

## **2.22. Tourism**

**2.22.1.** The tourism sector in Tamil Nadu has great potential to create employment and thus contribute meaningfully to economic development.

**2.22.2.** The objective is to increase the tourist inflow to Tamil Nadu to 10-12% per annum from the present level of 7-9%.

**2.22.3.** Tamil Nadu is being promoted as an “enchanted” destination for holidaying in Southern India through massive publicity and marketing and provision of infrastructural facilities and basic amenities at potential tourist spots. Private sector participation is being encouraged in development of tourism. A three pronged approach is being adopted to promote tourism in the State: (i) major publicity campaigns, (ii) creation of infrastructure at tourist spots and (iii) offering attractive packages. Some of the hidden treasures of Tamil Nadu are sought to be popularized. Spiritual tourism and conference tourism are being encouraged.

**2.22.4.** Efforts are being taken to reach the first position from second position in attracting foreign tourists, and from third in the case of domestic tourists, Funds are being provided for development of tourism under the Hill Area Development Programme (HADP), Western Ghats Development Programme (WGDP), Integrated Coastal Area Development Programme (ICADP) etc. Marketing and publicity campaigns will continue to be conducted in major cities, as well as through the print and electronic media. During the Tenth Plan, a sum of Rs.8519.85 lakh has been spent and it is likely to allocate about Rs.17000 lakh for the Eleventh Plan for Tourism.

**2.22.5.** The agreed outlay of Rs.28.63 crore has been provided for the Annual Plan 2007-08 for promotion and development of Tourism in the State.