

8. Upgradation of Youth Hostel, Ooty, at a cost of Rs. 41 lakhs.

9. Upgradation of 17 Rooms at Hotel Tamil Nadu, Hogenakkal, at a cost of Rs.40 lakhs.

10. Construction of new restaurant at Hotel Tamil Nadu, Tiruvannamalai, at a cost of Rs.42 lakhs.

11. Construction of Compound Wall at Hotel Tamil Nadu, Tiruvannamalai, at a cost of Rs.20 lakhs.

12. Construction of Conference Hall at Hotel Tamil Nadu, Hosur, at a cost of Rs.40 lakhs.

13. Construction of Compound Wall at Hotel Tamil Nadu, Tiruchendur, at a cost of Rs.17.20 lakhs.
14. Passenger Lift will be provided at Hotel Tamil Nadu, Tiruchendur, at a cost of Rs.25 lakhs.

15. Refurbishment of Snack Bar at Botanical Garden, Ooty, at a cost of Rs.35 lakhs.

16. Refurbishment of Doddapetta Telescope House at an estimated cost of Rs.32 lakhs.

17. Improvement works at Telescope House, Doddapetta, at an estimated cost of Rs.15 lakhs and improvement work at Boat House, Ooty, at an estimated cost of Rs.33 lakhs will be taken up under HADP Scheme.

18. Purchase of five Luxury Coaches at an estimated cost of Rs.170 Lakhs.
New Initiatives of the Tamil Nadu Tourism Development Corporation

➢ Introduction of new Tours in the Districts will be examined on need basis with private partnership.

➢ Efforts will be taken to introduce Fast Food Catering in select places in the State.

Tamil Nadu Maritime Heritage Museum at Mamallapuram

Government issued orders for establishment of Tamil Nadu Maritime Heritage Museum with the decommissioned Submarine INS VAGLI at Mamallapuram, Kancheepuram District. A Working Committee was constituted for monitoring the collections of artefacts, design displays, do signage work and write brochures, catalogues, guide books etc. for the Tamil Nadu Maritime Heritage Museum including the
Submarine Project at Mamallapuram. The First meeting of the Working Committee on the Maritime Heritage Museum under the Chairmanship of Additional Chief Secretary to Government was held on 19.11.2013. This was attended by Museologists, Naval Officers, Officers of the Port Trust, Scientists of the National Council of Science Museums, etc. At this meeting, the themes for display, dividing the display into various historical themes and the periods and the type of artefacts to be collected was finalized.

**Financial Performance**

The financial performance of TTDC has been very good during the past three years as detailed below :-
(Rupees in Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>70.25</td>
<td>2.25</td>
</tr>
<tr>
<td>2009-10</td>
<td>78.13</td>
<td>3.66</td>
</tr>
<tr>
<td>2010-11</td>
<td>92.72</td>
<td>2.64</td>
</tr>
<tr>
<td>2011-12</td>
<td>102.34</td>
<td>13.50</td>
</tr>
<tr>
<td>2012-13</td>
<td>106.59</td>
<td>16.26</td>
</tr>
<tr>
<td>2013-14</td>
<td>108.76</td>
<td>11.95</td>
</tr>
</tbody>
</table>

CONCLUSION

In the modern global village era, it is time to throw open the windows and let fresh thoughts in from all quarters. "Every place on this earth is one's own and every person is
a relative" is the thought from ancient Tamil times. This is the spirit with which Tamil Nadu promotes tourism. This is the nature of the Tamils. Therefore, Tamil Nadu has come first in India in domestic tourist arrivals in 2013 for the first time and is a close second in foreign tourist arrivals. We shall strive to make it first in both segments.

S.P. SHUNMUGANATHAN
MINISTER FOR TOURISM