



TOURISM AND CULTURE DEPARTMENT

TOURISM

POLICY NOTE 2011-2012

Introduction

Tourism is seen as an engine of development, catalyst to economic prosperity of a country.

Tourism refreshes the mind, brings happiness, relaxation, enjoyment and gives new experience etc. to the tourists. Tourism ensures an all round growth through economic multiplier effect which percolates to various stake-holding sectors like the airlines, railways, surface transport, cruises, hotels, tele-communication etc.

Apart from generating direct employment, it's indirect effect ensures inclusive growth of the local community.

From a service sector, tourism has emerged as a leading export industry like the Gems and Jewellery Industry, Information Technology and Engineering Products.

Therefore, priority is accorded by both Central and State governments to give a major fillip to tourism sector. A new thrust is being given for providing tourist infrastructure of international standard and marketing of destinations.

Arrangements of services such as travel, accommodation and food with ease and comfort help in attracting repeat visitors and providing effective publicity by word of mouth.

Tourism in the past was regarded as a religious or leisure activity. Now, the improved connectivity, quality roads and easy access to tourist attractions, e-booking, etc. have made travel easier. Monotony of work, stressful lifestyle, and

desire to explore new places have necessitated travel and tourism. The free trade and open-sky aviation policies have also contributed to tourism growth. The pace of growth in recent times has left the infrastructural facilities and availability of human resources lagging behind, thereby leaving a challenge to match the growth and have futuristic and perspective plans in place.

India Tourism

India Tourism provides a world of attractions to tourists. The snow-capped mountains, Taj Mahal, magnificent Temples of Tamil Nadu, long stretch of Beaches, Palaces, places of Worship, historical Monuments, Wildlife, Nature, Rural lifestyle, Cultural Diversity, Art, Crafts, Architecture and the Cuisine are just a few to mention. The Government of India is now making aggressive promotional efforts and accord priority for tourism. For establishing infrastructure, financial support is extended to the States. If the tourism potential is fully realised, a manifold growth and its consequential socio-economic benefits can be derived.

Tamil Nadu Tourism – Potential and Prospects

Vision

- (i) To promote Tamil Nadu as an attractive tourist destination at the International level.
- (ii) To preserve the rich cultural heritage and monuments of architectural splendour.

Mission

- (i) To strengthen the existing tourism infrastructure in the State.
- (ii) To exploit the tremendous unexploited potential for the promotion of Tourism.
- (iii) To identify the gaps in tourism infrastructure and formulate development schemes.
- (iv) To provide world class services for the tourists visiting the State.

- (v) To achieve 40 Lakh foreign tourist arrivals and 60 Lakh domestic tourist arrivals in the next five years.

Importance of Tourism

- (i) To generate foreign exchange for the country.
- (ii) To generate employment, especially in the services sector and to improve the standard of living and quality of life for the people.

According to Government of India estimate, every one Crore Rupees invested in Tourism creates 475 jobs as against 126 jobs from Manufacturing Sector.

Goals

1. Make Tamil Nadu the top destination in India for attracting domestic and foreign tourists.
2. Increase the number of tourist arrivals.

3. Increase the length of stay of tourists.
4. Increase the average spending by foreign as well as domestic tourists per day.

Strategy

- a. Integrated development of high-priority tourism infrastructure in high potential tourism circuits.
- b. Enhanced connectivity and improved environment, utilities and tourist services.
- c. Improvement of institutional and regulatory frameworks that will ensure coordinated efforts of multiple agencies.
- d. Promotion of environmentally and culturally sustainable and socially inclusive tourism development.
- e. Encouragement of private sector and community participation in tourism and

- f. Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups.

Strengths of Tamil Nadu for Tourism Development

I. Tourist Spots

i) Excellent Hill Stations

Ooty, Kodaikanal, Yercaud, Yelagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Valparai, Top Slip, Kalrayan Hills and Pachamalai Hills.

ii) Silvery Cascades (Waterfalls)

Courtallam, Hogenakkal, Thirparappu, Papanasam, Akasa Gangai (Kolli Hills), Thirumurthi Falls.

iii) National Parks

Guindy National Park, Anaimalai-Indira Gandhi National Park and Gulf of Mannar Marine National Park.

iv) Wildlife and Birds Sanctuaries

a) Wildlife Sanctuaries

Mudumalai, Kalakkad, Mundanthurai, Kodiakarai and Berijam.

b) Birds Sanctuaries

Vedanthangal, Karikilli, Pulicat, Karaivetti, Udhyamarthandapuram, Vaduvor, Chithirankudi, Koonthankulam, Vellode, Melaselvanur, Vettangudi and Pichavaram Mangrove Coast.

v) Botanical Garden

Ooty, Kodaikanal, Coimbatore.

vi) **UNESCO Declared Monuments**

Chola Temples – Big Temple in Thanjavur, Iravatheeswarar Temple in Dharasuram and Siva Temple in Gangaikonda Cholapuram, Monuments at Mamallapuram, Nilgiris Heritage Train.

vii) **Beaches**

Marina Beach, Elliots Beach, Kanniyakumari, Pulicat, Mudaliarkuppam.

viii) **Famous Temples**

Navagraha temples, Nava Tirupathi temples, Six Abodes of Lord Murugan, Famous temples at Rameswaram, Chidambaram, Madurai, Thanjavur, Srirangam, Thiruvannamalai, Kanniyakumari, Kancheepuram.

Churches:

Santhome, Velankanni, Manappad, Panimaya Madha, Poondi Madha Church.

Mosques:

Thousand Light Mosque at Chennai, Nagore Durgha, Erwadi, Thengaipattinam, Keelakkarai, Kayalpattinam.

ix) **Museums**

Chennai Museum and 20 other Museums in the Districts.

x) **Palaces**

Thirumalai Naicker Mahal, Thanjavur Palace, Padmanabhapuram Palace, Chettinad Palace.

xi) **Forts**

St. George Fort at Chennai, Danish Fort at Tranquebar, Vellore, Dindigul, Namakkal, Gingee, Thirumayam, Kattabomman Fort.

II. Transport Infrastructure

- i) Excellent Road connectivity (4 lane Road and East Coast Road from Chennai to Kanniyakumari)
- ii) One International Airport at Chennai and other Airports at Madurai, Tiruchirappalli, Coimbatore, Salem and Vaagaikulam and Government & Private Airlines.
- iii) Wide Railway Network connecting major cities in other States with major Cities and Towns in Tamil Nadu.
- iv) 3 Major Ports

III. Educational and Medical Institutions

Top Educational and Medical Institutions, including top Corporate Hospitals are located.

IV. Skilled Manpower

V. Well-established Private and Corporate Hospitality Industry / Service Sectors –

Hotels, Theme-parks, Banking, Insurance, Call-Taxis, etc.

Weakness (key barriers to the development of Tourism Sector)

- (i) Inadequate access and last-mile connectivity.
- (ii) Poor and inadequate infrastructure at tourist destinations and sites.
- (iii) Weak tourism management capacities.
- (iv) Limited participation by the Private Sector and Local Communities.

Opportunities

A rich, Cultural and Pilgrimage heritage that already attracts significant tourism volumes and that has the

potential, with proper management to further expand.

Pilgrimage tourism, primarily to Kancheepuram, Thanjavur, Tiruchirappalli, Rameswaram, Madurai and Thoothukudi Districts, including a number of UNESCO sites such as the Mamallapuram Rock Carved Temples and the Temple Precincts, accounts for an estimated 60% of Tamil Nadu's total tourist market. However, the State's extensive historic, coastal wetland and Western Ghat forest bio-diversity resources and assets, together with the cultural heritage of its rural and coastal communities, have not been effectively tapped for tourism.

New Tourism Products

- (i) Eco-Tourism
- (ii) Rural Tourism
- (iii) Adventure Tourism
- (iv) Medical Tourism

i) Eco-Tourism

A separate Eco-Tourism Wing has been established in TTDC to promote sustainable eco-tourism by integrating

facilities at the Hill Stations, Waterfalls, Forests, Bird Sanctuaries, Wild Life Sanctuaries and National Parks for the benefit of Tourists. Various Packages will be developed to promote Eco-Tourism in the State on sustainable basis without causing damage to environment and wild life.

ii) Rural Tourism

Development of "**Rural Tourism**" is undertaken with the assistance of Government of India and United Nations Development Programme. Government of India funds hardware (infrastructure) component; United Nations Development Programme funds software (Capacity Building) component and it is implemented with the assistance of local NGOs. 18 Rural Tourism Projects have been funded with a total outlay of Rs.6.21 Crores. Rural Tourism enables exposure of children brought up in urban areas to rural life.

iii) Adventure Tourism

Adventure Tourism is gaining much popularity among tourists. Trekking in

low altitude hill areas, paragliding in Yelagiri, Water Sports in Muttukadu and Mudaliarkuppam Boat Houses are some of the innovative sports activities promoted under Adventure Tourism for the benefit of tourists. Adequate safeguards are taken up to ensure safety of the tourists.

iv) Medical Tourism

Tamil Nadu is one of the leading Medical Destinations in India. Well-equipped Corporate Hospitals, less waiting time, reasonable cost for treatment and skilled medical professionals are the major advantages to promote Medical Tourism in our State. A '**Medical Tourism Information Centre**' is attached to Tamil Nadu Tourism Complex and Travel Desks in Corporate and major Hospitals have been set up. A comprehensive database has been established to assist the medical tourists. Training programmes are conducted for CEOs and Front Office Managers of the Hospitals in Chennai and Madurai. A Core Committee has been set up consisting of the Director of Medical Education and experts of leading medical organizations to assist the Tourism Department.

The Government of India is permitting a separate category of Medical Visas, which helps in getting visa for a maximum period of one year which includes the medical tourists and their attendants who accompany them. The world class medical facilities and expertise available in Tamil Nadu are highlighted in many domestic and international travel marts, seminars, conferences etc. Now, Tamil Nadu has emerged as a Medical Tourism hub of Asia.

The medical tourists, particularly from U.K., U.A.E., Singapore, Malaysia, Mauritius, African countries, Maldives and West Bengal, North-Eastern States avail the medical facilities in Tamil Nadu.

Now, the Medical Tourism has further expanded in its scope. Medical Tourism is regarded much as clinical, whereas Wellness Tourism encompasses both clinical and spiritual needs of the tourists to keep them in a right frame of health and mind. There is a great potential to further expand the Wellness Tourism framework in the State. The Naturopathy, Yoga and Meditation can be promoted as Tourism Products.

Heritage Tourism

The rich cultural heritage of the state is one of the important tourist attractions. The State Government has declared 48 Tourist places in Tamil Nadu as Heritage Places. The tourists, particularly the foreigners have a special liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine etc. The festivals, particularly, the music and dance festivals during December–February attract a large number of foreign tourists. The Tamil Nadu's traditional food, particularly in Chettinad, Madurai, Tirunelveli and Kongu Regions provide a varied taste and forms an attractive factor to enhance tourist arrivals. Tamil Nadu Tourism Department is conducting Indian Dance festival, Food festival and Cultural festival to cater to a large number of domestic tourists as well as tourists from abroad.

Some of the heritage buildings like Chettinad Mansions are remaining unutilised or underutilised. The unique architecture, expansive courtyards, intricate woodwork, peaceful ambience and delicious cuisine etc. are highlighted to attract tourists. Some of the Chettinad

Mansions are converted into Heritage Hotels. Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists.

Promotion of Less Known Tourist Destinations

The core destinations like Udhamandalam, Kodaikanal, Madurai, Rameswaram, Mamallapuram, Kaniyakumari etc. are attracting a large number of tourists.

During summer, there is an excess tourist flow at places like Ooty and Kodaikanal, far beyond the carrying capacity. This situation makes an adverse effect on the destination itself. Therefore, as a sustainable tourism promotion effort, Tourism Department promotes 'less known tourist destinations' which have tourism potential. Such places can absorb the excess traffic.

To provide alternate destinations, the following 32 less known tourist destinations have been identified to provide infrastructural amenities on priority basis.

Sl. No.	Less Known Tourist Destinations	District
1	Periyapalayam	Thiruvallur
2	Pulicat	
3	Elagiri	Vellore
4	Thirukkadaiyur	Nagapattinam
5	Vedharanyam	
6	Tranquebar	
7	Thirumanancheri	
8	Sikkal	
9	Sithannavasal	Pudukkottai
10	Puliyancholai	Tiruchirappalli
11	Tharamangalam	Salem
12	Kolli Hills	Namakkal
13	Hogenakkal	Dharmapuri
14	Bavani Kooduthurai	Erode
15	Valparai	Coimbatore
16	Megamalai	Theni
17	Sirumalai	Dindigul
18	Thiruppudaimaruthur	Tirunelveli
19	Thirparappu	Kanniyakumari
20	Kalrayan Hills	Villupuram
21	Thali	Krishnagiri
22	Parali	Dindigul
23	Kodiveri	Erode
24	Pollachi	Coimbatore
25	Kurangani	Theni
26	Vaigai Dam	
27	Srivilliputhur	Virudhunagar
28	Kattabomman Fort	Thoothukudi
29	Tiruchengodu	Namakkal
30	Pichavaram	Cuddalore
31	Pachamalai	Tiruchirappalli
32	Koothanur	Thiruvallur

Schemes are formulated under Central Financial Assistance and State Fund to provide basic amenities in 'Less Known Tourist Destinations' to attract tourists.

The following are details of subsidy given for promoting Tourism in Less Known Tourist Destinations.

Subsidy for Private Investment

The following are details of subsidy given to attract entrepreneurs to invest in setting up Star hotels, Amusement Parks, Golf courses, Spas, Boat houses, etc.

(i) One Time Subsidy for Construction of Star Hotels

Sl.No.	Grade	Subsidy
1.	Single Star	10 per cent of the total project cost (excluding land value) or a maximum of Rs.25 Lakhs.
2.	Two Star	10 per cent of the total project cost (excluding land value) or a maximum of Rs.50 Lakhs.

3.	Three Star	10 per cent of the total project cost (excluding land value) or a maximum of Rs.100 Lakhs.
----	------------	--

(ii) One Time Subsidy for other Tourism Projects

Amusement Parks, Golf courses, Rope Car, Boat Houses	10 per cent of the total project cost (excluding land value) or a maximum of Rs.100 Lakhs.
--	--

(iii) Soft Loan

To pay VAT, a soft loan at the rate of 0.1 per cent interest per annum for the first five years will be sanctioned.

(iv) Converting Heritage Buildings into Heritage Hotels and subsidy for Heritage Hotels

A subsidy of 10 per cent on conversion cost to convert Heritage buildings into Heritage hotels is given by the Government.

(a) Heritage Hotel

The building should have been constructed prior to 1950. It should have a minimum of 5 rooms (10 beds)

(b) Heritage Classic

It should have been constructed prior to 1935. The hotel should have a minimum of 15 rooms (30 beds)

Cuisine

The hotel should offer traditional cuisine but should have four to five items which have close approximation to continental cuisine.

Human Resources Development

The following two Government Catering Institutes offer Diploma Courses in Hotel Management, Catering Technology and also various Craft Certificate Courses.

1. The State Institute of Hotel Management and Catering

Technology, Thuvakkudi,
Tiruchirappalli.

2. The Institute of Hotel Management, Catering Technology and Applied Nutrition, Tharamani, Chennai (Government of India Institute)

HUNAR SE ROZGAAR YOJANA – Hospitality Training Programme

The State Institute of Hotel Management and Catering Technology, Thuvakkudi, Trichy and the Institute of Hotel Management, Catering Technology and Applied Nutrition, Tharamani, Chennai are conducting Hospitality Training Programmes for Capacity building with the sponsorship of Ministry of Tourism, Government of India under Hunar Se Rozgaar Yojana.

Guide Training Programme

Guides play a vital role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay.

Tamil Nadu Tourism in co-ordination with the Anna Institute of Management, Chennai conducts Guide Training Programmes for the unemployed youth and retired Government officials.

Guide Identity cards are given to the trained Guides.

“Virunthinar Potruthum, Virunthinar Potruthum” (Tourist friendly activities)

The Tourist friendliness is an important factor which generates tourist retention value. If the guest care blends well with the multifarious tourist attractions of our state, it can generate a large number of tourists.

It is, therefore, necessary that, those who are in direct interaction with the tourists, are to be given the capacity building training to ensure better visitor services. The 'Virunthinar Potruthum, Virunthinar Potruthum' campaign is organised for the taxi drivers, auto drivers, railway staff, airport staff, airline staff, traffic police, guides, counter staff in the travel agencies etc. This has resulted in tourists getting better services. The word-of-mouth publicity carries a very

positive impact. The training is arranged in Chennai and other districts / tourist destinations.

Capacity Building Training

Training is imparted for local community in Rural Tourism Sites, Front Office Staff in Corporate Hotels, Drivers of Taxies and Auto-rickshaws and Personnel handling tourists at Airports and Railway Stations.

Tourist Security Organization

A Tourist Security Organization is functioning in the Tourism Department. It has a Chief Tourist Warden stationed at Chennai to co-ordinate with Station Tourist Wardens at five centres, namely, Mamallapuram, Rameswaram, Kanniyakumari, Kodaikanal and Udhagamandalam. To start with, Tourist Security Organization is functioning at these five centres and based on its success, action will be taken to expand to other important tourist centres. At present, the team has 30 members.

When compared to the high growth of tourist arrivals, the size of Tourist

Security Organization is minimum. Tamil Nadu is known as a safe and secure State. Tourist Security Organization is functioning to instil a sense of confidence among foreign tourists and domestic tourists. The objectives include hassle-free travel, communication, eliminating touts, any unforeseen requirements which a tourist may find difficult to get while in a new place and in a crowd. The Ex-Servicemen are selected based on their awareness of various regions and knowledge of vernacular languages. They can easily understand the problems of tourists and communicate well in their language, so that the tourists feel at home and secure. Necessary orientation training has been given through Tamil Nadu Police Academy, Chennai to ensure co-ordination between Tourists, Tourist Security Organization and local police.

Ministry of Tourism, Government of India also encourages Tourist Security Organization and has appreciated the lead role played by Tamil Nadu Tourism. Performance of the Tourist Security Organization has been well appreciated by

the visiting tourists and local public and it has been published in print media.

Tourism promotional activities

A) Publicity – Advertisements, International Travel Marts

Tamil Nadu Tourism has launched a series of Domestic and International print campaigns, which are released in various Domestic and International In-Flight Magazines and other leading Travel Magazines as well. Advertisements are released in International Magazines and International In-flight Magazines.

Advertisements are also released in various Domestic In-Flight Magazines and Travel magazines.

Further, Audio and Visual Advertisements figure in Radio and Television Media, apart from stories on innovative tourism projects. Tamil Nadu Tourism continues to organize Marketing Campaigns and Marketing Meets in potential cities and regions to attract tourists and tour operators.

Overseas Travel Marts

Tamil Nadu Tourism participates in International Tourism Marts, Fairs and Events to showcase the tourist destinations in Tamil Nadu.

Tamil Nadu Tourism's brand statement "Enchanting Tamil Nadu, Experience Yourself" has made very positive impact in the travel industry in India and abroad. Enchanting Tamil Nadu is regarded as a widely known tourism brand. This is also reflected from the increasing tourist arrivals.

B) Fairs, Festivals and Seminars

The vibrancy and gaiety of festivals of Tamil Nadu which happens almost throughout the year enthuses tourists. The festivals reflect the life-style, customs and cultural overtones of a destination. The foreigners, particularly from Europe, UK, USA, Malaysia, Singapore and Mauritius include important festivals in their travel plans. The foreign tourist arrival is generally high during festival season, especially, during the Music festival, Dance festival, Chithirai festival, etc.

The Mamallapuram Dance Festival is now known as Indian Dance Festival in view of its patronage from India and abroad.

The summer festivals at Hill Stations, National Tourism Festival at Kanniyakumari and National Pilgrim Festival at Rameswaram attract a large number of tourists. The festivals are highlighted as a tourism product and this helps in reducing the seasonality factor.

Apart from this, Tamil Nadu Tourism is participating in important Exhibitions, Trade Fairs and Seminars. Tourism awareness among the students is created by supporting seminars and workshops on Tourism in Universities and Colleges which are actively promoting Tourism studies.

C) Tourist Literature

Printing of informative folders and books, hi-tech media products of compact discs, Digital Video Disks of 25 minutes duration etc. are essential for dissemination of information to the tourists.

Tamil Nadu Tourism brings out colourful Calendar every year with a common theme to highlight the tourist features of our State. The theme for 2011 is 'Pleasant Beaches of Tamil Nadu'.

Newsletter

It is essential to record the important events to publish them in various sectors and reap advantage in terms of increased tourist arrival. A Newsletter is brought out by Tamil Nadu Tourism and is distributed to all the State Governments and Government of India offices and also to the tour operators, travel agents and hoteliers. All major news pertaining to various activities that the Tourism Department is engaged in, and important tourism-related events held are highlighted in the Newsletter.

Cleanliness Drive

One of the important aspects which is considered by tourists, particularly foreign tourists is hygiene and tidiness. The poor civic management, particularly waste management, is detrimental to tourism growth. Sometimes, during festivals a large number of visitors as well

as local public throw waste material, plastic bags, food items at tourist destinations which overshadow the nature or architecture.

It is proposed to declare all tourist spots Litter Free Zones / Plastic Free Zones / Green Zones. In co-ordination with the local bodies and Non Governmental Organisations, 'Cleanliness Drive' will be conducted in specified regulatory zones. Awareness campaigns will be conducted for the tourists as well as the shop keepers / vendors.

Infrastructure Development

Government of India Schemes

Ministry of Tourism, Government of India has sanctioned the following 4 Mega Tourism Projects to promote tourism in the State.

Sl. No	Name of the scheme	Amt. sanctioned by MOT, GOI (Rs. in lakhs)	Amt. released by MOT, GOI (Rs. in lakhs)
1	Development of Madurai as pilgrimage heritage circuit (Mega Project)	1255.45	607.99
2	Development of Rameswaram as pilgrimage heritage circuit (Mega Project)	1000.75	607.99

3	Development of Kanniyakumari as pilgrimage heritage circuit (Mega Project)	1375.50	607.99
4	Development of the Palace in Thanjavur (Mega Project)	1475.00	737.50
	TOTAL	5106.70	2561.47

These Mega Tourism projects will be completed during the current year.

Master Plan

The continuous increase of tourist arrivals is having a direct bearing on the infrastructural requirements, civic amenities, waste management and capacity building training to meet the challenging situations.

The religious events, festivals and auspicious functions, generate heavy traffic at a particular destination which is beyond the carrying capacity of the place. Further, the eco-sensitive destinations in the hill areas, forest areas, beaches, backwaters, etc. also require a long term perspective plan to withstand the increasing flow of the tourist traffic. This

has necessitated a futuristic plan for implementation over a period for sustainable development.

The task of preparing 'Tourism Master Plan' for Tamil Nadu was entrusted to M/s. HUDCO, Chennai. Accordingly, the Tourism Master Plan has been prepared after studying all the districts and taking the views of the District Collectors and stake-holders. The Master Plan envisages a total outlay of Rs.1,611 crores and a major private sector role in areas of commercial infrastructure. The State Government will formulate schemes with reference to this 'Tourism Master Plan' to promote Tourism in the State.

Financial Assistance from Asian Development Bank

Tamil Nadu Tourism has proposed to implement Infrastructure Development Investment Programme for Tourism with the financial assistance from Asian Development Bank.

A special tourism development project for beautification of tourist centres and improvement of basic facilities along

the East Coast Corridor and Southern Tourist Circuit will be implemented by this Government with financial assistance from Asian Development Bank with an outlay of Rs.450 crores.

The Technical Assistance under ADB has made a Thematic focus on priority tourism corridor / circuits covering the following two Main circuits.

a) East Coast Circuit

b) Southern Circuit

Thematic focus of Priority Tourism Corridor/Circuits		
Theme	East Coast Circuit	Southern Circuit
Coverage	Chennai up to Point Calimere and laterally extending up to Thanjavur to include the Navagraha Temples, the Thanjavur Palace and associated site.	This comprises primarily the Madurai-Rameswaram - Tirunelveli - Madurai Quadrangle.
Eco-Tourism	<ul style="list-style-type: none"> Pichavaram Community based ecotourism. 	<ul style="list-style-type: none"> Gulf of Mannar Biosphere reserve - Rameswaram Kalakkad Mundanthurai tiger reserve - covering Manimuthar and Mundanthurai zones of KMTR

		<ul style="list-style-type: none"> • Srivilliputhur Reserve • Integrated Bird Sanctuary Circuit
Heritage and Cultural Assets	<ul style="list-style-type: none"> • Mamallapuram • Tranquebar conservation • Poompuhar • Navagraha Temples • Thanjavur Palace 	<ul style="list-style-type: none"> • Nava Tirupathy – Vishnu temples • Thoothukudi temple - Master plan based improvements

The East Coast Leisure Circuit covers coastal districts south of Chennai - Kancheepuram, Villupuram, Cuddalore, Nagapattinam, Tiruvarur, Thanjavur and also Tiruchirappalli.

The Southern Heritage and Eco-tourism Circuit is located in the southern portion of Tamil Nadu and is divided into northern and southern thematic tourism components. The northern component of the circuit is the pilgrimage and heritage rich districts of Madurai, Theni, Virudunagar, Ramanathapuram, and Sivaganga while the southern component of the circuit is the eco-tourism and pilgrimage rich districts of Tirunelveli, Kanniyakumari and Thoothukudi.

The projects will be undertaken in four overlapping phases over a five-year period from setting-up to preparation for operations and maintenance of completed works. The overall cost of Tamil Nadu based on the priority projects in select clusters amounts to \$100 million (Rs.450 Crores). Out of the proposed financing plan for the Project for Tamil Nadu, Asian Development Bank's source is \$70 million (Rs.315 Crores) and State's source is \$30 million (Rs.135 Crores).

For implementing the projects, a Project Implementation Unit - (PIU) will be set up. PIU and the site offices will be responsible for overseeing and contributing to the design, implementation and construction activities in the field. The PIU and site offices will be selected and established based on the guidelines of the Asian Development Bank for effective planning, designing, implementation, maintenance and control.

TAMILNADU TOURISM DEVELOPMENT CORPORATION LIMITED, CHENNAI

There was a felt need for establishment of a Government Organization to promote the various Tourist Destinations in the State by building up the Tourist related infrastructure. To fulfil this need, Tamil Nadu Tourism Development Corporation Limited was established on 30.06.1971. It started on a modest note with five Government Bungalows and two Coaches. It has made rapid strides since then and is at present having a chain of 55 Hotels and a fleet of 25 Coaches.

Tamil Nadu Tourism Development Corporation had provided the Tourist infrastructure in even less known tourist destinations like Kothagiri, Pitchavaram and Pykara for promoting Tourism in the State in a big way.

Tamil Nadu Tourism Development Corporation is operating Youth Hostels in major Tourist destinations including the Hill Resorts of Udhamandalam, Kodaikanal and Yercaud wherein dormitory accommodation is provided to

budget Tourists and Students of Educational Institutions at affordable cost even during peak Summer Season.

e-Governance initiative

Tamil Nadu Tourism Development Corporation has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. A large number of Tourists visit the website of Tamil Nadu Tourism Development Corporation.

Virtual Tour

Tamil Nadu Tourism Development Corporation has made a provision of Virtual Tour in its Website covering 46 major Tourist places of Tamil Nadu.

Tourists visiting this Website can virtually have the experience of visiting these places in person, as it offers 360 degree panoramic view of all the Tourist places. This facility is widely acclaimed by the media as a novel venture.

Concessions to Senior Citizens and differently abled persons

TTDC is extending 20% concession to senior citizens and 25% concession to differently abled persons for availing TTDC's facilities.

Boat Houses

	No. of Boats
• Muttukadu :	58
• Mudaliarkuppam :	55
• Pichavaram :	42
• Yercaud :	75
• Kodaikanal - I } :	84
• Kodaikanal - II }	
• Courtallam :	33
• Ooty :	139
• Pykara :	27
Total Number of Boats	513

Transport Division

Volvo	2
35 Seater A/C	4
35 Seater Non A/C	4
18 Seater A/C	9
18 Seater Non A/C	4
10 Seater Tempo A/C	2
Total No. of Coaches	25

PACKAGE TOURS OPERATED BY TTDC

Sl. No.	REGULAR TOURS
1.	Half-a-day City Tour
2.	One day Kancheepuram-Mamallapuram Tour
3.	Hop-on; Hop-off Tour
4.	One day Tirupathi Tour
5.	One day Thiruvannamalai Girivalam Tour
6.	One day Sripuram Golden Temple Tour
7.	One day Pondicherry Tour
8.	3-day Navagraha Temple Tour
9.	4-day Arupadai Veedu Tour
10.	6-day South India Tour
11.	7-day Mookambika Tour
12.	8-day East West Coast Tour
13.	8-day Tamil Nadu Tour
14.	8-day Goa-Manthralayam Tour
15.	14-day Sunny South Tour
16.	One day Sakthi Tour
17.	One day Thirumal Dharshan Tour
18.	One day Navagraha Tour
19.	One day Suruttapalli Tour
20.	3-day Thirumana Thiruthala Sutula
21.	3-day Panchaboothasthalangal Tour
22.	4-day Chozha Nattu Thirupathigal Tour
23.	4-day Waterfalls Tour
24.	5-day 108 Amman Temple Tour
25.	5-day Pandiya Nattu Thirupathigal Tour
26.	SEASON SPECIAL TOURS / GROUP TOURS
	a) Ooty Tour
	b) Kodaikanal Tour
	c) Yercaud-Hogenakkal Tour
	d) Mysore-Bangalore Tour
	e) Munnar Tour
	f) Courtallam Tour

Rail cum Road Tours (RCRT)

Tamil Nadu Tourism Development Corporation is also organising Rail Cum Road Tours from New Delhi, Mumbai, Kolkata, Ahmedabad and Jaipur. The tourists are received at Chennai Railway Station and transferred to Tamil Nadu Tourism Development Corporation's Coaches.

After the completion of the tour by road, they are seen off by Tamil Nadu Tourism Development Corporation officials at Chennai Central Railway Station.

Tailor-made Tours

When tourists as a group wish to travel as per their itinerary, a special package is worked out and the tour is operated on that basis.

Conclusion

The State Tourism Department shall strive to realise the vision of making Tamil Nadu as the International Tourism Destination by implementing various Tourism Infrastructure Projects and

providing tourist friendly services. The State shall involve the Private Sector and the local community to promote environmentally and culturally sustainable and socially inclusive Tourism Development in the State.

S. Gokula Indira
Minister for Tourism

ANNEXURE - I

Tamil Nadu Tourism at a glance

1. No. of Tourist Offices : 24
(18 in Tamil Nadu & 6 in other States)
2. No. of Tourist Information Centres : 23
(17 in Tamil Nadu & 6 in other States)
3. No. of World Heritage Monuments : 5
4. No. of Monuments maintained by State Archaeology Department : 85
5. No. of Monuments maintained by Archaeological Survey of India in Tamil Nadu : 247
6. No. of Forts : 11
7. No. of Museums : 21
8. No. of Temples maintained by Hindu Religious and Charitable Endowment Board : 38436
9. No. of Major Ports : 3
10. No. of Major Hill Stations : 12
11. Second longest Beach : Marina
(Chennai)
13 kms.
12. Highest Peak in Tamil Nadu : Doddabetta
(2636 mtrs)
13. No. of International Airports : 1

14. No. of Domestic Airports : 6
15. Total length of Railway line in Tamil Nadu : 3941 kms.
16. Total number of Youth Hostels : 7
17. Total number of TTDC Hotels : 55
18. Total number of Boat Houses : 9
19. Total number of Coaches : 25
20. Total no. of Telescope Houses : 3
21. Amusement Parks : 23

Kinds of Tourism

1. Leisure Tourism
2. Pilgrimage Tourism
3. Heritage Tourism
4. Adventure Tourism
5. Cruise Tourism
6. Rural Tourism
7. Responsible Tourism
8. Business Tourism
9. Medical Tourism
10. Eco Tourism
11. Culture Tourism
12. Educational Tourism

ANNEXURE – II

Tourist Offices and Tourist Information Centres

Tourist Offices in Tamil Nadu:

1. Chennai
2. Kanniyakumari
3. Udhamandalam
4. Kodaikanal
5. Mamallapuram
6. Madurai
7. Rameswaram
8. Thanjavur
9. Tiruchirappalli
10. Tirunelveli
11. Salem
12. Dharmapuri
13. Chidambaram
14. Poompuhar
15. Vellore
16. Coimbatore
17. Karaikudi
18. Tiruvannamalai

Tourist Offices in other States:

1. New Delhi
2. Mumbai
3. Kolkata
4. Goa (Panaji)
5. Jaipur
6. Agra

Tourist Information Centres in Tamil Nadu:

a) Airports

1. Chennai (International terminal)
2. Chennai (Domestic terminal)
3. Madurai
4. Coimbatore
5. Tiruchirappalli

b) Railway Stations

1. Chennai (Central)
2. Chennai (Egmore)
3. Madurai
4. Coimbatore
5. Rameswaram
6. Tiruchirappalli
7. Tirunelveli

c) Bus Stand

1. Chennai Metropolitan Bus Terminus,
Koyambedu

d) Other Places

1. Gudalur (The Nilgiris District)
2. Hotel Tamil Nadu Complex,
Thanjavur
3. Panchalankurichi
(Thoothukudi District)
4. Ramanathaswami Temple
premises, Rameswaram

Tourist Information Centres in other States

Place	State
1. Railway Junction, Bengaluru	Karnataka
2. Hyderabad	Andhra Pradesh
3. Thiruvananthapuram	Kerala
4. Ahmedabad	Gujarat
5. Bhubaneswar	Orissa
6. Lucknow	Uttar Pradesh

ANNEXURE – III

List of Heritage Towns in Tamil Nadu

Sl. No.	Heritage Town	District
1. 2. 3.	Kancheepuram Mamallapuram Sriperumpudur	Kancheepuram
4. 5. 6. 7. 8. 9.	Chidambaram Pichavaram Marudhur Kurinjipadi Marakkanam Thiruvanthipuram	Cuddalore
10. 11. 12.	Rameswaram Vaalinnokkam Sethukkarai	Ramanathapuram
13.	Srirangam	Tiruchirappalli
14.	Srivilliputhur	Virudhunagar
15. 16.	Thanjavur Kumbakonam	Thanjavur
17.	Gangaikonda Cholapuram	Ariyalur
18.	Madurai	Madurai
19.	Palani	Dindigul
20.	Tiruchendur	Thoothukudi
21. 22.	Thiruthani Thiruvallur Town	Thiruvallur
23. 24. 25.	Kanniyakumari Padmanabhapuram Kolachal	Kanniyakumari
26.	Tiruvannamalai	Tiruvannamalai
27. 28. 29.	Gingee Parikkal Thiruvakkarai	Villupuram

30.	Chettinad	Sivaganga
31.	Karaikudi	
32.	Idaikattur	
33.	Pillayarpatti	
34.	Kalaiyarkoil	Thoothukudi
35.	Navathirupathigal Places: i) Thirukkalur ii) Kurumbur	
36.	Manappadu	
37.	Tranquebar	Nagapattinam
38.	Poompuhar	
39.	Nagore	
40.	Velankanni	
41.	Courtallam	Tirunelveli
42.	Tirunelveli	
43.	Tiruchengode	Namakkal
44.	Perur	Coimbatore
45.	Bhavani	Erode
46.	Sithannavasal	Pudukottai
47.	Avudayarkoil	
48.	Thirumayam	

ANNEXURE – IV

Festivals**Festivals organised with financial assistance from the Union Ministry of Tourism**

Indian Dance Festival at Mamallapuram	-	Dec 25 th - Jan 25 th
National Tourism and Cultural Festival, Kanniyakumari	-	January
National Pilgrim Festival, Rameswaram	-	January

Festivals organised with financial assistance from the State Government

The following annual events showcase the cultural heritage of Tamil Nadu

• Pongal Tourist Festival all over India	-	January
• Chettinad Festival, Karaikudi	-	January
• Ilakkia Sutrula Vizha, Ettaiyapuram, Thoothukudi	-	February
• Tribal Festival, Kanniyakumari	-	February
• Chithirai Visu Festival, Papanasam	-	April
• Chithirai Dance Festival, Madurai	-	May
• Chithirai Full Moon Festival, Poompuhar	-	May
• Kattabomman Vizha, Panchalankurichi	-	May
• Salangai Natham and Bhagavatha Mela, Thanjavur	-	May
• Mango Festival, Krishnagiri	-	May
• Summer Festival at all Hills Station	-	May

- Kandhoori Festival, Nagore - May
- Saral Thiruvizha, Courtallam - July
- Thirpparappu Vizha, Kanniyakumari - July
- Aadipperukku Vizha, Hogenakkal - July
- Velankanni Festival, Velankanni - August
- World Tourism Day in all tourist centres - September
- Dhasara Festival at Kulasekarapattinam Thoothukudi Dist. - Oct. - November
- Sathaya Vizha, Thanjavur - October
- Thiruvannamalai Deepam Festival - November
- Tea and Tourism Festival, Udhagamandalam - December
- Indian Dance Festival, Thanjavur - Dec. - January
- Folk Dance Festival, Gangaikondacholapuram - Dec. - January

- o)))) ((((o -

TOURISM

Demand No. 29

Policy Note – 2011 - 2012

Contents

S. No.	Subject	Page No.
1.	Tourism – Introduction	1
2.	India Tourism	3
3.	Tamil Nadu Tourism –Potential and Prospects	4
4.	Importance of Tourism	5
5.	Strengths of Tamil Nadu for Tourism Development	7
6.	New Tourism Products	13
7.	Heritage Tourism	17
8.	Promotion of Less Known Tourist Destinations	18
9.	Subsidy for Private Investment	20
10.	Human Resources Development	22
11.	“Hunar Se Rozgaar Yojana” - Hospitality Training Programme	23
12.	Guide Training Programme	23
13.	“Virunthinar Potruthum, Virunthinar Potruthum” (Tourist friendly activities)	24

14.	Capacity Building Training	25
15.	Tourist Security Organization	25
16.	Tourism promotional activities	27
17.	Newsletter	30
18.	Cleanliness Drive	30
19.	Infrastructure Development Government of India Schemes	31
20.	Master Plan	32
21.	Financial Assistance from Asian Development Bank	33
22.	Tamil Nadu Tourism Development Corporation Limited, Chennai	37
23.	Conclusion	41
24.	Annexure	
	I. Tamil Nadu Tourism at a glance	43
	II. Tourist Offices and Tourist Information Centres	45
	III. List of Heritage Towns in Tamil Nadu	48
	IV. Festivals	50