

TOURISM AND CULTURE DEPARTMENT

TOURISM

DEMAND NO. 29

POLICY NOTE

C o n t e n t s

Sl. No.	Subject
1.	Introduction
2.	Global Dimensions of Tourism
3.	Tourism in India
4.	Tourist Arrivals to India
5.	Tourism in Tamil Nadu
6.	Significance of Tourism Factors
7.	Tourist Arrivals to Tamil Nadu
8.	Segments of Tourism in Tamil Nadu
9.	Commissionerate of Tourism
10.	Financial Outlay
11.	Employment Opportunities
12.	Achievements of the Tourism Department during 2007-2008
13.	Promotion and Marketing
14.	Government of India Assisted Schemes
15.	State Funded Schemes
16.	Fairs and Festivals
17.	Accommodation
18.	New Initiatives <ul style="list-style-type: none">a. Aviation Tourismb. Utilizing the Services of Retired Govt. Servants as Guidesc. Rural Tourismd. Instant Facts Information Systeme. Brochure on Medical Tourismf. Brochure on Calendar of Festivals and Fairsg. Exposure Visith. Earning while Learningi. Opening of TICs in the Temple Premisesj. Bed and Breakfastk. Colours of Tamil Nadu
19.	National Awards
20.	Tamil Nadu Tourism Development Corporation
21.	Conclusion
22.	Maps and Photographs

TOURISM AND CULTURE DEPARTMENT

TOURISM

POLICY NOTE 2008-2009

Tourism is to know places and understand people; taste cuisines and share feelings; enjoy waves and appreciate arts; listen to music and preserve our culture.

Tourists with an open mind return with pleasant memories. Their hearts will become vast like ocean, high as sky and jump in joy. Tourism promotes magnanimity and fosters individuality. Tourism provides employment to youth, opportunity to artistes, protection to monuments, commerce to traders, facilities to public, foreign exchange to Government and fraternity between States.

Extending excellent hospitality to guests, maintaining cleanliness of tourist spots and instilling integrity in dealing with the travellers will help us to make Tamil Nadu the most preferred destination in the world.

Kalaignar M. Karunanidhi
Chief Minister of Tamil Nadu

Man alone evolves continuously, both physically and mentally. He has imbibed the best practices by his constant exposure to the outer world. Travel and Tourism have contributed to the growth of human civilisation. Writing, cultivation, innovations, scientific inventions and technological advancement were all due to the result of journeys undertaken by people from different parts of the world. Travelling has disseminated information in various walks of life over a period of time and has resulted in trade, industry and cultural exchange. Travel becomes travail unless it is punctuated with amenities, facilitated by efforts and supported by information. The Government makes enormous efforts to amplify the significance of Tourism to make this world a global village and all the people its honoured citizens. Understanding between the nations and harmony between the continents are promoted by giving suitable impetus to tourism development. The modern man is burdened with pressure of work and problem of isolation. Invisible China walls are around him and he gets suffocated to suffer in the day-to-day routine for a long time. Tourism provides relief to the mind, relaxation to the body and rejoicement to the soul. It gives him rejuvenation and makes him return to his routine with double vigour and vitality. The impact of Tourism is immense and it has created considerable ripples even in the middle income groups. People have the urge to travel and explore. A sense of savings has got inculcated in their minds to act as a positive factor in encouraging Tourism in India.

Global dimensions of Tourism

Tourism can basically be appraised in terms of (a) volume i.e. the number of persons who travel as tourists and (b) expenditure i.e. the total amount tourists spend worldwide. This characteristic of Tourism has been responsible for its comparatively high annual growth rate. It makes it the fastest growing industry. In sheer numbers, the dimension of Tourism would imply the moving of the entire population of certain large countries like the U.S. from one place to another. According to World Tourism Organization, about 16 countries of the world are contributing for nearly 82% of International Tourism. The bulk of this mass tourism is intra-regional. The developing countries have shown a higher rate of growth in tourist activities. It is expected that in the coming years the tourist recipient countries would, to some extent become tourist generating countries. As to the future prospects of International Tourism, indications are in favour of sustained growth and steady increase. The factors in support of this optimism are :

- i. Expected increase in gross national product
- ii. Expected increase in higher individual incomes
- iii. Increase in personal consumption and consumer spending
- iv. Greater appetite for leisure

Tourism in India

Tourism continues to be a major activity in India, which inevitably produces economic, political, social, cultural and ecological consequences. In India, Tourism has created employment opportunities for airline executives, hotel sales managers, structural engineers, city planners, horticulturists, computer programmers, artisans, textiles workers, etc. Tourism has established itself as a growing industry that will require financial, natural and human resources for the foreseeable future. The service sector of hospitality segment fosters Tourism, which in turn boosts the economy of the people living in the tourist centres. Improvements in transportation technology have had a revolutionary effect on Indians to the extent that lakhs of tourists are crisscrossing India on a day-to-day basis. Tourism has penetrated the minds of youth who are substituting Tourism for luxurious goods. The massive growth of Tourism in India has benefited the accommodation (Hotels) sector, which is a gigantic industry within the Tourism

Industry. Today, Tourism in India is not being viewed solely in terms of persons employed and revenue generated, but by its capacity to offer exposure to different cultures. This offers the opportunity to share in removing barriers of historical conflict.

Tourist Arrivals to India

The number of foreign tourist arrivals touched the magic **5 million mark** in 2007. While in 2006 foreign arrivals to India stood at 4.45 million, In 2007 the numbers swelled by 12%. During this period, India also earned foreign exchange through Tourism to the tune of \$ 11.96 billion, which is 33.8% more than the last year's earnings of \$ 8.92 billion. India also won the WTA - Asia's Best Destination Award for 2007.

India Tourism is, therefore, now focusing on Central and West Asian Countries to promote inbound Tourism. Different Tourism promotion activities like exhibitions, cultural shows, etc. are organized in these regions. The Ministry of Tourism, Government of India, is trying to create interest and awareness about our Tourism destinations in the overseas markets through different activities like exhibitions and cultural programmes. Such shows organized by the Ministry of Tourism, Government of India, as part of the "Incredible India" campaign in different overseas markets in the past one year have evoked good response and helped in increasing the foreign tourist arrivals to India. The receptions organized by the Ministry with the support of industrial organizations like Experience India Society at the 'International Tourism Bourse' (**ITB**) at Berlin, 'India Now event' at London, 'India @ 60' at New York, the 'Pacific Asia Travel Association Travel Mart' (**PATA**) at Bali and the 'China Outbound Travel Mart' (COTM) in Kunming, received high appreciation.

Tourism in Tamil Nadu

We have abundant tourist wealth in our State. By properly exploiting the full potential, Tamil Nadu can become **the number one State in India**. Tourist traffic to Tamil Nadu is generated at three levels:

1. Domestic, that is within Tamil Nadu,
2. National, that is from the other States in India and
3. International.

Tourists may be broadly categorised under two heads :-

- a) those with the single-point agenda of enjoying Tamil Nadu's tourist wealth
- b) those who combine their visit with other programmes, like pilgrimage, business or medical treatment.

For academic purposes, the various forms of tourist activity in Tamil Nadu may be classified as follows:

- a) eco-tourism
- b) rural
- c) medical
- d) cultural
- e) heritage
- f) pilgrimage
- g) business

All these forms together constitute the tag "**Enchanting Tamil Nadu**".

Significance of Tourism Factors

Visitors:

The IUOTO (International Union of Official Travel Organization) states that a visitor is "any person visiting a country other than that in which he has his usual place of residence for any reason, other than following an occupation remunerated from within the country visited".

Tourists:

They are visitors making at least one over night stop in a country or region and staying for at least 24 hours.

Excursionists:

They are visitors who do not make an over night stop, but pass through the country or region and stay for less than 24 hours.

Travellers:

They are persons who travel with a purpose.

Domestic Travellers:

Persons travelling within the country of their domicile.

International Travellers:

Persons travelling outside their country of residence.

Tourist Attractions

Tourist attractions are divided into two:

1. Core attractions
2. Supporting attractions

Core Attractions

The following are the basic assets of a community:

a) **Natural Attractions:**

Lakes, Forests, Mountains, Falls, etc.

b) **Man-made Attractions:**

Theme Parks, Botanical Gardens, Zoological Parks,

c) **Historical attractions:**

Forts, Palaces, Ancient Palatial Houses, Monuments, etc.

d) **Ethnic Cultural Attractions:**

Crafts, Events, Folklore, Celebrations, etc.

Supporting Attractions

Additional tourism activities over the principal core fascination mentioned above are supporting attractions. For example, Mamallapuram is the core fascination for international tourists and all the amusements available enroute are supporting attractions.

The Tourist Attractions in Tamil Nadu are as follows:

- Holiday Centres i.e. Places of scenic and exotic interest, Hill Stations, Sea Cruises, Overland or Rail journeys.
- Sports, Fishing, Hunting, Water Sports, Golf, Zoological Parks, etc.
- Historical Centres including those of architecture, archaeology, ethnic studies, ancient monuments, castles, forts, palaces, parks, etc.
- Centres of Cultural Attractions, theatres, arts, music, festivals, operas, art galleries, photography, cinematography, etc.
- Educational Centres, museums, science and technology institutions.
- Industries and Commercial Centres for visits and business conferences, conventions, trade fairs, etc.
- Amusement, recreational, food, shopping and other attractions.

Tourist Arrivals to Tamil Nadu

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

Year	Domestic	Foreign	Total
	(in lakhs)		
2002	246.61	8.05	254.66
2003	270.59	9.02	279.61
2004	300.77	10.58	311.35
2005	323.39	11.79	335.18
2006	392.14	13.35	405.49
2007	506.47	17.53	524.00

The length of stay of an average tourist in Tamil Nadu is 4 to 5 days in the case of a domestic tourist and 7 days in the case of a foreign tourist. A foreign tourist spends Rs.2,252/- per day and a domestic tourist, Rs.711/-. A day-visitor spends Rs.449/- per day. Among the foreign tourists, 23% stay in Star Hotels, 44% in Budget Hotels and 13% in Guest and Rest Houses. The corresponding percentage for domestic tourists is 10, 49 and 14 respectively.

Segments of Tourism in Tamil Nadu

All the people visiting tourist locations in Tamil Nadu from within Tamil Nadu or other States in India or other countries are called "Tourists", irrespective of their caste, colour, creed, age or sex. The Tourism Department in the last three decades gained rich experience in interacting with all categories of tourists. On an analysis, it is seen that each tourist has certain individual priorities. Tamil Nadu possesses the tourist potential to satisfy their aspirations. The different tastes the tourists have in mind are epitomized below :

1. Leisure Tourism :

Some tourists visit Tamil Nadu only for fun or enjoying their leisure. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

2. Pilgrimage Tourism :

Tourists especially senior citizens are interested only in visiting temples and offering worship to their favourable deity. They move to tourist centres only if time permits and provided the trip is easy on the purse. It requires planning and meticulous follow up.

3. Heritage Tourism :

Tourists irrespective of their varied interests, have one thing in common i.e. they would like to go around heritage monuments which are in plenty in Tamil Nadu, viz.

- i. **5** world heritage monuments identified by the UNESCO.
- ii. **48** centres declared as heritage towns by the Government of Tamil Nadu.
- iii. Innumerable heritage monuments declared by the Archaeological Survey of India and the Archaeology Department, Government of Tamil Nadu.

4. Adventure Tourism :

Youngsters, once they land in tourist spots, always look out only for thrilling and adventurous air / water sports, trekking, etc.

5. Cruise Tourism :

Rail and road transport are very common among the people. Some tourists, go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. Tourists who are reaching Chennai and Thoothukudi Ports by cruise are taken to the nearby tourist destinations i.e. Mamallapuram and Madurai.

6. Rural Tourism :

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.

7. Responsible Tourism :

The growth of Tourism shall ensure overall development of the destination. While promoting Tourism, the carrying capacity of the destination, civic amenities, waste management, socio-cultural values, ecology, environs and energy management will be kept in mind to ensure positive and sustainable growth.

8. Business Tourism :

Top business executives toil throughout the year to make more and more profits. They rarely find time to go anywhere except where the business demands their presence. Whenever they find even a small gap, they will not hesitate to make a short visit to the nearest tourist spot.

9. Medical Tourism :

The Government of Tamil Nadu and the Non-Governmental Organizations have created sufficient awareness among the people on health care. As Tamil Nadu offers one of the best medical facilities in the country, patients visit Tamil Nadu in large number. They combine Tourism and treatment. After treatment, they convalesce in our tourist spots comfortably.

10. Eco Tourism :

Some of the tourists evince keen interest only in nature. There are abundant natural tourist wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc.

11. Culture Tourism :

During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.

12. Educational Tourism :

Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.

13. Sports Tourism :

People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

14. Allied Tourist Forms :

People visiting other places for celebrating festivals or to join in social functions and students forming part of excursion groups also show much interest in Tourism.

Commissionerate of Tourism

The tourists, right from the moment they land in Tamil Nadu and upto the time when they wound up their tour of Tamil Nadu, require the assistance of the Government and the private agencies. It is the bounden duty of the Government to ensure hassle free trips to tourists especially in providing safe and economic transport, stay and food facilities. To provide tailor made solution to suit the needs of all tourists, the Government of Tamil Nadu has established an efficient network i.e. "Commissionerate of Tourism", which is headed by the Commissioner of Tourism and consists of other posts like one Joint Director, two Deputy Directors, three Assistant Directors, one Publication Officer, one Accounts Officer and more than 200 ministerial staff members. The field offices comprise 20 Tourist Offices (14 within Tamil Nadu and 6 outside Tamil Nadu) and 27 Tourist Information Centres (19 within Tamil Nadu and 8 outside Tamil Nadu).

Financial Outlay

Having realized that pumping in adequate funds is a pre-requisite for rapid development of Tourism, the Government of Tamil Nadu has been making increased allocations in the Budget, year after year as the following statement reveals :

Year	Budget Estimate	Actuals
	(Rupees in Crores)	
2004-2005	30.35	31.29
2005-2006	32.42	37.04
2006-2007	46.04	63.57
2007-2008	45.45	51.53

Employment Opportunities

The Tourism Industry offers the following career and employment opportunities :

1. Air Transportation : Flight operations, Ground operations, In-flight catering, Office and Sales
2. Ground Transportation: Bus, Car rentals, Railways
3. Water Transportation : Ship and Cruise liners
4. Tour Operations
5. Travel Agency
6. Food and Beverage
7. Hotels and Motels
8. Theme Parks, Clubs, Journalism, Recreation
9. Government Agencies: Tourist Offices, Tourism Corporations, etc.

Tamil Nadu Tourism will take steps and systematic attempts to tap the huge employment generation potential available in the Tourism sector.

The Ministry of Tourism, Government of India, has estimated that every Rs.10.00 lakh invested in Tourism created 47.5 jobs. The same amount, if invested in the manufacturing sector, can create only 12.6 jobs. A sample survey by the World Tourism Council using a methodology called "Tourism Satellite Account" concludes that jobs generated by Tourism could rise from today's 2.4% to 6.8% in ten years which means 80 lakhs new jobs. Similarly, in respect of hotel industry, it is estimated that an investment of Rs.10.00 lakh will give direct employment to 12

persons while five rooms in a five star hotel on an average gives direct employment only to eight persons.

Achievements of Tourism Department during 2007-2008

Incentives for Investment

To attract entrepreneurs to invest in construction of Star Hotels and set up Tourism related facilities like amusement parks, golf course, rope car and boat houses at listed **Lesser Known Tourism (LKT)** places - Elagiri, Thirukadaiyur, Vedaranyam, Tranquebar, Thirumanancheri, Sithannavasal, Puliyancholai, Tharamangalam, Kolli Hills, Hogenakkal, Bhavani Kooduthurai, Valparai, Megamalai, Sirumalai, Thiruvaidaimarudhur and Thirparappu. Orders have been issued to sanction incentives as detailed below :

i) One Time Subsidy for Construction of Hotels

Sl. No	Grade	Subsidy
1.	Single Star	10% of the total project cost (excluding land value) a maximum of Rs.25.00 lakh
2.	Two Star	10% of the total project cost (excluding land value) a maximum of Rs.50.00 lakh
3.	Three Star and above	10% of the total project cost (excluding land value) a maximum of Rs.100.00 lakh

ii) One time Subsidy for other Tourism Projects

Amusement Parks	}	10% of the total Project cost excluding land value - a maximum of Rs.100.00 lakh
Golf Course		
Rope Car		
Boat House		

ii) Soft Loan

To pay sales tax, soft loan at the rate of 0.1% per annum for the first five years will be sanctioned.

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% on conversion cost to convert Heritage Buildings into Heritage Hotels.

Tourism Friendly Campaign - "Virunthinar Potruthum, Virunthinar Potruthum" (விருந்தினர் போற்றுகும், விருந்தினர் போற்றுகும்)

Tamil Nadu is the State where hospitality and guest care are not a profession but a way of life. Guest-care is enshrined in our literature and scripts. `Thirukural' has devoted a chapter on "Virunthombal" (Hospitality). Taking good care of tourists itself is a tourist attraction. Word of

mouth publicity can go a long way in attracting tourists. Tamil Nadu Tourism has taken up a Guest-care mission for inculcating "Virunthinar Potruthum, Virunthinar Potruthum" (Tourist-Friendly Culture) in the minds of stake-holders as well as others.

Tamil Nadu Tourism organized a novel awareness programme to make the city traffic police tourist friendly. As part of the initiative "Virunthinar Potruthum, Virunthinar Potruthum", a group of traffic police personnel took a pledge that they would be courteous to tourists. They promised to greet tourists with a smile, provide them proper guidance, ensure they are not fleeced by touts, direct them to approved tourist guides, provide them safety and protect their belongings.

To get the airport employees to be more tourist-friendly, the Tourism Department organized a programme at the Chennai Airport. Programmes were conducted at Salem, Erode, Dharmapuri, Coimbatore, Thanjavur, Thiruvarur, Nagapattinam, and Thiruvallur. After the completion of training in the major tourist destinations, similar capsules will be held in the other tourist centres.

Guide Training Course

With a view to creating employment opportunities and showcasing Tamil Nadu's tourist spots in a better perspective to globetrotting tourists, it was decided to train 400 unemployed graduates as Tourist Guides. Accordingly, **180** unemployed youths were trained as guides during 2007-2008. **220 guides will be trained during 2008-2009.**

Medical Tourism

Tamil Nadu is a pioneer in providing the best health care, not only to the residents, but also to the natives of other States and Countries. Ultramodern corporate hospitals, talented medical professionals and a large number of Government hospitals in Tamil Nadu have attracted the ailing people of other regions to come, convalesce and return with good health. It is essential to provide facilities for them to visit places of tourist importance, so that they can recuperate and get rejuvenated to normalcy.

Medical Tourism by the concerted efforts of the Tourism Department and private hospitals will help the patients and their attendants to experience a change and alleviate their physical and mental agony. This initiative will grow at an exponential rate and bring success to all players concerned by providing utmost satisfaction to the patients from diverse background.

Treatment at an affordable cost and Tourism at a reasonable rate can go hand in hand to make Tamil Nadu a favourite destination for the ailing patients from various parts of the world. Considering the importance of Medical Tourism, a Medical Tourism Information Centre has been established in the Tamil Nadu Tourism Complex.

Introduction of Hop-on, Hop-off Tour

To facilitate the tourists to visit the places of tourist interest from Chennai to Mamallapuram without any hardship and spend their time as they like, a "Hop-on, Hop-off Tour" will be introduced by Tamil Nadu Tourism during 2008-2009. A sum of Rs.72.00 lakh has already been sanctioned. The State Transport Corporation will introduce "Hop-on, Hop-off Tours" in Chennai city.

Film on Arupadai Veedugal

The Tamil diaspora from Malaysia, Singapore, South Africa and Mauritius never fail to visit Arupadai Veedugal (அறுபடை வீடுகள்) Pilgrim Centres. A sum of Rs.798.97 lakh has been sanctioned for provision of infrastructure facilities in and around the temples falling under "Arupadai Veedugal". Therefore, to attract the ethnic tourists, a 20-minute short film on Arupadai Veedugal has been produced.

Promotion and Marketing

Tamil Nadu, a year around destination with tremendous multi-varied segments and potentials, should be showcased. This target of showcasing promotional activities for the year 2008-2009 will be done by initiating innovative marketing drives, to cope with the latest trend. Marketing will be focusing medical tourists with a brand of affordability and multi-fold cheaper benefits. Rural Tourism potentials at Tamil Nadu will be tapped from the main Tourism stream through marketing.

Publicity Campaign

In the year 2007-2008, the special publicity campaigns conducted at New Delhi, Mumbai, Ahmedabad, Jaipur, Bhubaneswar, Kolkatta, Bengaluru and Chandigarh attracted considerable tourists to Tamil Nadu. **Publicity campaigns will be conducted during the year 2008-2009** to tap other State tourists in the destinations listed below:

- i. Cochin (Kerala)
- ii. Calicut (Kerala)
- iii. Pune (Maharashtra)
- iv. Jaisalmer (Rajasthan)
- v. Varanasi (Uttar Pradesh)
- vi. Lucknow (Uttar Pradesh)
- vii. Silukuri (West Bengal)

Participation in the International Travel Marts PATA (Pacific Asia Travel Association)

Tamil Nadu Tourism participated in PATA (Pacific Asia Travel Association) held at Bali from September 25, 2007 for four days. Travel and Hospitality Sector of Indonesia has expressed interest in the Medical Tourism initiative of Tamil Nadu, because most of the high spending medical tourists from Indonesia go to Singapore for speciality medical care, which is expensive. Representatives from Egypt, South Africa, Indonesia, Malaysia and Singapore have also expressed their desire to have tie-ups with Tamil Nadu Tourism for mutual Tourism promotion. Tamil Nadu Tourism explained to the delegates the benefits and cost effective world class medical facilities available in Tamil Nadu.

WTM (World Travel Mart)

World Travel Mart at London brings stakeholders from all corners of the world under one roof. Tamil Nadu Tourism participated in the WTM (World Travel Mart) held at London from 12th to 15th November 2007. More than 100 countries participated in the World Travel Mart. They evinced great interest in visiting Tamil Nadu and writing articles. The tourist wealth of Tamil Nadu and the steps taken for promotion of Tamil Nadu were highlighted. Invitations to visit Tamil Nadu were extended to the foreign delegates.

ITB (International Tourism Bourse)

Tamil Nadu Tourism participated in the ITB (International Tourism Bourse) meet held in Berlin from 5th to 9th March 2008. It helped Tamil Nadu showcase its tourist attractions to global tourists, travel agents and tour operators. The interaction during the meet with the travel agents and tour operators, especially from Spain, Italy, Belgium and Germany was fruitful. The folk dance organised in the Tamil Nadu pavilion was a great crowd puller. India Tourism Pavilion too utilised our artiste to attract attention.

With a view to inviting the attention of foreign countries and aggressive showcasing of the hallmark of Tamil Nadu's legacy, the Department has decided to participate periodically in International Travel Marts such as:

1. PATA
2. WTM, London and
3. ITB, Berlin.

In addition to this, **special road shows have been proposed for 2008-2009 in the identified international tourist centres.**

Publication of Pamphlets

In the year 2007-2008, folders on Tamil Nadu, Tamil Nadu Tourist Map, Image CD, Calendar for the year 2008 and informative general folders were published. 10 varieties of posters on Lesser Known Tourist (LKT) centres were published. To gear up the dissemination system, special pamphlets about the following places will be published in 2008-2009 :

1. Kanniyakumari
2. Madurai
3. Rameswaram
4. Mamallapuram
5. Tiruchirappalli
6. Chidambaram
7. Yercaud
8. Thanjavur

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.

Know India Programme

To create awareness among Non-Resident Indian Youth, Tamil Nadu Tourism partnered with the Ministry of Overseas Indian Affairs, Government of India, and organized a tour of Tamil Nadu for 12 days in January 2008. Tamil Nadu Tourism participated in Pravasi Bharatiya Divas 2008 at New Delhi. In order to highlight Tourism potential, Tamil Nadu participated in the Exhibitions held at Singapore and Malaysia in 2007, with huge Tamil diaspora.

Tourism Master Plan for Tamil Nadu

The Tourism Department has appointed HUDCO (Housing and Urban Development Corporation), a premier Government of India techno-financing institution in the country, as consultant to prepare a "Tourism Master Plan for Tamil Nadu".

The Master Plan will identify the Tourism potential in Tamil Nadu and suggest ways and means to market it. It will also formulate projects for the development of the tourist infrastructure.

Establishment of a Butterfly Park and an Insect Museum

A sum of Rs.150.00 lakh has been sanctioned for the establishment of a Butterfly Park and an Insect Museum at Arignar Anna Zoological Park, Vandalur, Chennai. The proposed park would give an insight into the lifecycle of various species of butterflies. The park will also contribute in a big way to create awareness about butterfly conservation. It will be educative, informative and entertaining.

The visitors can move around the park through a pathway. Signages will also be put up at various points exhibiting 'models' of butterflies and their different life-stages. **On completion of the project, it will be a great attraction to the tourists visiting Tamil Nadu.**

Government of India Assisted Schemes

Though, there has been a remarkable growth in recent years in domestic Tourism as well as foreign tourist arrivals, the full potential is yet to be exploited. With that end in view, the Ministry of Tourism, Government of India, releases Central Financial Assistance (CFA) to State Governments / Union Territory Administrations and Autonomous Bodies for implementation of specific projects under its various approved schemes.

During 2007-2008, the Ministry of Tourism, Government of India, conveyed sanction for the development of the following Destinations / Circuits :

Sl. No.	Scheme	Amount sanctioned	Amount released
		(Rupees in lakh)	
1.	Development of Chettinad in Sivaganga District under Destination Development Scheme	475.35	380.28
2.	Development of Srirangam 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-	439.50	351.60

	Tourism Circuit		
6.	Development of Elagiri 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

During 2008 - 2009, it is proposed to develop the following Destinations and Circuits:

I. Development of Destinations

1. **Kolli Hills** : A lovely picnic spot on the Eastern Ghats in Namakkal District
2. **Tranquebar**: A Danish culture cherished, ozonic seashore centre in Nagapattinam District
3. **Poompuhar**: A Tourist Complex comprising seven highlighting the Sangam Age Tamil Epic storeyed Art Gallery "Silapathikaram"
4. **Pulicat** : The largest salt water lake of Tamil Nadu in Thiruvallur District
5. **Yercaud** : A pleasant hill resort on the Shervarayan hills in Salem District

II. Development of Circuits

a) Freedom Fighters Circuit (Phase-I)

The following places associated with the Indian Freedom Movement will be taken up for development under **Freedom Fighters Circuit**:

- i. Veeran Veluthambi Thalavai Memorial, Thalakulam in Kanniyakumari District
- ii. V.O.C. Memorial at Tirunelveli in Tirunelveli District
- iii. Vanchinathan Memorial at Shencottah in Tirunelveli District
- iv. Aranmanai Siruvayal in Sivaganga District
- v. Kayathar in Thoothukudi District

b) Vellore (Sripuram) - Palamathi Hills - Amirthi Forest Circuit

The following places would be taken up for development under Vellore (Sripuram) Circuit :

Vellore (Sripuram)
 Palamathi Hills
 Amirthi Forest
 Muthu Mandapam
 Rathinagiri
 Sembakkam
 Virunjipuram
 Pallikonda
 Vettuvanam
 Thirupparkadal
 Megamandalam Fort
 Vinnampalli Agastheeswarar Temple

c) Development of Mamallapuram under Mega Tourism Project

Mamallapuram, the grand emblem of the Pallava architecture, is the hallmark of the State's legacy. The monolithic chariots and the ornate style features of the centre are declared as world heritage monuments. This immense ancient wealth will be showcased and face- lifted.

A sum of Rs.5.00 crore has already been spent for the development of the Five Rathas and the Shore Temple areas in Mamallapuram under Phase-I. During 2004-2005, for the Phase-II works, a sum of Rs.432.00 lakh has been sanctioned.

Components of the Phase-II works are as detailed below :

Sl. No	Name of the Work	Project Cost (Rs. in lakh)
1.	Area development in front of Arjuna's Penance	100.00
2.	Construction of a Primary School	35.80
3.	Construction of a High School	76.40
4.	Bus stand / Model interchange node	93.00
5.	Development of the approach road and development of the pathway along the lake within the Five Rathas complex	36.00
6.	Development of the bus stand	10.00
7.	Development of the Sthalasayana Perumal Temple tank	43.40
8.	Development of the approach road to the Shore Temple	4.40
9.	Landscaping of the development area in front of the ASI office	10.00
10	Landscaping around the Tiger Cave area	23.00
	Total	432.00

All the works mentioned above except development of the area opposite Arjuna's Penance, construction of a Primary School and construction of Bus stand are nearing completion. It is, therefore, proposed to take up the following works during 2008-2009 under the Mega Tourism Project (Phase-III).

1. Development & landscaping of Pidari Rathas Temple area
2. Development & landscaping of Sthalasayana -perumal Temple area
3. Underground Electric Cable System
4. Solid Waste Management System
5. Widening of roads
6. Rejuvenation of ponds
7. Sound and Light Show
8. Development of Bus stand / Interchange node

Hill Area Development Programme (HADP)

A sum of Rs.306.25 lakh was sanctioned under the Hill Area Development Programme during the year 2007-2008 for the development of various tourist centres in the Nilgiris.

During the year 2008-2009, a similar provision will be made under the Hill Area Development Programme for the development of tourist centres.

Western Ghats Development Programme (WGDP)

During the year 2007-2008, a sum of Rs.114.52 lakh was sanctioned for the development of the following tourist centres under the Western Ghats Development programme :

1. Development of Courtallam in
Tirunelveli District : Rs.34.52 lakh
2. Development of Kodaikanal in
Dindigul District : Rs.50.00 lakh
3. Development of Aruvikarai in
Kanniyakumari District : Rs.30.00 lakh

For 2008-2009, a similar provision will be made under the Western Ghats Development Programme for the development of tourist centres.

State Funded Schemes

Development of Less Known Tourist Centres

The Tourism Department is attaching great importance to upgradation / creation of basic amenities / infrastructure facilities at all tourist spots in Tamil Nadu in a phased manner. Therefore, important but less known tourist spots in each district were identified in consultation with the District Collectors during the 10th Five Year Plan period (2002-2007) and they were all developed. 50% of the total cost was provided by the Tourism Department and the balance 50% was met by the District Administration from the MLAs / MPs Constituency Development Funds, etc. During 2007-2008, the following places were taken up for development under State Funded Schemes:

Sl. No	Name of the Scheme	Dist. Admn. share	Tourism Dept. share	Total
		(Rupees in lakhs)		
Part-II Schemes 2007-2008				
1.	Provision of basic amenities at Grand Anaicut in Thanjavur District	0.00	100.00	100.00
2.	Provision of infrastructure facilities at Kundrakkudi in Sivaganga District	0.00	43.25	43.25
3.	Provision of Infrastructure facilities at Pillayarpatti in Sivaganga District	0.00	25.00	25.00
4.	Improvements and renovation works at Panchalankurichi Fort in Thoothukudi District	0.00	28.50	28.50
5.	Eco-Tourism Development Works at Kovai Courtallam in Coimbatore District	0.00	36.90	36.90
Schemes jointly implemented by the Tourism Dept. and the District Administration				
6.	Development of Courtallam in Tirunelveli District	44.00	44.00	88.00
7.	Provision of infrastructure facilities at Vanabathirakaliamman Temple at Mettupalayam in Coimbatore District	34.49	34.49	68.98
8.	Construction of a Seashore Park at Kulasekarapattinam in Thoothukudi District	22.00	22.00	44.00
9.	Provision of additional funds for Yatri Niwas at Elagiri in Vellore District	0.00	14.00	14.00
10.	Hop-on, Hop-off Tours at Mamallapuram (Purchase of 4 A/c Mini coaches)	0.00	72.00	72.00
11.	Development of a Park at Devakottai in Sivaganga District	59.00	59.00	118.00
12.	Construction of Tourist Complexes at Jawadhu Hills and Tiruvannamalai in Tiruvannamalai District	40.00	40.00	80.00
13.	Provision of basic			

	amenities in the pilgrim centres at Alangudi, Valangaiman and Vaduvur in Thiruvavarur District	5.38	5.37	10.75
14.	Provision of basic amenities at Kutchanaur A/m Saneeswarar Baghavan Temple area in Theni District	0.00	23.25	23.25
15.	Establishment of a "Butterfly Park and an Insect Museum" in the Arignar Anna Zoological Park, Vandalur	0.00	150.00	150.00
16.	Development of Ettayapuram in Thoothukudi District	31.25	31.25	62.50
17.	Development of A/m.Navaneetheswara swamy Temple at Sikkal in Nagapattinam District	14.98	14.97	29.95
18.	Provision of infrastructure facilities at Kankoduthavanitham in Thiruvavarur District	0.00	62.30	62.30
19.	Construction of Rest Shed for pilgrims at Ellis Nagar and construction of shoe stalls and cloak rooms at the five entrances of A/m Meenakshi Amman Temple in Madurai District	42.45	42.45	84.90
20.	Development of Adavi Naiynar Dam & Park, Gundar Park & Dam, Development of Manimuthar and Krishnapuram Temple in Tirunelveli District	34.93	34.93	69.86
	Total	328.48	883.66	1212.14

During 2008-2009, more places will be identified and developed in consultation with the District Collectors.

Infrastructure Gap Filling Fund

(with the co-operation of other Departments)

The vibrant villages of Tamil Nadu buzzle with activities from dusk to dawn. The elegant rural settings, dusty roads, costumes of the village folks, folk arts, martial arts, thatched huts, local temple festivals, conventional farming operations, cattle sheds and water bodies attract

every visitor to the villages. The foreign tourists are fascinated by the rich tourist wealth that lies in Tamil Nadu's villages. Both the Government of Tamil Nadu and the Government of India are attaching great importance to tap the tourist potentials of Rural Tourism. Now, the Government of Tamil Nadu has taken one more initiative to develop the infrastructure facilities in and around rural tourist centres. In 2007, the Rural Development and Panchayat Raj Department constituted a fund known as "**Infrastructure Gap Filling Fund**". Sanction was accorded by the Rural Development and Panchayat Raj Department as requested by the Tourism Department under infrastructure gap filling fund for the following centres during 2007-2008 :

1.	Erwadi Durgah in Ramanathapuram District	: Rs.65.55 lakh
2.	Sikkal Singaravelar Temple in Nagapattinam District	: Rs.39.33 lakh
3.	Elagiri Hills infrastructure in Vellore District	: Rs.98.57 lakh
4.	Kolli Hills infrastructure in Namakkal District	: Rs.20.00 lakh
5.	E-Mandagapattu-Pallava Cave Temple, Arch, Roads & infrastructure in Tiruvanna- malai District	: Rs.57.51 lakh
6.	Vandalur Zoo, Improvements to Otteri Lake in Kancheepuram District	: Rs.52.20 lakh
7.	Odachery-Sivan Temple infrastructure in Thiruvarur District	: Rs.36.80 lakh
8.	Pulicat infrastructure in Thiruvallur District	: Rs.40.84 lakh
	Total	: Rs.410.80 lakh

It may be seen that important rural tourist and pilgrim centres have been covered under the scheme given above. The Tourism Department will take steps in co-ordination with the District Collectors and Tourist Officers concerned to ensure that the above funds are utilised judiciously for the benefit of not only the tourists but also the local people. While carrying out the developmental works, extreme caution will be exercised in keeping the "charm" of the villages in tact.

Development of Heritage Centres

The Government of Tamil Nadu has declared 48 towns as Heritage Towns for conservation and preservation of their priceless heritage value. These Heritage Towns are developed by obtaining funds from the Town and Country Planning Department. Detailed plans and estimates have been called for from the District Collectors for the development of Heritage Towns during 2008-2009. On receipt of the plans and estimates, Heritage Centres will be taken up on priority basis.

The Highways Department has also agreed to take up the improvement of approach roads connecting tourist places. HR & CE is regularly meeting 50% of the total cost of the projects taken up in the pilgrim centres.

During 2008 - 2009, more tourist destinations will be taken up for development with the assistance and co-operation of other Departments.

Fairs and Festivals

Tamil Nadu is known for its mammoth temples and their unique festivals. Each festival is celebrated with pomp and gaiety. The entire temple area is richly decorated, and cultural programmes, martial arts, etc. are performed. These festivals constitute an excellent product to market Tourism, as the tourists, especially foreigners, show keen interest in watching the proceedings of the temple festival. During 2008-2009, the Tourism Department will highlight festivals through its publicity machinery. While doing so, stress will be laid on publicising lesser known festivals of Tamil Nadu.

Mamallapuram Dance Festival - 2008

In a paradigm shift, this year the Mamallapuram dance festival was conducted for a month on all days instead of weekends. Equal opportunity was given to both classical and folk forms. Dancers from other States, Countries from USA and Singapore have also performed. The 128 programmes conducted from 28.12.2007 to 27.1.2008 were witnessed by 8500 foreign tourists and 18,000 domestic tourists. In view of the growing patronage, it is planned to conduct the next festival as '**National Dance Festival – 2009**'.

Tourists from the United Kingdom, Japan, Germany, Canada, France and Italy expressed their willingness to visit Tamil Nadu during the festivals in 2008-2009. They have also expressed their desire to learn traditional dance forms of South India.

Chennai Sangamam

The Chennai Sangamam was organized for the second year in succession in Chennai during January 2008. The "Namma Theruvizha Chennai Sangamam" festival showcased rural art forms in which nearly 2000 artistes participated in over 20 different locations viz. street corners, parks, exhibitions, etc. This great show was jointly organized by Tamil Maiyam and the Tourism Department with the help of sponsors. The highlight of this festival held in January 2008 was culinary Tourism in which leading chefs provided quality food in different locations. Tourists turned up in large numbers at all the venues and enjoyed the free visual feast. As the festival has received tremendous support from both tourists and the local people, it is proposed to conduct the festival in two more centres (Madurai and Coimbatore) apart from Chennai in 2009.

Accommodation

The Information Technology boom has buoyed up the hospitality sector in Tamil Nadu. Information Technology, Pharmaceutical, Automobiles, Telecom and Banking sectors make Tamil Nadu their favoured destination. During the year 2007, the Hotel sector recorded an occupancy rate of 80 percent. The details of approved / unclassified hotels as in 2007 are listed below:

Category	No.of Hotels	No.of Rooms
5 Star Deluxe	5	695
5 Star	7	988
4 Star	10	925
3 Star	74	4467
2 Star	44	1699

1 Star	39	1569
Heritage	2	74
Unclassified	16	703
Total	197	11120

In addition to the above, TTDC is running a chain of 55 hotels spread all over Tamil Nadu.

The Ministry of Tourism, Government of India, has approved 29 hotel projects in Tamil Nadu which would include 5 in the five star category, 2 in the four star category, 3 in the three star category and 2 in the single star category. The demand for Chennai alone is projected to be in the order of additional 4,000 rooms to handle the volume of growth till 2010. As two-tier towns are also witnessing similar buoyancy, private entrepreneurs will be encouraged to construct star hotels especially in proximity to tourist destinations. The Tourism Department will act as a facilitator. Depending upon the soundness of the hotel projects, the Tourism Department will examine the possibility of transfer of Government land in prime locations on long term lease basis.

New Initiatives

a) Aviation Tourism

Air transport has been responsible for the recent explosion of Tourism in Tamil Nadu. More and more private airlines are vying with each other in offering convenient, economic, comfortable travel facilities to Tamil Nadu. The following statistics show the growth of Air Tourism in Tamil Nadu.

Growth at a Glance

- International passenger traffic in Chennai grew by 20 per cent in 2007.
- There were 22,977 international and 72,979 domestic arrivals and departures of flights in 9 months upto January 2008. On an average, there are more than 350 flight movements in a day.
- Around 33,000 passengers arrive and depart through Chennai airport every day.
- Chennai airport handled 28.4 lakh international passengers and 60.5 lakh domestic travellers between April 2007 and January 2008.

Air tourists bound for Tamil Nadu normally require the following facilities :

- Speedier handling of tourists at the airport
- Better ground transport between the airport and the city
- Good budget accommodation facilities
- Operation of charter flights in which the fares are still lower

The Tourism Department will take steps with the agencies concerned to fulfil the above listed demands of Air tourists.

b) Utilizing the Services of the Retired Government Servants as Guides

The number of tourists visiting less known but historically important tourist centres / temples in Tamil Nadu is less. In order to publicize the importance of such places, the Tourism Department has obtained applications from the retired Government Servants / Teachers from

those areas. Selected persons will be trained and given identity cards to serve as voluntary Tourist Guides in the interior Tourist Centres.

c) Rural Tourism

Tourism has many facets and out of them marketing nativity is becoming a recent trend by simulating the environment akin to rural habitats. Rural Tourism cannot have any impact in an artificial atmosphere. Anything created out of deliberate design will lose its natural flavour and fade into insignificance. Therefore, Tamil Nadu Tourism is keen to promote Rural Tourism in the natural settings and give the feel of a village to the visiting tourists. The people in the villages are going to be partners in this programme and the entire project will be owned by them.

There will be an arch at the entrance of each village welcoming the visitors. The design will be totally ethnic depicting the rural features with a natural flavour. Terracotta can be a theme to give a native touch to the arch.

The tourists will be taken in bullock carts around the village. Houses designed with natural backdrop will be the resting places for the tourists. The tourists will stay there for a while and they will be provided with sweet rural cuisine or ragi kanji, etc. as a starter drink and its preparation will be demonstrated to them. They can prefer to have oil massage done by the villagers and hot water in copper vessels will be provided for bathing. After taking some refreshments, they can go to the nearby temple, where poojas will be performed in the traditional style.

The traditions of a typical Tamil village will be understood and appreciated by the tourists. Women tourists can be taught to wear sarees and get involved in culinary practices. Kolam, Paandi, Dice and Pallaankuzhi will entertain them and make them frolic in the new environment. Total anonymity will help them enjoy all these ventures.

Lunch will be served in the traditional manner, on a banana leaf with typical village preparations. After lunch, they will have a siesta in the rope cot and get ready for the evening experience. Under Rural Tourism, the places near the tourist destination will be identified and developed.

During 2008-2009, Kadambadi near Mamallapuram in Kancheepuram District will be taken up for development under Rural Tourism Project.

A Documentary Film on Rural Tourism will be produced. It will be highlighted in both inland and foreign tourism meets.

d) Instant Facts Information System

All-in-one facility equipped access is the present trend in all segments. Modernized approach system is specially designed in all marketing tasks. Tourism will be following the hi-tech hub equipped media segments to showcase the tourist wealth of the State. 'What else not' special destinations pamphlets will be published. Online information system will be followed up to monitor the Tourism projects.

e) Brochure on Medical Tourism

The world-class medical institutions and expertise in Tamil Nadu is attracting a large number of tourists from other States and foreign countries. The best medical care available in our State will be further publicized to tap its potential. A Medical Tourism Information Counter is functioning at the Tamil Nadu Tourism Complex, Chennai for dissemination of necessary

information. A brochure will be published incorporating the best medical facilities available in Tamil Nadu. For the benefit of tourists from non-English speaking countries, this brochure will be published in German and French languages too.

f) Brochure on Calendar of Festivals and Fairs

Tamil Nadu is a land of colourful festivals. These festivals constitute an excellent product to market Tourism, as the tourists, especially foreigners show keen interest in watching them. These rich festivals will be highlighted to domestic and foreign tourists, so that our culture and festivity attract more tourist traffic to our State. For this, a comprehensive brochure on "Calendar of Festivals and Fairs" will be published.

g) Exposure Visit

In India, every State has tourist wealth both nature and man-made. All the State Governments are vying with each other in attracting more number of tourists to their States. Hence, a stiff competition has developed among the various Government agencies. They, in turn, have to compete with private stakeholders in the Tourism sector. In order to grab a lion's share in the crowded Tourism market, each State is coming out with novel and aggressive marketing strategies to woo more tourists. Some of the practices adopted by the other States are worth replicating in Tamil Nadu. In fact, the methodology adopted for selling a Tourism product borrowed from other States can even be improved in Tamil Nadu as Tamil Nadu is bestowed with immense tourist wealth. To have a first hand information about the Tourism promotion activities of other States, it is proposed to depute Tourist Officers / Assistant Tourist Officers to other States in batches. The inputs received from the Tourist Officers / Assistant Tourist Officers after their return from the various States will be analyzed scientifically, if necessary, in consultation with professionals and a comprehensive plan of action for marketing Tamil Nadu Tourism will be chalked out during 2008-2009.

h) Earning while Learning

Tourist Offices and Tourist Information Centres are functioning for the benefit of the tourists. The main objective of the Tourist Offices and the Tourist Information Centres is to guide the tourists to visit places of Tourist Interest. The Tourist Information Centres are located at the Railway Stations / Airports / Bus Termini. At present, these Tourist Information Centres are manned by the staff of the Tourism Department.

To encourage students to involve themselves in the promotion of Tourism and to earn considerable income, it is proposed to entrust the work of manning the Tourist Information Centres to the students of the colleges which offer courses on Tourism. Students will be permitted to sell TTDC Package Tour tickets from the Tourist Information Centres. 10 per cent will be given as incentives for the sale of tickets. Initially, the Tourist Information Centres at the **Central Railway Station, Egmore Railway Station and Chennai Moffusil Bus Terminal, Koyambedu** will be run by students from the colleges. Depending on the performance of the students / colleges, extension of this scheme to other places will be considered.

i) Opening of Tourist Information Centres in the Temple Premises

Tamil Nadu Tourism Development Corporation is operating various pilgrimage tours i.e.

i) One day Tirupathi Tour

- ii) Navagraha Tours
- iii) Sripuram Golden Temple Tour (Vellore)
- iv) Chozhanattu Thirupathigal Tour
- v) One-day Deviyar Darshan Tour
(covering important temples at Chennai), etc.

These tours are very popular among the domestic tourists. At present, tickets for these tours are available in the Tamil Nadu Tourism Complex, Chennai-2.

To facilitate the tourists to get the tickets easily, it is proposed to make them available in important temples. H R & C E Department will be requested to provide table space to sell the tour tickets. The tickets will be sold by the students. Incentives will be given to the students for the sale of tickets. Initially, it is proposed to open such Tourist Information Centres in the following temples in Chennai.

1. Kapaleeswarar Temple, Mylapore
2. Parthasarathy Temple, Triplicane
3. Kaligambal Temple, Parry's Corner

Depending upon its success, opening of Tourist Information Centres in other important temples will be considered.

j) Bed and Breakfast Scheme

The 'Bed and Breakfast Scheme', which is part of an exercise to ensure that foreign and domestic tourists enjoy true Tamil hospitality will take off during 2008-2009. The Tamil Nadu Tourism Department has invited applications from enthusiastic house owners willing to spare a room or two and provide breakfast to tourists. This will help maintain a directory of those who can provide accommodation to tourists. The scheme will be a boon to culturally sensitive and budget-conscious tourists as they could stay in houses and enjoy home made food. Besides enjoying the secluded comfort of a home during their tour, the tourists could visit places with their hosts / service providers.

k) Colours of Tamil Nadu

The Tourism Department organized a special Campaign "**Thoorigaiyil Tamizhagam**" to promote the tourist spots across the State at Rajaji Hall on 1-12-2007 by engaging 27 eminent artists from Tamil Nadu. It was the first exhibition for some of the fine art students and they worked on the various scenic and cultural aspects of Tamil Nadu. A Coffee Table Book with the compilation of paintings exhibited at the "**Thoorigaiyil Tamizhagam**" camp will be released for Tourism Promotion during 2008-2009.

National Awards

Tamil Nadu Tourism has 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**

Best Rural Tourism Award has been awarded for the various Tourism Development works undertaken in the Chettinadu region. Best collateral publicity award was given for the new and innovative publicity steps taken by the Tamil Nadu Tourism. The best NGO Award was bestowed

for the performance of Irular Tribal Women's Welfare Society, Thandarai, Chengalpattu for rural innovative income generation activities coupled with tourism promotion.

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 on commercially viable basis. TTDC made a modest beginning by taking over 5 Government bungalows and operating 2 coaches for tours. Today it has earned the proud distinction of owning the longest chain of hotels in South India numbering 55. The fleet of coaches has increased to 21.

Tamil Nadu Tourism Development Corporation is providing the facilities such as Hotels, Youth Hostels, Restaurants, Boat Houses, Telescope Houses, Lake Park and Petrol Bunk for the benefit of the tourists in all the major tourist destinations in the State.

Tamil Nadu Tourism Development Corporation is operating Youth Hostels in all major tourist destinations including Udhamandalam, Kodaikanal and Yercaud wherein dormitory accommodation is provided to budget tourists at affordable costs even during the peak summer season.

Financial Performance

Details	2006-07	2007-08	% Growth
	(Rupees in crores)		
Turnover	51.70	58.40	13%
Gross Profit	7.84	9.20	21%

Hotels

The turnover of Hotel Division for 2007-2008 is **Rs.41.43 crore** compared to the turnover of **Rs.36.44 crore** achieved during the year 2006-2007 recording a growth of 14%. The Lodging, Catering, and Bar sectors recorded significant growth during the year 2007-2008. The average occupancy level increased by 4% during the year 2007-2008 due to upgradation of major hotels. The occupancy levels of TTDC hotels increased to 59% in 2007-08 from 50% in 2005-2006 and 55% in 2006-2007. The turnover of Boat Houses also recorded significant growth of 25% due to introduction of new modern boats at various Boat Houses.

Franchising of TTDC Hotels and Restaurants

Tamil Nadu Tourism Development Corporation has franchised 21 hotels and 7 restaurants. The income earned through franchising of these hotels is being utilized for upgrading the infrastructure in the remaining hotels run by TTDC.

Tours

Tamil Nadu Tourism Development Corporation is operating more than 35 package tours ranging from half a day to 14 days. The tours cover not only major tourist destinations in Tamil Nadu but also Southern States. TTDC also operates special package tours catering to the

specific demands of tourists from Malaysia, Singapore and South Africa. The LTC tours operated for the State Government employees are very popular.

The turnover of the transport division is at **Rs.7.72 crore** with an operating profit of **Rs.1.35 crore** for the year 2007-2008 compared to the turnover and operating profit of **Rs.7.25 crore** and **Rs.1.27 crore** respectively achieved during the year 2006-2007.

India Tourist and Industrial Fair

TTDC is organizing the India Tourist and Industrial Fair at the Island Grounds every year from 1974. The Fair in 2008 proved to be a major attraction for the public with **15 lakh** visitors compared to the **12 lakh** recorded during the Fair in 2007. It had a quantum leap of **25% over** last year. This growth was not achieved in the past two decades. During "Kanum Pongal", the Fair recorded an **unprecedented** crowd of **1.16 lakh**. Several novel attractions were introduced during the Fair in 2008. The auditorium was aesthetically designed with the backdrop of Arjuna's Penance of Mamallapuram. Debates, music, plays and other cultural programmes by eminent artistes were organized at the auditorium. Folk arts and classical dances were organized.

The turnover achieved during Fair 2008 worked out to **Rs.3.17 crore** with a profit of **Rs.1.51 crore** compared to the turnover and operating profit of **Rs.2.66 crore** and **1.36 crore** respectively earned during 2006-2007.

Computerization

- A) Four Boat Houses were fully computerized at a cost of Rs.10.00 lakh at Muttukadu, Kodaikanal, Pichavaram and Yercaud.
- B) 28 numbers of computers were purchased at a cost of Rs.17.00 lakh for various hotels for effective communication and computerization of accounting transactions.
- C) Computerized tapal system for TTDC and Commissionerate of Tourism was introduced for effective maintenance of files.

Online Reservation System

- TTDC has launched Online Reservation System for the chain of TTDC hotels and tours at its official website: www.ttdconline.com on 02-07-2004. TTDC has earned the distinction of being the first State Tourism Corporation in India to launch this Online Reservation System. Tourists can book the hotels and tours sitting from their home and get confirmed accommodation in hotels as well as confirmed seats in Package Tours through online booking. The booking through online increased the revenue from **Rs.14.97 lakh** in 2004-2005 to **Rs.101.75 lakh** in 2007-2008.
- Tamil Nadu Tourism Development Corporation launched its website during 1997. It was revamped during 2007 highlighting separate web page for Temples, Hill Stations, Beaches, etc. On an average about 50,000 people visit the website every month and benefited.
- Tamil Nadu Tourism Development Corporation has implemented the Hotel Management System for 12 hotels viz. Beach Resort Complex, Mamallapuram, Hotel Tamil Nadu, Yercaud, Trichy, Kodaikanal, Udhamandalam, Coimbatore, Madurai-I, Madurai-II, Tiruchendur, Rameswaram, Thanjavur and Kanniyakumari and Tour Management System at Tourism Complex and Sales Counters within Tamil Nadu and other States.

Thiruvalluvar Statue

Maintenance of Thiruvalluvar Statue at Kanniyakumari was entrusted to TTDC in 2002. Several important works like granite flooring around the statue, dressed granite stone hand rails, relaying of pathway, etc. to the tune of Rs.90.00 lakh were executed for Thiruvalluvar Statue in 2007-2008. A sum of **Rs.80.00 lakh** will be spent for providing Poly Silicon coating for the protection of Thiruvalluvar Statue in 2008-2009.

Marketing initiatives taken up

- An agreement has been executed with the Airport Authority of India for providing accommodation in all TTDC Hotels for their employees. Similar tie-up arrangements will be made with leading Public Sector Companies to further improve the occupancy of the hotels.
- A One Day Golden Temple Tour to Sripuram (Vellore) was launched in December 2007.
- Road shows and publicity campaigns were organised at Delhi, Jaipur, Mumbai, Ahmedabad, Kolkatta, Chandigarh and Bengaluru.
- Bullock Cart rides, horse cart rides and bicycle rides were introduced for the foreign tourists staying at the Beach Resort Complex, Mamallapuram.
- The Boat Houses were marketed aggressively by conducting Boat Races, Safety Awareness Campaign and introduction of new types of boats. Wave runners (Water Scooters), Kayaks and other types of modern boats were introduced at a cost of **Rs.65.00 lakh**. These measures have paid rich dividends and the income from the Boat Houses has increased to **Rs.560.00 lakh** during the current year compared to **Rs.447.00 lakh** earned during the year 2006-2007 recording a growth of 25%.
- Tented accommodation was introduced at the Beach Resort Complex, Mamallapuram by erecting tents at a cost of **Rs.3.50 lakh**. All the tents are fully booked during weekends and holidays.
- Publicity Campaigns were launched at all the major parks in Chennai to create awareness about the tours and hotels of TTDC by close interaction with Walkers Associations.
- TTDC has upgraded its hotels at Thanjavur, Kancheepuram, Coimbatore, Yercaud and Rameswaram at a total cost of **Rs.137.45 lakh**.
- 1066 new mattresses were provided in TTDC Hotels at a cost of **Rs.45.00 lakh**.
- 17 Out Board Motors were purchased for various Boat Houses at a cost of **Rs.29.00 lakh**.
- One additional Volvo Coach was purchased at a cost of **Rs.65.10 lakh**.

- 250 KVA Generator was installed at Beach Resort Complex, Mamallapuram and Kodaikanal at a cost of **Rs.32.50 lakh**.

New initiatives:

- An Underwater World Aquarium will be established in 15 acres at Muttukadu at an estimated cost of **Rs.150.00 crore** under Public Private Partnership (PPP)
- House Boats will be provided at the Boat House, Mudaliarkuppam under PPP Model.
- A Floating Restaurant will be introduced at the Boat House, Mudaliarkuppam.
- Laser Shows will be organised at the Boat House, Muttukadu under PPP Model.
- Bamboo Cottages will be provided at Beach Resort Complex, Mamallapuram under PPP Model.
- A 7-day Rail-cum-Road Tour covering the Navagraha Temples will be operated from Bengaluru from May 2008.
- Upgradation of 20 economy cottages and construction of 20 additional cottages at a cost of Rs.220 lakh at the Beach Resort Complex, Mamallapuram are under progress. This work is likely to be completed in six months. This will fetch an additional profit of **Rs.40.00 lakh** per annum.
- The Madurai-II Hotel will be upgraded at a cost of **Rs.42.00 lakhs**.
- Hotel Tamil Nadu at Kanniyakumari will be upgraded at a cost of **Rs.50.00 lakh**.
- The Cape Hotel at Kanniyakumari will be renovated at a cost of **Rs.70.00 lakh**.
- The work of upgradation of the Boat House at Muttukadu at a cost of **Rs.88.00 lakh** has been taken up and it is likely to be completed by June 2008.

This would fetch an additional profit of **Rs.25.00 lakh** per annum.

- “Summer Fest” will be organised during the month of May 2008 in the Island Grounds. Snow World, Amusement Complexes, Shopping Complexes, Food Courts, Cultural and Entertainment Shows will be organised through Event Management Companies. Efforts will be taken to organise more exhibitions on regular basis at the Island Grounds from April to November every year.
- Steps will be taken to construct Budget Hotels of Star standards under PPP Model in major tourist destinations in Tamil Nadu.
- Virtual Tours will be launched at TTDC website to facilitate Website viewers to view all heritage sites in Tamil Nadu.
- Musical Fountain will be created under PPP Model at Mamallapuram.
- Heli Tourism will be promoted in Tamil Nadu.
- Four coaches will be replaced at a cost of **Rs.57.00 lakh**.
- Tented Accommodation will be provided in Mudaliarkuppam and Hogenakkal.
- Tree Top Cottages at Mudaliarkuppam, Pitchavaram, Udthagamandalam and Pykara will be constructed.
- A Dancing Fountain will be established at Udthagamandalam.
- Additional boats will be purchased at a cost of **Rs.50.00 lakh**.

Conclusion :

Growth in Tourism is the reflection of overall prosperity. Tourism cannot flourish in isolation. It requires countenance from all other departments. It acts as a conduit to channelise the resources to various departments and provides scope for revenue generation to the common man. It increases employability, enhances money circulation, improves living conditions, introduces technology and enriches the cultural milieu of our State. The Government and private stakeholders should work in tandem to exploit the immense potential of our State. Tamil Nadu Tourism is creating new destinations and popularizing different concepts of Tourism in our State. It effectively balances both domestic and international tourism. Tamil Nadu has created a name for itself by its publicity campaigns and innovative projects. The State will co-ordinate the efforts

of all the departments concerned and agencies involved to realize the vision of this department by designing a suitable mission. It will create a memorable experience in the minds of all the tourists. They will come to Tamil Nadu to create memories and part to preserve them.

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