DEPARTMENT OF TOURISM
GOVERNMENT OF TAMIL NADU
(GoTN)

Inviting Expression of Interest (EoI)
From Experts
For Empanelment

August- 2016

Tamil Nadu Tourism Complex,
No.2 Wallajah Road, Chennai – 600002.
(TAMIL NADU)
Empanelment of Experts for Department of Tourism, Tamil Nadu

Terms of Reference

A. Preamble / Background:

“Tamil Nadu is the Gold mine of Heritage Tourism”

“The Original Music lives here”

Tourism, Heritage and Conservation:

➢ “Tourism, Heritage and Conservation is emerging as a major pillar of economic development and employment generation. Promotion of sustainable tourism entails creating an opportunity to portray the past in the present through effective conservation and protection of religious and historic places, preservation of natural habitat, and development of strategic tourism infrastructure. Heritage management planning to achieve a balance between the tourist usage and preservation has become a prior requirement in tourism development as people are seeking to learn and communicate with their roots and their past. In short, to develop and manage tourism, a multi-dimensional approach is needed to strengthen the institutional capacity, engage with multiple stakeholders and establish appropriate protocols and systems.”

Government of Tamil Nadu has been implementing Investment Programs targeted at enhancing Economic Growth and livelihood opportunities for Local Communities through Tourism Infrastructure Development and Local Capacity Building with a focus on Preservation and Development of Natural and Cultural Heritage and Incidental Services. The following targets have been set as outcomes:

• 30% increase in Local Employment through Tourism by 2019.
• 15% increase in contribution of Tourism to Gross Domestic Product.
• 15 million Foreign Tourists by 2023 (Vision 2023).
Introduction: The Tourism Assets of Tamil Nadu include extensive coastline and marine biodiversity, the forested Western Ghats, its ancient and rich Tamil culture and relicts of its long history of trading with Asia, the Middle East, and Europe. It is the heartland of Hindu culture in India spanning over two millennia and remains a living pilgrimage center for Indians. In 2015, the state attracted 3,334.59 lakhs domestic and 46.85 lakhs international tourist visits generating an estimated spending of Rs. 13,864 crore. Total tourism volumes increased by 12.33% annually between 2010 and 2015. International tourists to Tamil Nadu mainly come from Sri Lanka, Europe, Malaysia, Singapore, and North America while domestic tourists come primarily from within the state and the surrounding states. International tourists come mainly to experience the State’s Cultural Heritage while domestic tourists come mainly for pilgrimage, festival, visiting friends and relatives, and beach resorts.

Diversification of Tourism Products / Destination: The current pattern of tourism remains highly concentrated in seven main pilgrimage centers (Chennai, Udhagamandalam, Kodaikanal, Tiruchirapalli, Coimbatore, Madurai and Palani) that accounted for an estimated 37.48% of total tourist visits in 2015 leaving the rest of the state with a relatively small volume of tourism to share between them. Although the state contains a vast array of nature, culture and adventure tourism assets, the potential of these assets to diversify the tourism products and increase the flow of benefits going to poorer communities has yet to be effectively tapped. Overall, the main concerns for tourism development in Tamil Nadu to move forward include (i) highly concentrated pattern of tourism; (ii) inadequate destination and product development and diversification; and (iii) inadequate provision and O&M of connectivity and destination infrastructure.

Tourism Destination Development Strategy: As part of the larger site Tourism formulation strategy the destination development strategies focus on (i) improvements in 25 destinations; and (ii) development of seven priority tourism circuits. Within this overall strategic framework, the DOT is giving priority to the development of two broad thematic tourism super corridors/circuits: (i) the East Coast Leisure and Cultural Heritage Corridor; and (ii) the Southern Heritage and Ecotourism Grand Circuit. These two super corridors/circuits are seen to provide a framework for integrating many of the 25 priority smaller destinations and the seven main tourism circuits.

Tourism Road Map: Although the State’s Tourism strategy provides a broad spatial framework for tourism development in the state, it needs to give greater attention to environmentally and socially sustainable and more inclusive tourism growth. The strategic direction (Road Map) for the Tourism Sector Development in the State is to:
Total State Tourism Infrastructure Investment Requirements

- Access and Connectivity
- Destination Infrastructure
- Site Tourism Infrastructure
- Community – based Infrastructure
- Heritage & Conservation

(i) Adopt the **Inter-State / State Tourism Circuit** and cluster destination approach, giving priority to the East Coast Leisure and Cultural Heritage Corridor, and the Southern Heritage and Ecotourism Grand Circuit.

(ii) **Give priority to developing at least five thematic cluster destinations:** along East Coast Leisure and Cultural Heritage Corridor, and the Southern Heritage and Ecotourism Grand Circuit with strong private sector and local community participation;

(iii) **Undertake policy and regulatory reforms to:** (a) strengthen provisions for cost recovery of investment in heritage site conservation; (b) create a designated tourism land use zone to protect heritage landscapes; (c) create PPP-based tourism enterprise facilities, and a service standard and accreditation/certification system; (d) strengthen existing EIA approach to cover small-scale developments in tourist destination clusters; and (e) enact the proposed state tourism law and transform the DOT&C and its Commissionerate into a policy setting and regulating/monitoring agency.

(iv) **Implement institutional strengthening measures designed to:** (a) strengthening policy, planning and research unit, a tourism cultural heritage unit, a community-based tourism unit, and a tourism investment promotion unit; strengthen; and (b) explore PPP-based options for licensing, standards and products as needed.; and

(v) **Implement capacity building measures designed to provide:** (a) training in tourism planning and development for public sector tourism and related agencies; (b) training in heritage site tourism planning, development and management for heritage site managers, guides and NGOs; and (c) awareness building and skills training in CBT activities for local communities.

**In the longer term, the number of thematic cluster destinations:** in the East Coast Leisure and Cultural Heritage Corridor, and the Southern Heritage and Ecotourism Grand Circuit should be expanded, and development of new circuits and destinations focusing on rural culture, nature and adventure-based assets should commence.
Expression of Interest (Empanelment of Experts):

As part of Strengthening and Promotion of State Tourism and Capacity Development, the Department of Tourism envisages plan to have Advisory (Tourism) Committee - comprising of Heads / Secretary’s of various departments in GoT involved directly or indirectly in Tourism related activities and infrastructure development, Co-ordination (Tourism) Committee – State as well as district level - comprising of Governments Officers and also the various Stakeholders of Tourism Sector and also Empanelment of Experts in the field of Tourism in respect of the following Domains / Areas of expertise in consideration of the states vast and Multifarious Products / Resources of Tourism facet.

Area / Domain of Tourism related Expertise

- History of Tamil Nadu, its Art, Culture, Heritage etc.
- Tamil language, literature, etc with specific reference to monuments, inscriptions, manuscripts etc.
- Painting, Music and Dance
- Traditional folk arts, Traditional Music
- Folk Music, Folk Theatre, Traditional Theatre
- Heritage Conservation, Restoration, Renovation & Management
- Sculpture, Iconography, Temple Architecture
- Epigraphy, Inscriptions, Scripts
- City Planners and Landscape Specialists with experience in Conservation of Heritage Towns, etc
- Anthropology, Sociology, Linguistics in the context of Tamil Nadu
- Tourist Infrastructure Development
- Archeology
- Conservation Architects
- Museum & Musicology
- Heritage Preservation

The DoT also envisage preparation of Tourism Master Plans in respect, of State’s prominent Tourism Circuits, Corridors, Gateways, Destination & Attractions.
B. Rational & Objective:

Heritage and Tourism Development being a continuous & involved experiential narrative needs the bedrock of an appropriately devised and channelized knowledge repository which is based in the local; settings for a considerable set of time with due layers of practical implementation in the modern context.

This would thereby need a differential set of Experts who have adequate knowledge base pertaining to heritage and tourism development of a particular region, the wherewithal to interpret and interlink to the need of corresponding project development spanning the various straddling layers of history, mythology, culture, religion, rural & urban world views. These Experts would be beyond the set of conventional consultants who are expert and adequate in carrying out specific consulting assignments in terms of bringing in global best practices, financial structuring, working out execution strategies for carrying out specific technical tasks etc.

- The selected Experts and will assist the Department of Tourism, GoTN in designing an effective communication strategies and support in various areas / domains of Tourism Sector – History of Tamil Nadu, its Art, Culture, Heritage etc, Tamil language, literature, etc with specific reference to monuments, inscriptions, manuscripts etc, Painting, Music and Dance, Traditional folk arts, Traditional Music, Folk Music, Folk Theatre, Traditional Theatre, Heritage Conservation, Restoration, Renovation & Management, Sculpture, Iconography, Temple Architecture, Epigraphy, Inscriptions, Scripts, City Planners and Landscape Specialists with experience in Conservation of Heritage Towns, etc, Anthropology, Sociology, Linguistics in the context of Tamil Nadu, Tourist Infrastructure Development, Archeology, Conservation Architects, Museum & Musicology, Heritage Preservation

The Experts for respective tourism circuits would compile, collate and dovetail the local traditions, ethos, practices, needs etc. into the larger heritage and tourism development narrative and would ensure the appropriateness, effectiveness and continuity of approach in design, implementation, maintenance and perpetual evolution of the intended experience.

The Department of Tourism intends to empanel "Experts" for specific zones of Tourism development in the state. These Experts would be beyond the conventional practice of short term Project Consultants which is envisaged as a Knowledge Bank and Technical pool for cross learning and sharing knowledge on heritage and tourism related issues in the state of Tamil Nadu.

In this regard, the DoT wishes to empanel those Experts, who have a proven track record and duly demonstrated acumen in compiling, collating, convincing & converging the multifarious layers of history, mythology, culture, religion, rural urban world views along with those of locational land records, topographical nuances, socio-
economic development drivers and community consideration into tangible and presentable heritage & tourism products.

The Department is keen to use the expertise of individual experts who can contribute in heritage and tourism development of the State. Therefore the department of tourism accentuates on empaneling experts who possess expertise and proficiency in the field of art & culture, architecture and heritage conservation (tangible and intangible). These experts may include sector specialists, scholars, retired government officials, historians, architects, conservationists, cultural & natural heritage specialists, social researchers, social campaigners/activists, curators etc.

These Experts should have an adequately assembled knowledge Repository in terms of the aforesaid layers, practical learning experiences of translating heritage and Tourism products; global networking with the best of the bred institutions & individuals expert in specific specialized domains and capacity to invoke an all-encompassing exchange of knowledge amongst the various stakeholders at any point of time, aimed at accessing knowledge, facilitating learning, supporting networking and sharing experiences.

These Experts are supposed to provide continual support to the Department of Tourism, Tamil Nadu in devising heritage & tourism development strategies, programs and action plans, for various tourism zones/circuits of Tamil Nadu.

C. Scope of Work:

The empanelled "Experts" (KP) would be required to create a perpetual Knowledge Repository straddling multifarious layers as envisaged above for cross learning and sharing knowledge on projects, history, tangible and intangible heritage etc.

The key task would include:

a. **Peer exchange**: experience exchange for horizontal learning through exchanging expertise, experience and information of different cities, states, national and international networks; Keeping abreast with latest developments.

b. **Study Meetings**: Knowledge dissemination on emerging issues, lessons learnt and challenges for policy, planning, and decision-making through brainstorming by subject experts identified by the Technical partner and Donor Agency.
c. **Master Plans:** Assisting Department of Tourism in preparation of Master Plans for States various Tourist – Circuits / Destinations

D. **Takeaways of Experts:**

- The suggestions, knowledge and expertise provided by them may be incorporated in Heritage & Tourism development strategies, related policy decisions, programs and action plans for various tourism zones / circuits of Tamil Nadu.

- Contribution of each and every Experts shall be greatly acknowledged by the Department of Tourism and will be featured in various publications, journal and websites of the department.

- The rich and amusing sector specific experience of Experts shall strengthen the capacities of the department in order to achieve the development objective of promoting historical, religious and cultural traditions of Tamil Nadu and shall contribute in nation building to a great extent.

E. **Criteria:**

The experts should possess expertise and proficiency in the field of art & culture, architecture and heritage conservation (tangible and intangible) in the various areas / domains of Tourism as made out in the Rational and Objective as above.

F. **Address for communication:**

Expression of Interest with requisite documents (as mentioned in Annexure - I) should be submitted in a sealed envelope clearly superscripted as **“Expression of Interest from Experts for Empanelment”** up-to **15.00 hours IST** on **26.08.2016.**

**Mailing Address:**

Commissioner of Tourism  
Tamil Nadu Tourism Complex,  
No.2 Wallajah Road, Chennai – 600002.  
**Website:** [www.tamilnadutourism.org](http://www.tamilnadutourism.org) and [www.tenders.tn.gov.in](http://www.tenders.tn.gov.in)  
**E-mail:** cot2016.chennai@gmail.com  
**Phone:** 91-44-2533 5555  **Fax:** 91-44-2533 3772
## Annexure-I

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<td>In Heritage &amp; Tourism Development of the concerned Tourism Zones/Circuits.</td>
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