

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM AND CULTURE  
DEPARTMENT OF TOURISM  
MARKET RESEARCH DIVISION**

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**FINAL REPORT  
ON  
20 YEARS PERSPECTIVE TOURISM PLAN  
FOR  
THE STATE OF TAMIL NADU**

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March 2003

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 **CONSULTING ENGINEERING SERVICES (I) PVT. LTD.**  
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## Executive Summary

The preparation of the 20-year perspective tourism plan for Tamil Nadu has been principally for identifying development aspects of the tourism industry including identification of new tourism product in the state so that a direction and long-term goals can be evolved for a meaningful and growth oriented tourism in the state.

The Consultants have explored secondary information available from the state; besides they have conducted primary surveys/ market studies at various destinations. These studies range from tourists' (domestic and foreign) opinion, hoteliers' response, to travel agents/ tour operators. Separate sets of questionnaires were designed for each such market/ primary survey. SWOT Analysis has been undertaken to identify strengths, lacunae etc. Also new tourism products/ projects have been identified.

Past tourist trends have been analysed based on which future tourist flow is forecast. The Environment Impact Assessment of all projects has been considered. Economic benefits including employment, investment plan and funding etc. are based on the forecast.

The State of Tamil Nadu, situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage and historic significance. The foremost of attractions in the state are its impressive temples, which are true edifices of a great and ancient culture vibrant and lively even today. Next only to the pilgrimage and heritage locations in Tamil Nadu comes the scenic beauty of nature in and around the state in the form of forests, wildlife sanctuaries, hill stations and the long bio-diverse coastline. These locations provide immense opportunities for sightseeing, pleasure and leisure, to the visitors of various categories including adventure tourists.

Based on the importance, potential for attracting tourist population and uniqueness, the tourist destinations in the state of Tamil Nadu can be broadly covered under the following classifications namely:

- Pilgrimage destinations;
- Heritage locations and historical monuments;
- Locations of scenic beauty – hill stations, beaches, and forests/ sanctuaries;
- Tourist Festival locations;
- Adventure destinations; and,
- Leisure destinations.

Temples are a marked feature of the landscape of Tamil Nadu. The style of temple buildings is known as Dravidian style. Few prominent places of pilgrim interest can be identified as – Madurai, Chidambaram, Kancheepuram, Kanyakumari, Nagore, Palani, Rameshwaram, Thiruvannamalai, Srirangam, Thanjavur and Velankanni.

There is a large number of heritage sites which even today reflect the cultural, social and ethnic background of this region in various forms. Some of the significant locations



include Chennai, Gangaikonda Cholapuram, Gingee, Dindigul, Madurai, Mamallapuram, Poompuhar, Thanjavur, Tiruchirappally, and Vellore.

Among the places of scenic beauty (beaches, hill stations, forests/ sanctuaries) are Ooty, Kodaikanal, Yercaud, Rameshwaram, Coonoor, Sathanur Dam, Kanyakumari, Chennai, Pichavaram, Point Calimere, Coramandel Coast, Indira Gandhi Wildlife Sanctuary and National Park, Mudumalai Wildlife Sanctuary National Park, Mukkurthi National Park, Kalakkadu Wildlife Sanctuary, Mundanthurai Wildlife Sancturay, Point Calimere Wildlife Sanctuary, Srivilliputhur Grizzled Squirrel Wildlife Sanctuary, Guindy National Park, Vallanadu Black Buck Sanctuary, Vedanthangal and Karikili Bird Sanctuaries, Arignar Anna Zoological Park, Madras Crocodile Bank Trust, Gulf of Mannar Marine National Park.

Tamil Nadu is a magical blend of timeless traditions and colourful festivals – a seat of cultural heritage. The festivals include – summer festivals, saral festival, silk festival, sculpture fair, pilgrim festival, dance festival, tea and tourism festival, Pongal festival, and the music festival. Trekking, aqua sport, hang-gliding, angling, and water surfing offer opportunities of adventure to the tourists in Tamil Nadu. Golf, snooker, and horse racing are some of the leisure activities that help develop leisure tourism.

The number of tourists arriving in Tamil Nadu has increased 2½ times since 1990. As per 2001 statistics, 245.8 lakh tourists arrived in the state of which 238.1 lakh were domestic tourists and 7.7 lakh, foreign tourists. Where the years 1991 and 1992 experienced an unprecedented growth of 18.7% and 18.8% respectively, years 1997, 1999, and 2001 saw steep declines in growth rate – 4.0%, 3.8%, and 3.4% respectively. Chennai, Madurai, Ooty, Kodaikanal, Rameshwaram, and Kanyakumari have attracted maximum tourists of all the tourist places in Tamil Nadu over the past several years. There is a substantial number of pilgrims visiting Tamil Nadu, and this number has consistently grown over the years. Pilgrim tourists make 30% of the total tourists arriving in the state; places of scenic beauty attract 40%; rest is shared by other tourism categories (heritage, adventure, festival, and leisure).

According to the market survey, the bottlenecks at the state level have been identified as – lack of accommodation (51%), water supply and sanitation (46%), poor connectivity (43%), power supply (37%), lack of garbage disposal (30%), lack of travel booking (16%), and insecurity (8.3%) – in that order.

There is a host of projects that have been identified at various destinations – already popular destinations as well as the potential ones across the state, so as to offer the tourists more and support their arrival and stay in a much better way. Among the projects identified include –

- Kiosks along Marina Beach (with Sulabh Shauchalaya)
- Kiosks at other beaches (with Sulabh Shauchalaya)
- *Haat* at Chennai
- Urban *Haats* at Other locations (Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)



- Beaches at Kanyakumari (Thengaipattanam beach, Thikkurichi beach, Sangutuarrai beach, Sottavalai beach, and Kanyakumari-Kovalam beach)
- Development of Lesser Known Destinations (Javadhu Hills in Jhiruvannamalai district, Gangaikonda Chozhapuram in Ariyalur district, Pilavakkal Dam in Virudhunagar district, Kolli Hills in Namakkal district, Suruli Falls in Theni district, Kumbakarai Falls in Theni district, Pambar Dam in Dharmapuri district, Kelavarapalli Reservoir in Dharmapuri district, Krishnagiri Reservoir in Dharmapuri district, Pulianchilai in Thiruchirapally district, Pulianchilai in Thiruchirapally district, Yelagiri in Vellore district, Dharasuram, Kodumbalur, Kazhugumalai, Krishnapuram, and Srimushnam)
- Water Supply at Kanyakumari
- Airport at Kanyakumari
- Overall infrastructure development at Kanyakumari
- Overall infrastructure development at Rameshwaram
- Overall infrastructure development at Yercaud
- Maintenance of Sea Beaches (Marina, Mamallapuram, and Trichendur)
- Improvement in Road Stretches (Kaval Kinaru to Kanyakumari via Anjugramam; Kanyakumari to Nagercoil via Susedaram; Kanyakumari to Tiruchendur via Valliyoor, Samugarangapuram, Satankulam; Tiruchendur to Tirunelveli via Srivaikundam, Sydunganallur; and, Tuticorin to Rameshwaram via Tharuvaikulam, Earvadi, Mandabam)
- Heli-Taxi facility
- Infrastructure for the disabled
- Improved Accommodation (Chennai, Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)
- Paying Guest Accommodation (Chennai, Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)
- Beach Cottages at Rameshwaram
- Printing of Special Folders
- Folders in Foreign Languages
- Guide books on Tamil Nadu
- Publicity Campaigns (Travel Marts, FAM Tour, CD Rom, Commercial & Films, Touch Screen, and Glow Sign Boards)
- Boat Houses (Alamparal in Kancheepuram district, Edaikazhinadu in Kancheepuram district, Adyar River near Kottupuram Bridge in Chennai, Nainarkulam in Tirunelveli district)
- Fairs and Festival (Fairs at 4 locations; Festivals at 50 locations)
- Development of Arulmigu Kaitasanathar Temple Kancheepuram
- Development of Gingee (Senji)
- Sound of Light Program (Madurai, Kancheepuram, Mamallapuram, Kanyakumari, Kodaikanal, Thanjavur, and Ooty)
- Cultural Programs
- Package Tours
- Tourism Police
- Adventure Water Sports
- Ethnic Villages
- Garden of Peace
- Health and Rejuvenation Centres



The threats to tourism in Tamil Nadu have been identified as –

- Luxury tax is too high. Service tax is high too.
- Fluctuating tariff in budget hotels and other private hotels.
- Camera entry ticket at many places/ destinations is higher than the entry fee for tourists/ people.
- Entry fee for foreigners is prohibitive
- Camera is not allowed at several places.
- Health and rejuvenation facilities in Kerala. Proximity to Kerala that is already much developed in Tourism industry and offers rejuvenation (ayurvedic massage etc) is a threat. At times, it can become advantage for the common boundary between the two states and close location of destinations such as Kanyakumari and Ooty.

The Consultants have projected domestic tourist arrivals at 6.0% growth rate. At this rate, the domestic tourist arrival in 2022 shall be 809.4 lakh, under the present setup and scene of tourist activities, destinations and infrastructure. The foreign tourist arrival is projected at 5.0%. There shall be 21.4 lakh foreign tourist in 2022 given the present situation. The domestic and foreign tourist arrivals are anticipated to grow at an annual growth rate of 12%, 10% and 8% during the three phases (Phase I, II, and III) respectively, of the plan implementation. Upon the successful implementation of the plan, there shall be domestic and foreign tourists to the tune of 1633.6 lakh and 52.7 lakh respectively in 2022.

There was a shortage of 11.07 lakh housing units in urban areas of Tamil Nadu, as detailed out in the IX 5-Year Plan of the state. Although there is a good number of budget hotels at all the prominent tourist destinations in the state suiting mostly to the middle class tourists, it is discovered that the foreign tourists are mostly looking for star hotels that need be developed. The average length of stay of a tourist in Tamil Nadu has been found as approximately 9 days. The average occupancy of 60% from decent hotels could cater to 7.9 lakh foreign tourists and 230 lakh domestic tourists in the year 2000. If the occupancy of the existing infrastructure is optimised to 90%, it is found out that additional arrivals of up to Rs. 120 lakh can be accommodated. Paying guest accommodation is currently not available but stands a good potential and acceptability in the state. Dormitory type accommodations are too few and far between. More such accommodations need developed.

There are few TTDC owned hotels/ units that are suffering losses and need be franchised to private parties.

There is an absence of heritage hotels, paying guest accommodations, and dormitories at pilgrim destinations; the budget hotels are available at all the surveyed locations; the star category hotels are absent from a few locations. The situation as regards the heritage hotels, paying guest accommodations, and dormitories in destinations of scenic beauty, heritage, adventure, and leisure, is similar to that of pilgrim destinations.

Tamil Nadu ranks second in terms of transport network. The state utilises all the three modes of major transporting facilities in an effective manner. It is well connected globally by means of international seaports and airports. There is an international airport at Chennai besides domestic airports at Chennai, Salem, Trichy, Coimbatore, Madurai,



Neyveli, and Tuticorin. There is a total railway track length of 6,693 km and there are 690 railway stations in the state. Main rail junctions in the state include Chennai, Madurai, Trichy, Salem, Coimbatore, etc. The length of total road network in Tamil Nadu, taking together both surfaced and unsurfaced roads, is nearly 1.82 lakh km.

Tamil Nadu has a long sea coast (ECR) which can be used to connect places on the East coast and provide added attraction for tourists. Possibilities of inland cruise service on the river/ canals are also suggested to be explored.

All pilgrim destinations are well connected by road etc. the levels of service and satisfaction, however vary between them. Where most locations have a satisfactory level/ quality of service, Kancheepuram, as suggested by the results of the market survey, has less satisfactory road and transport. This is primarily because the roads are narrow and the surface in and around Kancheepuram, poor. As regards water supply among pilgrim destinations, only Rameshwaram has a shortage of potable water. Sewerage and drainage conditions at Rameshwaram and Trichy are less than satisfactory. There is no problem on account of telecommunication system, post and telegraph, and banking.

Among the destinations of scenic beauty, Coonoor, Kanyakumari, and Tuticorin have a less satisfactory road and transport facilities compared to other locations such as Coimbatore, Kodaikanal, and Point Calimere. Also Kanyakumari is faced with acute shortage of drinking water which is brought from a location 15 km away, and supplied through a tanker. The quantity of the supply seems insufficient and there is an urgent need for a more frequent and reliable water supply. Sewerage and drainage conditions at Coonoor, Kanyakumari and Tuticorin are less than satisfactory. The places are less than maintained and there are dumps at several road intersections. The scene on other infrastructure fronts appears satisfactory.

Poompuhar and Vellore are said to be having less than satisfactory road and transport facility. Sewerage and drainage at Chennai and Poompuhar requires more maintenance. Although Chennai is better than several other important cities in the state, there are certain areas that require more maintenance. Other infrastructure at destinations of heritage and historic monuments is satisfactory.

Among adventure destinations, only Ooty seems to be having constraints in terms of roads and transport sector. Some roads are narrow and the traffic load/ pressure is more, particularly during the peak season. There are constraints in roads and transport sector in leisure destinations such as Coonor, Ooty and Sathanur Dam. Other constraints faced by these destinations, as also by Chennai, are in terms of sewerage and drainage. The scene in other spheres is pretty satisfactory.

The Bali Declaration deals with barrier-free tourism for people with disabilities. People with disabilities should be provided with good tourism opportunities. The government and other service providers should ensure smooth travel, stay, guidance etc. for people with such background. The strategy for promotion of tourism in the state should be such that a growth rate of 12% in arrival of tourists is observed. Also the length of their stay shall considerably increase. High standard tourism infrastructure should be developed, and the private sector should be increasingly involved as a service provider. Health and



rejuvenation should be taken up as a major attraction to the tourists, especially the foreign tourist.

The area of product development in the travel and tourism sector envisages opening up of new and innovative approaches in travel and tourism services, which includes development of cultural-, adventure-, and religious tourism. The augmentation of infrastructure has been suggested at various destinations. Some of these are:

- Potable water facility at Kanyakumari
- Lodging facility at Courtallam
- Upper class hotel/ accommodation at Kodaikanal
- Beach cottages at Rameshwaram
- Paying guest accommodation across the state
- Improvement of identified road stretches
- Heli-taxi service for group tourists
- Barrier-free environment for the disabled

Tourism can yield positive results provided it satisfies the requirements of sustainable eco-development and is managed scientifically and gainfully; it otherwise poses problems. To contain such problems, tourism should be developed gradually over time so that the society can adapt it, get educated, participate and enjoy the change. Local people should be made to participate in planning and development of tourism so that they can bring new ideas, support and influence the decisions, and in turn be a part of it. The beaches are faced with multifarious problems of pollution. Haphazard and rapid developments along beaches cause hazards to the beach. The mitigation measures involve enforcement of legal measures to stop dumps into the sea, banning of sand removal from dunes, plantation of trees, diversion of tourists from beaches, ban on use of plastic bags on the beach.

Controlled tourism should be promoted for excess tourism shall pose excess pressure on water supply, thereby generating excess wastewater and solid wastes which the existing facility will not be able to cater to, thereby affecting the fragile ecosystem.

The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing, and promotion development, as per broad estimates, an aggregate sum of Rs 1727 crore would be required for the 20 year tourism plan for the perspective year – 2022, bifurcated into three: Phase I – Rs 72660 lakh, Phase II – 42030 lakh, and Phase III – 58030 lakh. The plan costing Rs 1,72,720.00 lakh is proposed to be funded to the extent of Rs 29,500.00 lakh under the Central Financial Assistance Scheme, Rs 97,505.00 lakh under the state assistance, and Rs 45,715.00 shall be mobilised from the private sector. Over and above this, a Central assistance to the tune of Rs. 1600 lakh during 2002-03 has been suggested for overall development of infrastructure at Kanyakumari, Rameshwaram, and Yercaud under the scheme product/ infrastructure/ destination development scheme.

The plan shall have its economic impacts. The economic impact that would accrue as a result of implementation of the proposed plan shall be direct-, indirect- and incidental benefits. The direct benefits are taken to be the net value addition associated with increased tourist spending in the state due to increase in the number of tourist arrivals in the area. This



is calculated by allocating the tourist expenditure to the various sectors that receive them and subsequently applying appropriate ratios of net-value added for each sector. Further, due to the additional facilities and infrastructure being created, the average spending of a tourist would increase as also his length of stay at the tourist destinations. The spending patterns for tourists are assumed to remain unchanged for the duration of the perspective tourism plan. The money spent by tourists will be received by different segments of the tourism industry, which provide the various services and facilities. These receipts form the direct output of the plan. In addition to direct benefits, an entry fee of say Rs. 10.00 per head could be charged for entry to the tourist complexes at tourist locations/ destinations. There is scope for imposing charges for the use of various facilities proposed at tourist destinations. However, since the revenue generated can be used for maintenance purposes, this revenue has not been included in the direct benefits. The direct benefits at the end of the plan period have been estimated at Rs. 110962.00 crores.

The indirect benefits arise out of the multiplier effect of tourists' spending in the state as the different segments of the tourist industry are to purchase various commodities and services from other sectors of the economy to meet the demand of the tourists. The additional output produced in other sectors of the economy by the chain of inter-industry spending, initiated by the expenditure of the tourism industry for its inputs is the indirect output of tourism. The direct receipts are multiplied by appropriate output multipliers and the value added is multiplied by appropriate income multipliers to arrive at the indirect benefits of the proposed investment. The indirect benefits of the perspective tourism plan have been computed by adopting the output multiplier as 1.058 and income multiplier as 1.412. The indirect benefits at the end of the plan period have been estimated at Rs. 128324.00 crores.

According to the cost-benefit analysis, the net incremental benefits in the year 2022 shall be Rs. 470941.00 lakh. The benefit-cost ration comes to 591. The benefit cost ratio of net present value of total benefits and total cost discounted at 12% per annum at 591 indicates that the perspective tourism plan will be highest economically and beneficial to the state of Tamil Nadu.

Tourism is highly labour intensive as compared to any other industry. According to an ESCAP report, 1.2 international tourist visits provide employment to one person, whereas 17 domestic tourists generate employment for one person. By using these employment ratios and projections of additional tourist traffic and employment multiplier is 1.358. In addition, about 25,000 man-years of jobs will be created due to construction activity. In the year 2022, there shall be an additional inflow of 824.2 lakh domestic tourists and 31.3 lakh foreign tourists in the state. The direct employment on account of domestic and foreign tourists shall be 48.4 lakh and 40.4 lakh respectively. The indirect employment is estimated at 120.7 lakh.



# Chapter 1

## Introduction

The Department of Tourism, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparing the 20-year perspective tourism plans for different states in India. M/s Consulting Engineering Services (India) Private Limited – CES, New Delhi, were, on the basis of their technical and financial offers, awarded the task of preparing the 20 Year Perspective Tourism Plan for the state of Tamil Nadu.

The preparation of a Perspective Tourism Plan for the state of Tamil Nadu, assigned by the Department of Tourism, Government of India, has been to identify development aspects of the tourism industry in the state for a long term perspective and produce a meaningful plan report covering all facets of the state tourism so that later on a perspective tourism plan at the country level can be prepared.

### 1.1 Scope of Work

The (Tamil Nadu) State Tourism Plan has been prepared for the perspective of 20 years as per the scope of work entailed in the TOR. The horizon year is 2021 AD. The Tourism Plan has been prepared as per the scope of scope of work entailed in the TOR and also in line with the guidelines suggested by the Department of Tourism, Government of India. These guidelines are –

- i A perspective plan with a time frame of 20 years needs be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resource available;
- ii The plan should indicate short term and long term plans, targets and ground realities;
- iii The plan should indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity;
- iv The Plan should be able to assess the existing tourism scenario in the state with respect to existing traffic levels and inventory –
  - Natural resources
  - Heritage and other socio-cultural assets
  - Quantitative/ demographic factors like population, employment, occupation, income levels etc.
  - Service and infrastructure already available.
- v. The plan should review the status of existing development/ investment plans of schemes for the development of tourism in the region;
- vi. The plan should list and evaluate existing potential tourist destinations and centres and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of traffic flow etc.;
- vii. The plan should analyse and categorise existing/ potential destinations and centres, as stand alone destination, part of a circuit and/ or as major attractions for special interest groups etc.;



- viii. The plan should assess the existing infrastructure levels at identified destinations/ centres in terms of quality of roads/ transportation facilities, civic amenities, en route transit facilities, boarding and lodging facilities etc.;
- ix. The plan should be able to broadly assess traffic flow to the identified destinations and centres of assessment of infrastructure requirements taking into account past growth trends, suggested linkages and integration, expected developments in the future including likely investments by the state and investment climate/ incentive for the private sector etc.;
- x. The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and to prioritise investment needs by drawing up a phased investment plan covering the next 20 years;
- xi. The plan should identify the existing as well as new tourism projects including projects for expansion/ augmentation, and up-gradation of facilities and services at destinations and centres that have potential for development;
- xii. The plan should undertake product conceptualisation cum feasibility exercise *inter alia* for identified projects covering aspects like location evaluation, schematic product planning and conceptualisation including quantification of individual project parameters, assessment of overall investment levels and project viability cum feasibility study exercise etc.;
- xiii. The plan should prepare an action plan for implementation of identified potential development schemes/ project/ products and for development of infrastructure in conformity with policy objectives and guidelines provided by the concerned state / central agencies/ departments and the requirements of national development and funding agencies. The overall development plan to also take into account WTO's Bali Declaration on tourism development;
- xiv. The plan should include project-wise potential employment generation; a reasonable percentage of potential employment is to be reserved for women;
- xv. The plan should indicate actual and the projected number of domestic and foreign tourist arrivals for each proposed tourist place;
- xvi. Prioritise the scheme on the basis of employment potential of the project and the tourist arrivals at the proposed place;
- xvii. An inventory of existing infrastructure facilities (including paying guest facility) is to be made; after which the proposed infrastructure needs to be split up into various segments concerning different state government departments, such as PWD, Forest, Culture, Handicraft etc. and dovetailed with the tourism plans;
- xviii. Since the perspective plan would be used for external assistance, it would be desirable to suggest state tourism projects to foreign funding agencies for scrutinized and finalized projects accordingly;
- xix. Other sources of funding such as loans from the Financial Institutions, the Tourism Financial Corporation of India (TFCI) etc. need to be explored. Besides proper incentives need to be suggested for private sector participation;



- xx. Further the available institutional machinery in the state to oversee/ coordinate the development of tourism infrastructure has to be specifically suggested;
- xxi. Facilities for performance by local artists, cultural troupes should be built into the perspective plan;
- xxii. Cultural complexes can be suggested with the financial help from the state Department of Culture and later on be made economically viable on the pattern of *Dilli Haat*;
- xxiii. Handicraft shop should be suggested at various tourist places, and these should be run by women;
- xxiv. Perspective plan should include potential developing health resorts at/ near the tourist places. Yoga classes and nature cure facilities, ayurveda system of medicines should be available at these places to attract tourists;
- xxv. Consultant preparing the perspective plans should be asked to give an executive summary of the plan along with the report;
- xxvi. The perspective plans should incorporate attractive packages/ schemes to attract private sector investment;
- xxvii. It is necessary that the environmental issues are dealt with in sufficient details and environmental impact assessment studies made in respect of all new projects;
- xxviii. The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local commitment to the project;
- xxix. Measures necessary for mitigating the adverse environmental impacts and rehabilitating the tourist places already environmentally damaged should be incorporated in the perspective plan; and,
- xxx. The perspective plan should include strategy for privatisation of the tourism related properties owned by the state and the State Tourism Corporations.

## 1.2 Objectives

The Consultants have formulated the objectives as follows:

- To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment;
- To introduce new tourism products i.e. adventure tourism, heritage tourism, business tourism, sports tourism, education tourism and so on;
- To identify infrastructure and other development needs for supporting and substantiating tourism;
- Projection i.e. identification of projects, their financing and management strategies; and,
- To formulate integration of various departments so as to promote tourism in the state.



### 1.3 Deliverables

The Consultants were required to submit reports as follows:

- Inception Report
- Draft Final Report
- Final Report

The Consultants have now submitted all reports given above.

### 1.4 Approach

Tourism is a major social phenomenon of the modern society with definite economic, social and environmental consequences. Tourism in Tamil Nadu has assumed the role of major economic activity having direct and/ or indirect correlation with all other sectors. To prepare a master plan for tourism having diverse implications, it is pertinent to appreciate the physical, social and environmental issues in the region in order to achieve an overall understanding of dynamics of tourism in the state.

The basic approach to planning and managing tourism development is as under:

#### 1.4.1 Tourism as an Integrated System

Tourism should be viewed as an inter related system of demand and supply factors as follows:

<b>Demand Factors</b>	<b>Supply Factors</b> <i>(also called Tourism Products)</i>
<ul style="list-style-type: none"><li>➤ International Tourist Markets</li><li>➤ Domestic Tourist Markets</li><li>➤ Residents use of tourist attractions, facilities and services</li></ul>	<ul style="list-style-type: none"><li>➤ Attractions viz. natural, cultural and special types of features and activities related to these attractions.</li><li>➤ Accommodation – hotels, motels, guesthouses etc.</li><li>➤ Other tourist facilities and services – tour and travel operations, restaurants, shopping, banking and money exchange and medical and postal facilities and services.</li><li>➤ Tourism infrastructure – transportation (air, road, rail and water), water supply, electric power, sewerage and solid waste disposal and telecommunication.</li></ul>



- i. The effective development, operation and management of tourism requires certain institutional elements, such as:
  - Tourism related legislation and regulations, such as standards and licensing requirements for hotels and tour and travel agencies
  - Organisational structures, especially government tourism offices and private sector tourism associations such as hotel associations.
  - Education and training programmes and training institutions to prepare persons to work effectively in tourism
  - Availability of financial capital to develop tourist attractions, facilities, services and infrastructure, and mechanism to attract capital investment
  - Marketing strategies and promotion programme to inform tourists about the country or region, and induce them to visit it, and tourist information facilities and services in the destination areas
  - Travel facilitation of immigration (including visa arrangements), customs and other facilities and services at the entry and exit points of tourists
  - Enhancing and distributing the economic benefits of tourism
  - Environmental protection measures
  - Reducing adverse social impacts and conservation of the cultural heritage of people living in the tourism areas.
- ii. Planning for integration of tourism into overall development policies, plans and patterns of a region.

#### **1.4.2 Planning for Sustainable Tourism Development**

The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. More generally, most tourists seek destinations that have a high level of environmental quality they like to visit places that are attractive, clean and neither polluted nor congested. It is also essential that residents of the tourism area should not have to suffer from a deteriorated environment and social problems.

Other important aspects of sustainable development relate to emphasis on community -based tourism and quality tourism. This approach to tourism focuses on community involvement in the planning and development process, and developing the type of tourism which generate benefits to



local committees, besides providing tourist attractions, facilities and services that offer 'good value for money' protecting tourism resources and attract the kinds of tourists who will respect the local environment and society

### 1.4.3 Long Range and Strategic Planning

Tourism development policies and plans will be prepared for relatively long term periods of 20 years depending upon the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events.

## 1.5 Methodology

Due to temporal constraints, the Consultants have depended on both secondary as well as primary sources of data/ information for carrying out the study. The line departments as well as the various support infrastructure departments at state level were visited and available literature, printed or otherwise, collected.

An effort was made by the Consultants to interact with the concerned state level-, district level-, and city level officials, rather than just collection of printed information etc. In this way, the Consultants have come to know more about the tourist scenarios, bottlenecks, potentials etc. Focused Discussions with officials were thus conducted.

A good number of market studies/ primary surveys of various types and at different levels were undertaken in order to ascertain the overall (domestic as well as foreign) tourists' opinion, hoteliers' response, travel agents and tour operators, i.e. the people who are directly and/ or indirectly related to tourism industry. Separate sets of questionnaires were designed for each such market/ primary survey. These are given as *Annexes 1.1 – 1.4*.

SWOT Analysis of the present tourist destinations has helped in identifying the infrastructure etc that would require strengthening; also new tourism products/ projects have been developed/ identified. The Environment Impact Assessment of all the projects is considered. Past tourist trends have been analysed based on which future tourist flow is forecast. Economic benefits including employment, investment plan and funding etc. are based on the forecast.

As per the detailed methodology submitted as part of the Inception Report, the Consultants have made a humble attempt to cover all concerned aspects in the study and have accordingly, designed the report as per the broad chapterisation discussed in the following section.



## 1.6 Structure of the Report

The report has been presented in eleven (11) chapters. Chapter 1 is the Introduction chapter. It covers issues such as – Scope of work, Objectives, Deliverables, Approach, Methodology, and Structure of the report.

Chapter 2 discusses the Profile of the State. It covers issues such as – Evolution of Tamil Nadu, Geographic features, Climate, Econo-cultural activities, Tourism scenario, Eco-tourism in India, and, Tourism policy.

Chapter 3 focuses on Tourist Destinations in the state. All tourist destinations have been classified by type, and locations of tourist interest/ excursion around these have been discussed together as a circuited destination. The classified destinations are – Pilgrimage destinations, Heritage locations and Historic monuments, Destinations of Scenic beauty, forests and sanctuaries, Tourist festival locations, Adventure destinations, and Leisure destinations.

Analysis and Forecast is covered in Chapter 4. This chapter has four sections on – Trends in tourist flow, SWOT analysis, Tourist forecast, and Potential destinations. Tourism infrastructure is covered under two heads – Carrying capacity and quality of service, in Chapter 5.

Chapter 6 is about Strengthening Tourism. WTO's Bali declaration, Strategy for tourism promotion, Product development, Augmentation of infrastructure, and Employment potential are the five sections in the chapter.

Chapter 7 focuses on Environmental Management Plan with five sections as – Socio-cultural impacts, Beach pollution scenario, Environmental impact due to new projects, and Potential negative impacts and their mitigation. Chapter 8 covers Planning and Development Control. The three sections are – Spatial planning, Development control, and Conservation of heritage.

Investment Plan and Sources of Funding make Chapter 9 of the report. Five sections in the Chapter focus on – Investment plan and Fund requirement, Funding mechanism, Institutional assistance, Package of incentives for promoting investment, and Financial/ investment analysis. Economic Benefits include Direct benefits, Indirect benefits, and Employment generation. These issues are discussed in Chapter 10.

Chapter 11 is focused on Implementation Mechanism with 5 sections as –Major elements of implementation, Monitoring and management, Institutional Linkages, Private Participation, and Marketing strategy.

The report also contains 23 tables, 3 maps, 60 figures, and 13 annexes as part of/ support for the different chapters in the report.



## Chapter 2

### Profile of the State

Tamil Nadu, a place of peace and serenity in the far south of the Indian sub-continent with its feet washed by the Indian Ocean, is a paradise for tourists. People who come here go back with an everlasting memory of the land and people. Tamil Nadu is a land of magnificent temples that remain intact exposing the marvel and glory of the Dravidian culture, art, architecture and spiritual values. Not only temples but Churches and mosques too, declare the inbuilt secularism of the land: Maximum population is Hindu (88.67%), followed by Muslims (5.47), Christians (5.69%), Sikhs (0.01%), Jain (0.12%), and Others (0.04%).

Numerous festivals and fairs, throughout the year add colour to the scenic beauties at numerous destinations. The ancient glory and modern hub of life mingle amazingly well, giving joy and soothing comforts. Long, sandy and sunny beaches abound to brace one's health and enhance happiness.

It is also a land of sanctuaries for birds and animals, forests, mountains, hill stations, natural sceneries and waterfalls – enough to forget everything else and be immersed in enchanting beauty. Modern amusement theme parks have come up in various places to provide heart-throbbing and thrilling experience to young and old. The people of Tamil Nadu are traditionally hospitable and friendly – making one feel at home while being there.

#### 2.1 Evolution of Tamil Nadu

Tamil Nadu is said to be older than Northern India. North India and the Himalayan ranges appeared on the globe recently in terms of geological time scale. Tamil Nadu existed before that as part of the continent that linked Africa and Australia together. It was called *Lemuria* or *Kumarik Kandam*. So the origin of the first man should have taken place somewhere in this continent, and later, the race should have migrated to various parts of the world. The Tamil or the Dravidians are therefore one of the earliest races of the world. Prehistoric tools and weapons and burial sites have been discovered in various parts of Tamil Nadu.

The earliest known period of organised life and history of the Tamils belongs to the *Sangam* Age. Though the exact dates are disputed, it is pre-Aryan, non-Aryan and roughly goes back to 4000 BC. The first, second and third *Sangams* flourished during this period and the Tamil poets of these *Sangams* or Academies produced numerous literary works. Though most of them have been lost, a few anthologies are available in printed form. They throw considerable light on the everyday life of the people of



those times and also reveal their culture, polity and social set-up. The country was ruled by three kingdoms called the Pandyas, Cheras and Cholas. The Chera Kingdom is the modern Kerala state. The Pandyas ruled the South and the Cholas the North. The *Sangam* Age is supposed to be the Golden Age of Tamils.

After the *Sangam* Age, there is a dark period and the land comes under the domination of an alien race called the 'Kalabras'. There was chaos, confusion and instability as a result of which there is little evidence of the happenings of this period. This period was followed by the Pallavas who ruled the country for over two centuries (600 AD to 800 AD). Though the Pallavas were also alien, there was stability, peace prevailed and a lot of constructive work followed. Kanchipuram was their headquarter and the Pallavas were patrons of art, architecture and literature. The advent of rock temples by the Pallavas is a breakthrough in the construction of temples which were hitherto built with wood, brick and mud. Even today, these rock-cut temples are seen in their pristine beauty in various places.

The Pallava period was followed by Cholas. They ruled the country from 9<sup>th</sup> century AD to 13<sup>th</sup> AD. They gave a clean administration and people were free from worries. They were great conquerors and builders of great temples. Art, architecture, literature and spiritualism flourished during the Chola reign. The art of metal casting and bronze icons were a speciality of this period. The amazing product is the icon of the cosmic dancer – Nataraja – the presiding deity of Chidambaram Temple.

The Cholas were overthrown by the later Pandyas for a brief period in the early 14<sup>th</sup> century. During this period, the Khiljis invaded the South and the Pandya capital was sacked and a sultanate formed that was destroyed by the rise of the Hindu Vijayanagara Empire. The Vijayanagara Empire prevented the spread of the Muslim rule south of river Thungabhadra.

The Vijayanagara kings and their governors undertook the process of renovating most of the ageing and decaying temples. The main feature of their temple works was the erecting of Raja Gopuram or the tall temple towers at the threshold of the temples. As a result of their supremacy, the Nayak dynasty adorned the thrones of Madurai, Thanjavur and Trichy. Their contribution to temple architecture was considerable and a valuable addition to those already done by the Pallavas, Cholas and the Pandyas. The Nayaks continued long after the fall of the Vijayanagara Empire. The rise of the Marathas had its impact on Tamil Nadu and there was Maratha rule for a brief period in Thanjavur and its neighbourhood. After this, Tamil Nadu was in Muslim rule of the Nawab of Arcot. The advent of the Europeans and their struggle for supremacy resulted in the founding of the British Empire. The first presidency established by them was Madras i.e. in Tamil Nadu.



During the Pallava period, Buddhism, Jainism, Vaishnavism, and Saivism had an ardent following. Then came Islam and Christianity. Thus a secular seed of tolerance was sown in Tamil Nadu and places of worships of all of them flourished. Today one can find monuments and temples of all sorts throughout the state.

Madras, now Chennai, the first city of Tamil Nadu, is comparatively a new city. The erstwhile villages of Mylapore, Triplicane, Ezhambur (Egmore) etc., all part of Chennai, have a recorded historical past centuries older than Chennai itself. Chennai, the present Gateway to the South of India is however, only about 350 years old. Chennai is ever growing, changing and pulsating with new activities.

Chennai, as on today, is one of the great metropolitan cities of the world, and the fourth largest city in India, grew from the fort that Francis Day and his superior Andrew Cogan of East India Company built on a narrow spit of no-man's land negotiated with the local governor of the Vijayanagar Empire. The approximately 5 km<sup>2</sup> sand strip has grown into a city of about 170 km<sup>2</sup> with a population of nearly 6 million.

Chennai was the first major British settlement in India and it was here that many who went on to build the Empire first learnt their trade. As a consequence, the city is replete with much that is of significance in British Indian history. But the much older settlements have stories to tell too, and so the city is an amalgam of ancient and more modern history. Wherever one may go in Chennai, one will find history written in every name.

The particularly charming features of Chennai are its allegiance to ancient traditions, no matter how modernised it has become and its willingness to spread out further rather than develop into a multi-storey concrete jungle. The result is a widespread city still open to the skies; a green, airy city with several vestiges of its rural past; a city that adheres to the leisurely tempo of the life of a world of yesterday; a city whose values of the other day still survive amidst the humdrum bustle of today; a city that still retains the charm, culture, hospitality and courtesies of the ages.

In this gracious, spacious city there is much to see. A suggested tour round the city is best completed by following this route: Fort St. George, Pantheon Complex, Valluvar Kottam, St. Thomas Mount, Guindy National Park, the Shrines of Mylapore and Triplicane, Government Estate, the Marina and Anna Salai. Newer attractions are – theme parks such as Kishkinta, MGM Dizzy World and Little Folks, Vandalur Zoo, VGP Golden Beach Resort, Crocodile Bank and Muttukadu Boat house.



## 2.2 Geographic Features

Tamil Nadu is one of the southern states of India and is located in the Northern hemisphere between 8° N and 13° N latitude and between 78° E and 80° E longitude (*Map 2.1*). It is bounded by the states of Karnataka and Andhra Pradesh in the North, and Kerala in the West. The southern tip is in the Indian Ocean and the long eastern coast is lapped by the Bay of Bengal. Point Calimere forms the eastern-most tip and the Mudumalai wildlife sanctuary is the western-most tip. The northern extreme touches lake Pulicat. The southern-most tip is Cape Comorin, popularly known as Kanyakumari.

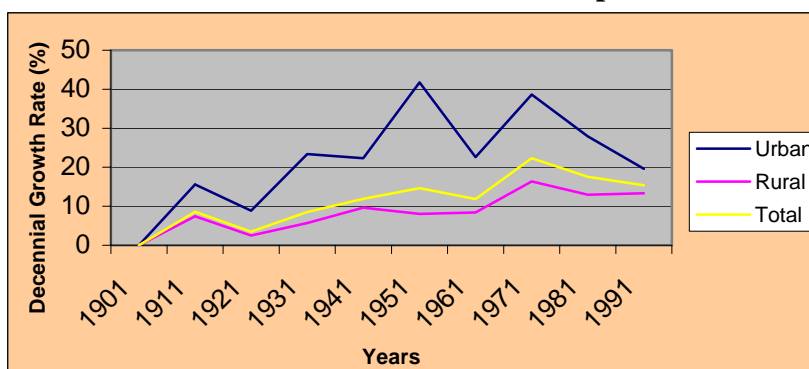
Tamil Nadu has a population over 55.8 millions<sup>1</sup> and occupies an area of 130,058 km<sup>2</sup>. The union territory of Pondicherry is a tiny pocket within the boundaries of Tamil Nadu near Cuddalore district; Karaikal, a little away from but a part of Pondicherry, is near Nagapattinam district. The demographic details are given in *Table 2.1*. The state has experienced a continuous growth in population over the past century. The trend is plotted in *Fig 2.1*.

**Table 2.1**  
**Demographic details in Tamil Nadu**

Area	Males	Females	Total
Urban	28298975	27559971	55858946
Rural	9731258	9346334	19077592
Total	18567717	18213637	36781354

Source: Census of India, 1991.

**Fig 2.1**  
**Decennial Growth Rate of Population**



Source: Census of India, 1991.

<sup>1</sup> Census of India, 1991.



There is a total of twenty nine (29) districts in the state of Tamil Nadu. These are – Chennai, Kancheepuram, Tiruvallur, Cuddalore, Villupuram, Vellore, Salem, Erode, Tiruvannamalai, Namakkal, Dharmapuri, Coimbatore, The Nilgiris, Tiruchirappally, Karur, Perambalur, Thanjavur, Nagapattinam, Tiruvarur, Pudukottai, Madurai, Theni, Dindigul, Ramanathapuram, Virudhunagar, Sivagangai, Tirunelveli, Toothudkudi, and Kanyakumari.

Physiographically, Tamil Nadu can be classified into the eastern coastal plains and the hills of the North and the West. The topography is varied and diverse. Of the 1,30,058 km<sup>2</sup> land area, 17.6% is covered by forests which spread over the plains and on mountain slopes. Dry lands are covered with dry deciduous forests, thorn forests, scrubs and mangroves. The Western Ghats and few cooler regions are covered with moist deciduous, wet evergreen forests and grasslands. The longest river in the state is Kaveri that originates in the Western Ghats and forms a delta in Nagapattinam before it flows into the Bay of Bengal.

The ancient Tamilians divided the land into 5 major physiographic parts as follows:

- Kurinji – mountainous region
- Mullai – forest region
- Marudham – the fertile plains
- Neidhal – the coastal region, and
- Palai – the arid region

The Western Ghats and the Eastern Ghats meet in the Nilgiris of Tamil Nadu. The hill stations of Tamil Nadu – Ooty, Kodaikanal, Kothagiri and Yercaud are situated in this region. Though the Eastern Ghat ranges are broken and appears to be a residual mountain, the Western Ghat ranges stretch along almost as an unbroken chain except for a 25 km gap at Palakkadu and a still lesser gap in Shencottah. These gaps are the entry points to the state of Kerala.

Unlike the Eastern Ghats, the Western Ghats receive abundant rain and are full of evergreen forests and the valleys of Cumbum and Pollachi besides having picturesque sceneries contain tea, coffee and spice plantations. The upper reaches of the Eastern Ghats are called the Shervaroys famous for their fruit gardens and coffee plantations. Yercaud is situated in this region.

Tamil Nadu has a rich variety of flora and fauna. Indira Gandhi wildlife sanctuaries in Anaimalai and Mudumali are situated in the Eastern Ghats. Elephants, tigers, bisons, and a variety of monkeys and deer roam about freely in them. Over 3000 plant species are also found there. The most important of them is the Kurinji plant that blooms once in 12 years. The name Kurinji to the hilly region is derived from this



flower. Various medicinal herbs are also found in Palani hills and Courtallam. Palmyrah groves are abundant in Tirunelveli district that is the major source of a plethora of cottage industries. Rubber plantations abound in Kanyakumari district and sandal trees are grown in Javvadu hills of the Eastern Ghats near Vellore.

The rivers of Tamil Nadu are not perennial and one could only see a sandy dry riverbed in summer. The Cauvery is the longest and most important river originating in Coorg in the state of Karnataka. Its water is utilised for cultivation in the deltaic region of Thanjavur and Nagapattinam districts. The other rivers are the Palar, Pennar, Vaigai, Tamiraparani that are flooded during the rainy season.

The only arid region or Palai is found in Tirunelveli district. It is called *Theri* by the natives. Tamil Nadu has a long coastal line, about 912 km which is named Coromandel coast or *Cholamandalak karai* in the northern half and the southern coast is the pearl fisheries cost. Mylapore, Poompuhar, Mamallapuram and Kayalpattinam were the ancient seaports along the Coromandel coast. Maritime trade flourished between these ports and the ports of Rome, Greece and the East Indies. Mangrove forests found at Pichavaram near Chidambaram, Pulicat Lake and Vedanthangal are important bird sanctuaries.

### 2.3 Climate

The climate of Tamil Nadu is essentially tropical and there is little difference between the summer and winter seasons. April, May and June are the hottest months when the mercury may soar above 40° C (43° C maximum; 18° C minimum) near coastal regions, the climate is warm and humid and one cannot avoid perspiring. But sea breeze sets in the afternoon making the evenings and nights cooler. A mild winter falls between the months of December and February, the most ideal time to visit Tamil Nadu. The weather is then pleasantly cool (35° C and 17° C maximum and minimum temperatures) with no perspiration. The rainy season is marked by the onset of the North East monsoon between mid-September and mid-December. Cyclonic storms occur during this time due to the depression in the Bay. The rainfall ranges between 25 and 75 inches. The most precipitation falls in the Nilgiris and other hill areas.

### 2.4 Econo-Cultural Activities

Although Tamil Nadu is one of the most urbanized states of India, it is mostly a rural land. Agriculture is the mainstay of life for about three-quarters of the rural population. The principal food crops are rice, maize, *jowar*, *bajra*, *ragi*, and pulses. The cash crops include cotton, sugarcane, oilseeds, coffee, tea, rubber, and chillies.



The major industries include cotton textiles, chemicals, fertilizers, paper and paper products, printing and allied industries, diesel engines, automobiles and parts, cement, sugar, iron and steel, and railway wagons and coaches. The state is the largest textiles producer in India and an important exporter of leather and leather products, cotton piece goods, tea, coffee, spices, tobacco, etc. There are a number of hydel power stations in the state. The atomic power plant is located at Kalpakkam, in the Chengalpattu MGR district.

Tamil Nadu is rich in handicrafts; notable among them are hand-loomed silk, metal icons, leather work, *kalamkari* (hand-painted fabric, using natural dyes), brass-, bronze-, and copper wares, and carved wood, palm leaf, and cane articles. For the best Chola bronzes and a glimpse of the magnificent paintings that flourished under Maratha rajas in the 18<sup>th</sup> century, Thanjavur stands out.

### 2.4.1 Art and Craft

Tamil Nadu has a distinctive tradition in fine arts and exquisite crafts. The origin of most of the art and craft tradition of the state is related to the influence of temple economy that prevailed for long periods in history. The rich temples of the region not only gave patronage to craftsmen but constant construction work in these temples helped the craftsmen regularly upgrade their knowledge and experience. Today, the craft traditions have developed into full-fledged industries in themselves. Among the art and craft of Tamil Nadu, basketry, kolam, Tanjore arts, and weaving are well known.

#### 2.4.1.1 Basketry

Tamil Nadu is known for its cane weaving and palm leaf products, including trays, flower baskets, shopping bags, folding fans etc. Toys and dolls are also produced from grass, bamboo and cane.

The Kora grass mats produced in the village of Pattamadai in Tirunelveli are very famous. Kora grass, which grows in abundance locally along the banks of the rivers in marshy areas is the material used for making fine Pattamadai mats.

While palm is a major source of raw material for basketry and related products, bamboo, cane, grasses, reeds and fibres are also used in making baskets, ropes, mats and many other items.

Basketwork is mainly of two kinds – coiled, and plated. The former requires two elements, the coil or core and the sewing and wrapping



strips, while the latter is made by crossing the warp and the weft, in chequered, twill intertwined or hexagonal work.

The main centres of these crafts are Dharampuri, Salem, Coimbatore, South Arcot and Trichy districts. The demand for Tamil Nadu's artistically created basketry and fibre products is on the increase both in India and abroad.

#### **2.4.1.2 Kolam**

Kolam refers to decorative artwork drawn on the floor in front of houses and in front of deities in puja rooms. Kolam is considered as an important form of artistic expression in India. Undoubtedly, Kolam can be called a most essential part of South Indian culture and it serves to embellish the doorstep and make it look more inviting. Moreover, it is a symbol of good fortune.

The Tamil month Markazhi (mid December to mid January) is particularly important month for Kolams, when fairly large sized Kolams are put in front of the houses. The original Tamil Kolam merely consists of white dots around which the intertwined lines are drawn, whereas the North Indian Rangoli is made up of various colours. In recent times, the use of colours has become popular even in South India.

The Kolam is the most important kind of female artistic expression in India. It is a time old cultural tradition of South Indian families. Young girls learn this artwork from their mother, grandmother and aunts. The skill in drawing Kolams is still one of the criteria on the basis of which a potential bride is judged in rural areas.

Early at sunrise, women and girls clean the ground in front of their houses with water and cow dung in order to draw a Kolam there. They first outline an intricate geometrical pattern with individual dots, and then draw lines around these dots. Ideally, a Kolam consists of one single uninterrupted line.

The Kolam is an almost mathematical type of art that has its own fixed rules. According to these rules, the most intriguing patterns may be composed. Originally, Kolams were strictly geometrical, but gradually a more representational style has emerged which is used especially on festival days. Corresponding to the festival that is celebrated, the



adequate paraphernalia, such as lamps (Kuttuvilakku), Shivalingas, temple cars, etc. are portrayed.

In former times, Kolams also had another purpose: since previously rice powder was used for this transitory kind of art, the drawings also provided nourishment for smaller animals, such as birds or ants. Nowadays, however, quartz powder is used instead.

Rice powder serves to feed ants to show one must take care of other forms of life. The dry, coarsely ground rice flour is placed between the thumb and the forefinger and rubbed together and moved along a predetermined design by the drawer. This is an art taught at a young age and is difficult to master unless one practices.

The entrance decoration is a gesture of welcome. It is a symbol of inviting Goddess Mahalakshmi to home everyday. The designs are symbolic and basically common to the whole country, like geometrical patterns with line, dots, squares, circles triangles, the 'Swastika', lotus, trident conch shell, leaves, trees and flowers. No gaps to be left anywhere between the line for evil spirits to enter.

Kolam is not only aesthetic pleasing to the eye, but makes home attractive and spiritual. Navagraha Kolam, Iswarya Kolam are spiritual Kolams. For opening ceremonies, hotel promotions, Bharata Natya Arrangetrams, Kolams are very popular. Foreigners also enjoy this traditional art.

#### ***2.4.1.3 Tanjore Arts***

Tamil Nadu is known for its traditional ornate paintings, known as Tanjore paintings. This unique art form has its origin from Tanjore in South India. The portrayal of figures in these paintings is breathtakingly brilliant. The early paintings were embedded with real diamonds, rubies and other precious stones. Presently, pure gold foils and semi precious stones are used to adorn the paintings.

Tanjore or Thanjavur as it is called today acquired its name from the ancient pronunciation of the place, which was then called Thanjavoor. It was then the capital of the mighty Chola Empire. The Chola rulers besides being great warriors were builders of magnificent temples and great patrons of arts. It was against this setting that this highly specialised form of art with its characteristically beautiful ornamental relief work flourished.



The Tanjore School of Paintings dates back to the 16<sup>th</sup> century. However, there are only a few paintings that date back that far. The fact remains that most of the paintings that exist today are not even a hundred years old.

The creation of this painting involves a lot of dedication and several stages of meticulous work of art. The first step involves creating a base. The base is made of a cloth pasted over a wooden or a plywood base. Then a paste of chalk powder or zinc oxide mixed with some water-soluble adhesive is applied on the board. To create a smoother board a mild abrasive can be used.

After this begins the image making process. A preliminary sketch of the God is made on the board. After the drawing is made, decoration of the jewellery and the apparel is done with semi-precious stones. Semi-relief work is done with a paste of chalk powder and gum Arabic. Laces or threads are used to decorate the jewellery. On top of this, the gold foils are pasted. Finally, dyes are used to add vibrant colours to the figures in the paintings. A beautiful frame is then selected to accentuate the beauty of the painting.

The paintings are mostly of Gods and Goddesses because this art of painting flourished at a time when fine-looking and striking temples were being constructed by rulers of several dynasties. The figures in these paintings are large and the faces are round and divine. However, with the rebirth of this art in the 20<sup>th</sup> century, artists in addition to recreating the original Tanjore figures are also experimenting with more proportioned figures, birds, flowers, animals, etc.

The paintings are notable for their adornment in the form of semi-precious stones, pearls, glass pieces and gold. The rich vibrant colours, dashes of gold, semi-precious stones and fine artistic work are characteristics of these paintings. They add beauty and culture to a variety of surroundings and decor.

#### ***2.4.1.4 Weaving***

Over the ages, India has conjured up different images at different times, but one constant through the centuries has been its textiles and one region, which has always been in the picture in this regard, has been Tamil Nadu.



Early records speak of fine muslin and silks and hand painted calicos that the Greeks came to buy from Tamizhagam, the home of Tamil. Uraiyur/ Karur and Madurai, situated close to the cotton fields, were major centres of weaving. They still are the most prominent centres for the exquisite weaving products.

Weaving was a highly regarded profession. It is said the Chola princes wore only cotton. The king's robe was of quilted cotton, with a garment worked with gold. Soldiers also used quilted cotton fabrics.

The raw materials used in the silk weaving centres are not indigenous to Tamil Nadu for *Zari* comes all the way from Surat, Gujarat, while neighbouring Karnataka supplies the silk. Indeed Karnataka meets the silk needs of not just Kanchipuram but the whole of India.

Tanjavur is well known for its cotton weaving with several centres around the state. Cotton has long been the mainstay of the textiles of Tamil Nadu and one sees a wide range here. Madurai and Salem specialise in fine gold bordered dhotis, with Madurai's dhotis considered a little superior in their weaving and *Zari* to those of Salem.

From the coarse Chettinad saris (also spelt as sarees), to the saris of Salem, Rasipuram and Coimbatore, to the fine gold bordered muslins of Madurai or its more recent medium weight reasonable saris that are printed or resist-dyed and are popularly referred to as the Madurai Sungudi, the weaves of Tamil Nadu offer wide choices.

The Chettinad saris are mainly mustard, brick red and black, of 91 cm width instead of the standard 120 cm of other regions, which reach only till the calves to allow the women to display their anklets.

The state has also emerged as one of the leading producers of household furnishings and linen and contributes a significant share to the textile exports of India. One sees the weaves of Karur in some of the best stores of the world.

Kanchipuram is famous for its silk. The vast range of cotton textiles produced here is overshadowed by the glamorous counterpart, the silk and more specifically those from Kanchipuram. Kanchipuram silk saris are woven in two parts. The *Pallu* and border are woven as one unit and attached to the body of the sari, which is woven separately.



The motifs used are derived from traditional temple architectural forms.

Specialising in heavy weight Murukku Pattu the weaves of Kanchipuram weave three ply, high denier threads, using thick *Zari* threads for supplementary warp and weft patterning. The main characteristic of this sari lies in the time consuming method of interlocking its weft colours as well as its end piece and in the process creating solid borders and a solid Mundhi (end pieces). If well done one hardly sees where one colour ends and the other begins.

Over the years inputs from weavers, designers and the weaver service centres have led to an increasing variety of designs and colours and created a special market niche for the Kanchipuram silks.

Thanjavur is another silk centre, which specialises in the use of *Zari* and brocade work. These saris are heavy and opulent. Thanjavur and Kumbakonam create saris similar to Kanchipuram but the Mundhi or end pieces are finished differently. Using a technique called Porai the weavers pull the warp threads, at the join of two colours, into loops at the back and then cut it close.

Arni, a town near Kanchipuram, produces light silk, often shot fabric, mainly in checks of orange and red. This town once wove very expensive silks but now concentrates on single colour lightweight textiles with zari borders and zari Pallus. But with increasing labour costs pushing up the prices of Kanchipurams, Arni is slowly coming into its own with attempts to weave the Kanchipuram at competitive prices.

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## 2.4.2 Dances of Tamil Nadu

Temples in Tamil Nadu were the fulcrums of society and even today art forms that have their origin in religious worship continue to colour daily life.

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### 2.4.2.1 Bharatnatyam

Bharatanatyam, whose antiquity is well established, is the most popular of Indian dances. It is said to have originated in Tanjore. Bharatanatyam is a purest form of classical dance. It is a blend of *Nirtta* (the rhythmic movement of the body without any expression of



emotion), *Nirtya* (the combination of rhythm with expression through eyes, hands and facial movements) and *Natya* (the dramatic element).

Bharatanatyam dance form is said to derive its name from Bharata Muni, the author of *Natya Shastra* (treatise on dance) written between 2<sup>nd</sup> century BC and 2<sup>nd</sup> century AD. The dance was then called *Sadir*. The four brothers Chinnaiah, Ponniah, Shivanandam and Vadivelu collectively famous as the Tanjore Quartette codified Bharatanatyam in its present form. Their compositions form the bulk of dancing even today. Male gurus called Nattuvannars imparted training. This was the time when art received maximum encouragement and dancers were given land and valuables as gifts and were placed in high esteem.

Bharatanatyam saw its decline with the advent of the Mughals who in turn promoted Persian dancers. They took to prostitution to earn a livelihood thus putting Bharatanatyam into disrepute. Girls from good families stopped learning dance and dancing came to be considered as a lewd profession in the latter half of the 19<sup>th</sup> century and the first half of the 20<sup>th</sup> century.

Bharatanatyam was again revived by Rukmini Devi and E.Krishna Iyer. Rukmini Devi started the institution Kalakshetra in 1936, and since then there has been a wave of reform. Today many recognised universities offer degrees in Bharatanatyam, and artistes are given international recognition and honour.

The music for Bharatanatyam is based on Carnatic classical music. The chief musical instruments in Bharatanatyam are the Mridangam and a pair of cymbals. Sometimes Veena, Violin, Ghatam and Flute are also used. The Vidwan (expert) sets the refrain, which is repeated by the chorus. The cymbals provide the timing, while the Mridangam supplies fractional measures of the broad beats. The dance direction is done by Nattuvanar giving the Thaalam using hand symbols and singing Vaaythari. There will be two singers as well. The dancer follows the Mridangam and cymbals. A Tambura is often incorporated in the orchestra to provide the Swara or scale for the refrain.

The costumes of the dancer are very gorgeous, which consists of Pajama or Dhoti and jacket of Kanchipuram silk and Banaras silk. The dancer wears a lot of ornaments of shining stones on neck, ears, hands, and head, Jasmine garland in the hair and foot trinklet with small bells. Women wear a Veni or semi circle of real or artificial



flowers round the bun or plait of the hair. In the centre of the forehead a Tika or dot is impressed.

The modern Bharatanatyam was regularized by Thanjavoor Brothers, Ponnayya, Chinnayya, Sivanandam and Vativelu. The modern form of Bharatnatyam presentation is the arrangement of four Nattuvans of Pandanallur. The Vidwan, Menaskshi Sunderam Pillay of Pandanallur, the greatest teacher of Bharatnatyam is a direct descendant of the four brothers.

It was Rukmini Devi Arundale, the celebrated dancer and scholar who took this dance form out of the temple and gave it a new respectability. She started a school at Tiruvanmiyur, (the village just outside Chennai) named Kalak-Shetra. The age-old, Gurukulam system of education is still followed and many classes are conducted in sylvan surroundings.

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#### **2.4.2.2 Cosmic Dance of Chidambaram**

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From time immemorial Chidambaram has been considered the centre of the Universe. Mythology says that Cosmic Dancer Lord Shiva's dance was witnessed by sage Patanjali, the author of the science of Yoga here. Indian tradition holds that culturally all the dance forms of India emanated from Nataraja.

The Nrityamurtis (or dancing images) of Shiva are prevalent in all parts of India and markedly so in Southern India. Ellora and Chidambaram are superb examples. Five of the foremost *Sabhas* (*Pancha Sabhai*) are at Chidambaram (*Kanaka Sabhai* the hall of gold), Madurai (*Rajata Sabhai* the hall of Silver), Tiruvalangadu near Chennai (*Ratna Sabhai* the hall of rubies), Tirunelveli (*Tamra Sabhai* the hall of copper) and Kutralam near Tirunelveli (*Chitra Sabhai* the hall of pictures). Other dance halls of significance are *Adri Sabhai* (the Himalayas), *Aadi Chit Sabhai* (Tiruvengaadu near Chidambaram) and *Perur Kanaka Sabhai* (Patteeswarar temple at Perur near Coimbatore).

Nataraja was the family deity of the Cholas who had covered the Sabha with gold and made it the Kanaka Sabha (golden hall); the deity is called Kanakasabhapati. The roof of the Chidambaram Kanakasabha was rebuilt in the days of the King Paraantaka Chola I (908-948 AD).

The most important of these Sabhas is that at Chidambaram. The Naadaanta dance mode of Shiva shows him with his right leg firmly



planted on the back of the wriggling MuuyaLaka (Apsmaarapurusha, the evil personified), his left leg raised high up in a slant, his front left hand in the Dola – or Gaja-Hasta pose pointing to the raised foot, the front right hand in the Abhaya pose, the back right and left hands carrying a kettle-drum and a ball of fire respectively; the whole composition is placed on a well-decorated pedestal where the ends of the circular or elliptical Prabhaa (Tiruvaasi) meet.

The Tamil text called Unmai-Vilakkam explains the symbolism underlying this cosmic dance of the great god in this manner: Creation arises from the drum; protection proceeds from the hand of hope (the Abhaya pose in the front right one); from fire proceeds destruction: the foot held aloft gives Mukti.

The Naadaanta dance of Nataraja before the assembly (*Sabha*) in the golden hall of Chidambaram or Thillai, the centre of the Universe, first revealed to Gods and Rishis after the submission of the latter in the forest of Taaraka, as related in the Koyil-Puranam. The essential significance of Naadaanta dance is as follows: Our Lord is the Dancer, who, like the heat latent in firewood, diffuses His power in mind and matter, and makes them dance in their turn.

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#### 2.4.2.2 Folk Dances

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Tamil Nadu has rich tradition of folk arts and crafts displaying traditional skill and dexterity handed down from generations. The folk music and dances represent the rustic ethos, aesthetic values and melody. The conduct of folk dances and music on occasions of temple festivals and community functions gives entertainment, myth and merry to the villagers. The Therukoothu (Street Play, Thappattai Attam, Karagam and Kavadi, Dummy Horse Dance and Peacock Dance, Oyilattam and Silambam are all rural programmes of art forms, very old but still conducted and enjoyed by people with abiding interest and enthusiasm.

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## 2.5 Tourism Scenario

Tourism plays an important role in the socio-economic development of any country. It is one of the major sources earning foreign exchange. Tourism promotion also generates employment in urban as well as rural areas that may arrest the large scale migration of rural mass to urban centres and in turn help avoid formation of more slums.



Tamil Nadu, with its picturesque hills, beaches, waterfalls, wildlife sanctuaries, temples, ancient monuments, places of worship for all faiths and centres of art and culture has lot to offer to the domestic and international tourists. The Government of Tamil Nadu has taken steps to strengthen the existing infrastructure at the tourist destinations and to identify the areas of tourist importance and to develop them with adequate infrastructure for the benefit of tourists.

The entire state of Tamil Nadu happens to be visitors' / tourists' delight for there is so much to see, enjoy and relish about. The most important cities and towns in terms of tourist arrival, retention capacity, and tourist support infrastructure (in alphabetical order) are: Chennai, Chidambaram, Coimbatore, Coonoor, Kanchipuram, Kanyakumari, Kodaikanal, Madurai, Mahabalipuram, Rameshwaram, Thanjavur, Thirumalai, Tiruvelveli, Udhamandalam (Ooty), and Yercaud etc.

Although there is a large number of tourist attractions in Tamil Nadu. Following are the ones standing out –

- Arjuna's Penance
- Bharatnatyam Dance
- Carnatic Music
- Chettinad Cuisine
- Courtallam
- Elliot's Beach
- Kanchipuram Saris
- Kavadi (Kabaddi) Festival
- Mahabalipuram Beach
- Mahabalipuram Caves
- Marina Beach
- Meenakshi Temple
- Mudumalai Wildlife Sanctuary
- Pongal
- South Indian Delicacies
- South Indian Films
- Thanjavur Paintings

About 24,81,928 foreign tourists had visited India during 1999 and the number rose to 26,41,157 during 2000 which represented an increase of 6.4% over the previous year. Tourism is one of the largest foreign exchange earners, next only to gems and jewellery and garments. During 2000-2001, the foreign exchange earned by tourism in India was estimated at Rs.14,238.00 crore. More details and discussion on tourist trends, SWOT analysis, forecast etc. is given in Chapter 4.



The Ministry of Tourism, Government of India had estimated that Rs.10.00 lakh invested in tourism created 47.5 jobs against 44.7 in agriculture and 12.6 in manufacturing. Today, the direct employment generated in tourism is estimated to be 164.5 lakh. Indirect employment is higher at 223.7 lakh. A sample survey by the World Tourism Council, which uses 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 lakh new jobs. In respect of hotel industry, an investment of Rs.10.00 lakh will give direct employment for 12 persons and five rooms in a five star hotel at an average gives direct employment to eight persons.

The Directorate of Tourism in Chennai prepares schemes for tourism promotion and development in the state and monitors its implementation. There are tourist offices functioning in 14 centres in Tamil Nadu and in four other states. These are located at Kanniyakumari, Tirunelveli, Rameswaram, Dharmapuri, Kodaikanal, Madurai, Udhamandalam, Salem, Tiruchirappalli, Thanjavur, Poompuhar, Chidambaram, Mamallapuram, and Chennai. Those operating outside Tamil Nadu are at Mumbai, Kolkatta, Panaji in Goa, and New Delhi.

Besides these, there are as many as 16 tourist information centres (TIC) located at railway stations and airports in the state with the objective of disseminating information on tourism potential and facilities in Tamil Nadu. There are three centres located in other states. The details are as under:

- TIC, Railway Junction, Tirunelveli
- TIC, Railway Station, Rameswaram
- TIC, Bus Stand, Rameswaram
- TIC, Airport, Madurai
- TIC, Railway Junction, Madurai
- TIC, Gudalur (The Nilgiri District)
- TIC, Railway Junction, Coimbatore
- TIC, Railway Junction, Tiruchirappalli
- TIC, Airport, Tiruchirappalli
- TIC, Hotel Tamilnadu Complex, Thanjavur
- TIC, Central Railway Station, Chennai
- TIC, Egmore Railway Station, Chennai
- TIC, Kamarajar Domestic Airport, Chennai
- TIC, Anna International Airport, Chennai
- TIC, Panchalankurichi
- TIC, Tharangambadi (Tranquebar)
- TIC, Railway Junction, Bangalore
- TIC, Hyderabad
- TIC, Thiruvananthapuram



Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in the year 1971 with two coaches and five tourist bungalows. It has made progress since then and now owns the longest chain of hotels in South India, numbering 54. The fleet strength has increased to 27 coaches.

TTDC offers several facilities to tourists such as hotels, youth hostels, boat houses, restaurants, telescope houses and petrol bunk. Youth hostels are available at all major tourist destinations with the facility of dormitory accommodation for the convenience of budget tourists.

## 2.6 Eco-Tourism in India

This set of guidelines and policies for the development of eco-tourism is the result of the initiatives taken by the Ministry of Tourism in pursuance of Government policy to achieve sustainability in tourism development and to ensure regulated growth of eco-tourism with its positive impacts of environmental protection and community development. The guidelines focus of aspects as follows:

- i. Development of national parks and protected areas for tourism of the World Tourism Organisation;
- ii. PATA Code for environmentally responsible tourism;
- iii. Environmental guidelines of the World Travel and Tourism Council;
- iv. The Himalayan Codes of Conduct prepared by the Himalayan Tourism Advisory Board; and,
- v. Ecotourism guidelines by Ecotourism Society.

### 2.6.1 Eco-Tourism Resources of India

The geographical diversity of India is a wealth of ecosystems that are well protected and preserved. These ecosystems have become the major resource for eco-tourism in India.

They are – Biosphere Reserves, Mangroves, Coral Reefs, Deserts, Mountains and Forests, Flora and Fauna, Seas, Lakes and Rivers, and Caves.

#### 2.6.1.1 Biosphere Reserves

Biosphere reserves are multipurpose protected areas, for preservation of the genetic diversity and integrity of plants, animals and micro-organisms in representative ecosystems. There are seven such reserves in India at present that are as follows:

- Nilgiri
- Nanda Devi



- Nokrek
- Great Nicobar
- Gulf of Mannar
- Manas
- Sunderbans

#### ***2.6.1.2 Mangroves***

Mangroves are very specialised forest ecosystems of tropical and subtropical regions bordering sheltered seacoasts and estuaries.

Major mangroves areas in India are as under:

- Northern Andaman and Nicobar Islands
- Sunderbans (West Bengal)
- Bhitarkanika and Mahanadi Delta (Orissa)
- Coringa, Godavari Delta and Krishna Estuary (Andhra Pradesh)
- Pichavaram and Point Calimere (Tamil Nadu)
- Goa
- Gulf of Kutch (Gujarat)
- Coondapur (Karnataka)
- Achra/Ratnagiri (Maharashtra)
- Vembanad (Kerala)

#### ***2.6.1.3 Coral Reefs***

There are four major coral reefs identified in the country so far. These are:

- Gulf of Mannar
- Andaman and Nicobar Islands
- Lakshadweep Islands
- Gulf of Kutch.

#### ***2.6.1.4 Deserts***

The Great Thar desert and the little deserts in the North Western region of the country are distinct ecosystems, which have fascinated tourists from all over the world for a very long time.

#### ***2.6.1.5 Mountains and Forests***

The great Himalayas and other mountain ranges in the country, along with the snow-clad slopes, forests and rivers, have also become great



attractions for eco-tourists. The country has an area of about 752.3 lakh ha notified as forestland and of this about 406.1 lakh ha are classified as Reserve forests and 215.1 lakh ha as Protected Forests.

#### ***2.6.1.6 Flora and Fauna***

India is floristically very rich. She has about 45,000 species of plants. The country also has a great variety of fauna, numbering a little over 65,000 known species, including 1,228 of birds, 428 of reptiles, 372 of mammals, 204 of amphibians and 2,546 of fish.

In order to protect and preserve these genetic constituents, India has created a number of National Parks and 421 Wildlife Sanctuaries in different parts of the country. Some of these which have already become popular with tourists are Kaziranga and Manas in Assam; Jim Corbett in Uttar Pradesh; Keoladeo Ghana, Ranthambore and Sariska in Rajasthan; Kanha and Bandhavgarh in Madhya Pradesh; Bandipur in Karnataka and Simlipal in Orissa.

#### ***2.6.1.7 Water resources***

The Arabian Sea, the Indian Ocean and the Bay of Bengal brace the sides of the Indian subcontinent except for the northern boundary. The landmass of India is crossed by several rivers and dotted by lakes at many places. These water bodies provide attractive opportunities for water sports.

### **2.6.2 Policy and Planning**

The national policy on tourism stipulates that tourism should become a unifying force nationally and internationally, fostering better understanding through travel.

It should also help to preserve, retain and enrich our world-view and life-style, our cultural expressions and heritage in all its manifestations. The prosperity that tourism brings should strengthen and cause accretion, rather than damage, to our social and cultural values and depletion of our natural resources.

Realisation of these policy objectives particularly in the context of eco-tourism would involve a selective approach, scientific planning, effective control and continuous monitoring. The developmental process itself should meet the following cardinal principles:



- It should involve the local community and lead to the overall economic development of the area;
- It should identify the likely conflicts between resource use for tourism and the livelihood of local inhabitants and attempt to minimise such conflicts;
- The type and scale of tourism development should be compatible with the environment and socio-cultural characteristics of the local community; and,
- It should be planned as a part of the overall area development strategy, guided by an integrated land-use plan and associated with commensurate expansion of public services.

The biospheres, mangroves, coral reefs, deserts and mountains, which form the core resources for eco-tourism, are fragile ecosystems. Hence decisions for the development of tourism in such areas have to be based on a thorough understanding of local resources, social and economic factors and other characteristics.

The objectives of tourism development in any specified area, as well as the intended beneficiaries, dependency and scale of development have to be decided on the basis of these factors and discussions and negotiations with those most directly concerned.

The development of physical infrastructure for tourism should be preceded by the preparation of an inventory of resources and a zoning/ management plan to ensure preservation and public use of valuable natural sites.

Whenever destruction or serious alteration of areas of high primary productivity like wetland, sea grass beds, coral reefs or rainforests is contemplated, benefits and costs should be carefully assessed before planning tourism development activities. Further, planning and promotion of tourism should be undertaken as a component part of an integrated, comprehensive resource management plan founded on sound ecological principles.

The Tourism Management Plan should also establish standards for resort development, covering among others, the style and locations of structures, treatment of sewage and control of litter, preservation of open spaces and public use of fragile areas. It should further lay down procedures to ensure that sewage is not directed to the beach or the ground water and solid waste is systematically collected and disposed of suitably. Adequate precautionary measures should also be taken to avoid noise pollution. It should also specify methods and material for construction activities and minimise any possible adverse impact on local environment.



Physical planning and design should integrate community services including availability of potable water, transportation and tourism. Transportation and access should also be integrated with other purposes such as industry and trade as communities are the termini for air, land and water access. Physical planning for all travel modes, especially modern tour buses, also needs to be integrated between segments outside and inside the area of attraction.

### **2.6.3 Operational Guidelines**

The key players in the eco-tourism business are the Government, both central and at state levels, the local authorities, the developers and the operators, the visitors and the local community. Each one of them has to be sensitive to the environment and local traditions and follow a set of guidelines for the successful development of tourism. In addition, non-government organisations and scientific/ research institutions also have to play a key role in the development of eco-tourism.

#### ***2.6.3.1 The Government***

- Professional landscape architects and urban planners, in consultation with the local community as well as others directly concerned, should prepare the Management Plan for each area.
- Integrated planning should be adopted to avoid inter-sectoral and cross-sectoral conflict.
- The architectural programme for eco-tourism centres should include controlled access points and cabins, roads, self-guided nature trails, transportation options, interpretive centres, signs, observation towers and blinds, adequate but unpretentious lodging and dining facilities, docks, garbage disposal facility and other utilities as per requirement. If needed, suitable living quarters and facilities for project personnel have to be provided.
- Structures creating visual pollution, unaesthetic values and non-compatible architecture, should be controlled and temporary structures using local building material and befitting the local environment should be encouraged.
- Exclude developments in geologically unstable zones and define development and buffer zones after proper environmental impact assessments.
- Establish standards, building codes and other regulations.
- Specify environmental, physical and social carrying capacities to limit development activities.



- Ensure continuous monitoring of adverse effects of tourism activities and initiate suitable corrective measures.
- Recognise and award quality labels to eco-tourism operators.
- Provide visitor information and interpretation services covering particularly – (i) what to see, (ii) how to see, (iii) how to behave. It can be by way of brochures, leaflets, specialised guides, visitor information centres and such.
- Prepare and widely distribute codes of conduct to all visitors.
- Launch training programmes on eco-tourism to tourism administrators, planners, operators and general public.

#### ***2.6.3.2 Developers, Operators and Suppliers***

- Respect and follow the planning restrictions, standards and codes provided by the government and local authorities.
- Implement sound environment principles through self-regulation.
- Practice environmental impact assessment for all new projects and conduct regular environmental audit for all ongoing activities leading to development of environmental improvement programmes.
- Be sensitive to conservation of environmentally protected or threatened areas, species and scenic aesthetics, achieving landscape enhancement wherever possible.
- Ensure that all structures are unobtrusive and do not interfere with the natural ecosystem to the maximum extent.
- Recognise the optimal environmental capacity and sociological use-limits of the site in creating tourist facilities. They should also take into account safety and convenience of tourists.
- Buildings should be designed strictly on functional and environmental considerations and avoid over construction.
- Local material and designs should be used in all construction to the extent possible.
- Physical planning, architectural design and construction of tourist facilities should employ eco-friendly techniques like solar energy, capture and utilisation of rain water, recycling of garbage, natural cross-ventilation instead of air-conditioning, a high level of self-sufficiency in food generation through orchards, ecological farms, aquaculture and such.
- Energy and water-saving practices should be employed to the extent possible. Fresh water management and controlled sewage disposal should also be practised.
- Control air emissions-both chemical pollutants and noise.



- Control and reduce environmentally unfriendly products such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable material.
- Respect and support historic or religious objects and sites.
- Provide information and interpretive services to visitors especially on attractions and facilities, safety and security, local customs and traditions, prohibitions and regulations and self-conduct and behaviour.
- Ensure adequate opportunities to visitors for communion with nature and native cultures.
- In marketing eco-tourism products, customers should be given current information, as the visitors who appreciate eco-tourism products usually belong to environmentally aware groups.
- Training and research programmes of the company should include environmental issues.
- Prepare tourists to minimise possible negative impact while visiting sensitive environments and cultures before their visit.
- Ensure safety and security of visitors and inform them of precautions to be taken.
- Exercise due regard for the interest of the local population, including their history, tradition and culture and future economic development.
- Involve the local community to the extent possible in various activities and vocations.

#### ***2.6.3.3 The Visitors***

- Help conserve habitats of flora and fauna and any site, natural or cultural, which may be affected by tourism.
- Make no open fires and discourage others from doing so. If water has to be heated with scarce firewood, use as little as possible. Where feasible, use kerosene or fuel-efficient wood stoves.
- Remove litter, burn or bury paper, and carry back all non-degradable litter.
- Keep local water clean and avoid using pollutants such as detergents in streams or springs. If no toilet facilities are available, try to relieve yourself at least 30 metres away from water sources and bury or cover the waste.
- Plants should be left to flourish in their natural environment and avoid taking away cuttings, seeds and roots.
- Leave the campsites clean after use. Remember that another party will be using the same campsite after your departure.



- Help guides and porters to follow conservation measures. Do not allow cooks/porters to throw garbage in streams or rivers.
- Respect the natural and cultural heritage of the area and follow local customs.
- Respect local etiquette and wear loose clothes. Kissing in public is disapproved of.
- Respect privacy of individuals and ask permission and use restraint in taking photographs of local inhabitants.
- Respect holy places-do not touch or remove religious objects.
- Strictly follow the guidelines for personal safety and security and always take your own precautions and safety measures.

#### ***2.6.3.4 The Destination Population/ Host Community***

- Realise and respect the value of the environment, the flora and fauna, the monuments and the cultural heritage.
- Practise conservation of nature and culture as a way of life.
- Establish guidelines to protect valuable local resources and foster tourism management.
- Realise and react to the potential threat of investors who see opportunities in development but lack sensitivity to local values.
- Become effective nature guides and conservationists of natural areas by enhancing the practical and ancestral knowledge of the natural features of the area.
- Be friendly with the visitors and help them to practise eco-tourism codes.

#### ***2.6.3.5 NGOs/ Scientific and Research Institutions***

- Create awareness, amongst all concerned, about the importance of sound eco-practices in tourism development.
- Motivate the local community to increase their involvement in sustainable tourism activities.
- Organise training programmes to prepare the local people for taking up various vocations relating to eco-tourism.

### **2.6.4 The Environmental Pledge**

1. STATIONERY AND OTHER PUBLICITY MATERIAL ON RECYCLED PAPER: *We will introduce the use of recycled paper for our stationery and other publicity items such as brochures and establish a recycling programme.*



2. POLYTHENE BAGS: *We will convert, wherever possible, from the use of polythene bags to paper bags, cloth bags and other alternatives.*
3. ALTERNATE SOURCE OF ENERGY FOR FUEL: *Where possible, we will convert to solar power such as solar heating and lighting, to reduce the use of thermal electricity.*
4. GARBAGE DISPOSAL: *We will introduce the system of separating recyclable and non-recyclable garbage emanating from our operations and dispose non-biodegradable garbage in a responsible way, so as to not harm the environment.*
5. WATER CATCHMENT AND TREATMENT: *Wherever possible, we will recycle water by incorporating water treatment schemes. We will also make storage and catchment facilities for rain water to be used for our operations.*
6. ECO LODGES AND RESORTS: *We pledge to conserve the ecology, animal and birdlife of the area our properties are located in.*
7. PLANTING OF SAPLINGS: *We will encourage the planting of saplings and greening of the local environment.*
8. ALTERNATE USE OF FUELS: *We will limit the burning of firewood and use alternate sources of fuel for both cooking and heating.*
9. USE OF LOCAL ETHNIC MATERIALS IN CONSTRUCTION OF PROPERTIES: *In keeping with the local landscaping, we will incorporate architectural styles typical to the area, thus blending with the environment.*
10. EMPLOYMENT OF LOCAL COMMUNITIES: *Wherever possible, we will hire locally for our business, to enhance the economy of our area.*
11. LIMIT DEFORESTATION: *We will make no open fires and discourage others from doing so. Wherever water is heated using scarce firewood, we will not use it or use as little of it as possible. Wherever possible, we will choose accommodation that uses kerosene or fuel-efficient firewood stoves.*
12. PLANT SAPLINGS: *We will take saplings and encourage our tourists to help plant them near our camp sites or on the trails.*
13. NON-BIODEGRADABLE GARBAGE: *We will leave campsites clean and take back all non-biodegradable litter to the roadhead towns for proper disposal. We will bury only biodegradable food waste.*
14. KEEP LOCAL WATER CLEAN: *Toilet facilities will be pitched at least 30 metres away from the water source and all waste will be covered properly. We will not allow detergents to be used in streams and springs.*
15. PLANTS LEFT IN THEIR NATURAL ENVIRONMENT: *We will not take away cuttings, seeds and roots-this is illegal in most parts of the Himalayas.*



16. RESPECT LOCAL CULTURES: *We will promote the appreciation and presentation of religious places and local villages by never allowing clients to buy religious objects or heirlooms from remote villages.*
17. ALTERNATE SOURCE OF ENERGY FOR FUEL: *Where possible, we will convert to solar power such as solar lanterns and solar cookers.*
18. STATIONERY AND OTHER PUBLICITY MATERIAL ON RECYCLED PAPER: *We will introduce/increase the use of recycled handmade paper for our stationery and other publicity items, such as brochures.*

## 2.7 Tourism Policy

The tourism policy of the Government of Tamil Nadu includes, among others, encouraging private sector investment. Availability of quality accommodation in the state is a pre-requisite for tourism promotion. It is therefore proposed to encourage private entrepreneurs to put up new hotels both in private and government land. The government land will be made available to them at reasonable lease rent. This would give a fillip to the tourism development in the state.



## Chapter 3

### Tourist Destinations in the State

The State of Tamil Nadu, situated in the southern part of the Indian Peninsula has over 20 centuries of cultural heritage and historic significance as some of the most dynamic dynasties like the Cholas, the Pandayas, the Cheras and the Pallavas had ruled this region. Tamil Nadu has been bestowed by nature with a long Coramandel coast line, as well as hilly regions of Eastern and Western Ghats, very rich in diverse plant and animal life besides scenic beauty. With water resources from the several east flowing rivers, Tamil Nadu has the advantage of several water bodies in the form of lakes, waterfalls and others besides having some of world's most beautiful natural beaches along its coastline.

General public in Tamil Nadu is hospitable and communicates well with outsiders inspite of the language barrier. Tamil, the Dravidian language which is the language of the land in Tamil Nadu is one of the oldest languages in the world, perhaps even older than Sanskrit.

The foremost of important tourist attractions in Tamil Nadu are its impressive temples, which are true edifices of a great and ancient culture vibrant and lively even today. Next only to the pilgrimage and heritage locations in Tamil Nadu comes the scenic beauty of nature in and around the state in the form of forests, wildlife sanctuaries, hill stations and the long bio-diverse coastline. These locations provide immense opportunities for sightseeing, pleasure and leisure, to the visitors of various categories including adventure tourists.

Based on the importance, potential for attracting tourist population and uniqueness, the tourist destinations in the state of Tamil Nadu can be broadly covered under the following classifications namely:

- Pilgrimage destinations;
- Heritage locations including monuments and places of historical interest;
- Locations of scenic natural beauty such as hill stations, water bodies, wildlife sanctuaries and beaches;
- Tourist Festival locations;
- Adventure destinations; and,
- Leisure destinations.

Many locations have one or more of the above attractions for the tourist. Based on information available from various sources as well as those collected during the visits of our expert teams to various locations in Tamil Nadu, a sample situation analysis in respect of representative tourist destinations in the state has been attempted in this chapter. The locations have been chosen to represent and cover various types of tourist destinations/ places of tourist attraction (*Map 3.1*). The listing though does not cover all existing locations, no doubt covers significant ones that are representative and typical of the areas/ regions where they are located.



### 3.1 Pilgrimage Destinations

Temples are a marked feature of the landscape of Tamil Nadu not only in important cities and towns, but also in small obscure villages. Any small hillock on the highway, even if there is no habitation around it, has an ancient temple built on its top. It all began during the age of *Bhakti* and many of these temples were patronised by the kings and local rich men. Visiting sacred places for worship has been a custom and a common practice. Thus, such pilgrimages have created a kind of national integration. Pilgrims who visit Kashi and Badri in the North make it a point to bring Ganga water for the bathing ceremony of *Abhisheka* and worship at Rameshwaram and Kanyakumari.

The style of temple buildings that evolved in Tamil Nadu is commonly known as Dravidian style. To this belong the well-known temples of Thanjavur, Madurai, Srirangam, Chidambaram, Rameshwaram, etc. The tradition of Tamil Nadu includes 63 Shaivite and 12 Vaishnavite saints. They came from all castes and walks of life.

Few of the prominent places of pilgrim interest can be identified as – Madurai, Chidambaram, Kancheepuram, Kanyakumari, Nagore, Palani, Rameshwaram, Thiruvannamalai, Srirangam, Thanjavur and Velankanni. The main attraction at each of these places as indicated below and equally spectacular specimens of Dravidian art and culture are available in plenty in the surrounding areas as well.

Place	Main Attraction
➤ Madurai and around	Meenakshi Temple
➤ Chidambaram and around	Nataraja Temple
➤ Kancheepuram	Kamakshi Temple
➤ Kumbakonam and around	Temple Clusters
➤ Kanniyakumari	Shore Temple
➤ Palani	Hill Temple
➤ Rameshwaram	Sea shore Temple
➤ Thiruvannamalai	Temple and surrounding hills
➤ Srirangam	Ranganatha Swami Temple
➤ Thanjavur	Brahadishwara Temple
➤ Nagore	Dargah of Hazrat Mian
➤ Velankanni	Shrine of Lady of Health

#### 3.1.1 Madurai and around

Next in importance to Chennai, Madurai, popularly known as the ‘Athens of the East’, is a place of great antiquity and historical importance. It was famous for its cultural and scholarly pursuits. It is the oldest city in the South and had an academy consisting of poets and savants that was highly esteemed by kings and commoners.



Madurai is in the heart of Tamil Nadu. It claims history extending nearly twenty six centuries, and was the capital of Pandhya Kingdom. Madurai, in South India on the banks of Vaigai is sanctified by the sports of Lord Shiva, perpetuated in Halasya Purana. The main tourist attraction is the ancient Meenakshi temple.

Madurai is connected by flights from Chennai, Bangalore, Mumbai and Kochi. It is a major railway junction connecting several important cities in the country. Excellent roads connect Chennai (472 km), Trichy (142 km), Rameshwaram (149 km), and Kanyakumari (272 km) to Madurai. Taxis and auto-rickshaws are available for local transport. Madurai has luxurious hotels as well as Indian style hotels and lodges for all types of visitors. Week-enders can escape to Kodaikanal hill station, hardly three hours drive away.

**Alagarkovil**, situated 21 km east of Madurai at the foothills called Alagarmalai, is famous for its ancient Vaishnavite temple dedicated to Lord Azaghar, and the beauty of exquisite sculptures in the hall and other *mandapams* of the temple. The Alvars have sung in praise of the deity of the place and the hills. It is said that Alagarkovil attracted pilgrims even in the early days of the *Sangam* Age. **Pazhamudhirsolai**, one of the six abodes of Lord Subramanya, is on the same hill, about 4 km from Azhagarkoil.

Cave temples have been so much identified with the Pallavas. The Pandya rulers too especially could be credited with a large number of such cave temples.

**Tirupparankundram**, where there is a cave temple dedicated to Lord Subramanya, is only 7 km from Madurai connected by an excellent road. Frequent buses and other transport operate to the place. The inner-most shrine is cut out of a solid rock.

### 3.1.2 Chidambaram and around

The celebrated Nataraja temple at Chidambaram or *Tillai*, is known to most people in the country. From the small beginning sprang up the Nataraja Temple of Chidambaram, the most famed of five southern temples dedicated to Shiva, presenting him as the deity of five elements – Earth, Water, Fire, Air and Ether. At Chidambaram, Shiva is represented as the element of Ether (*Akasha*). The other four temples representing the other elements are at Kanchipuram, Tiruvanaikaval, Tiruvannamalai and Kalahasthi.

Chidambaram is the centre of the Shaivite cult. The temple complex covers a vast area and is located in the centre of the town. The Nataraja temple is the work of dedicated artistes spread over a millennium.



The Chidambaram temple is a veritable encyclopaedia of the art of dancing. There are the bas-reliefs and other sculptured pieces essentially on dance themes executed in seemingly endless friezes which illustrate in startling vividness some of the most subtle aspects of dancing. Bharata Muni's *Natya Sastra*, the classical treatise on the dance art of Bharatnatyam is illustrated in granite carvings on the *gopurams* as well as within the temple precincts itself. The *gopurams* are magnificent examples of intense devotion and artistic skill, bedecked with a wealth of mythological sculptures of gods and goddesses. Chidambaram is connected by rail and road with Chennai, Trichy and Thanjavur. The nearest airport is Trichy which is 167 km away; Chennai is 240 km away; and Thanjavur 120 km.

Some of the other temples in and around Chidambaram include, Anantishwara (Shiva) temple in the town itself, Seerkazhi, 20 km from Chidambaram, for its ancient temple of Brahmapureeswarar/ Sri Sattanadhar, besides being the birth place of St. Thirugnana Sambandar, the first among the Shiva Samayacharyas; Srimushnam a small village famous for ancient temple dedicated to Vishnu as Bhuvarahaswamy, which attracts large number of pilgrims from all over the country; and Vaideeswaran Koil in Thanjavur district (23 km South of Chidambaram) famous for its Shiva temple – known as the healer of all ailments. Many saints have sung the glory of this deity. The temple is of ancient origin and has been renovated from time to time in the past by Cholas, Pandyas, Achyuta Nayak and the Maratha prince Thulaja.

### 3.1.3 Kancheepuram

Kancheepuram, popularly called as Kanchi and also known as the *Golden City*, is very close to Chennai and has a long history. It abounds in precious antiquities and is rich in its historic associations. Renowned as a cultural centre of the South, it is hailed as the *Dakshina Kashi*. Among the seven sacred places considered as the holy places of pilgrimage, Kancheepuram is dedicated both to Shiva and Vishnu. It was the foremost of the seven *Kshetras* (Nagareshu Kanchi). It is said that in the past there were in Kanchipuram 108 Shiva temples and 18 Vishnu temples; but now the most important shrines are only five. The temple of Kamakshi Amman is the most important shrine in this town, besides Varadarajaswamy Temple. Seer Sankaracharya of Kamakoti Peeth has his abode here.

Other places around Kanchipuram include, Sriperumbudur, 29 km from Kancheepuram, the birth place of Saint Ramunujar, the father of Vaishnavite Philosophy and an important pilgrim centre for the Vaishnavites, and which has the memorial for Sri Rajiv Gandhi, former Prime Minister of India; Tiruthani Temple, (42 km from Kancheepuram), one of the six abodes of Lord Subramanya, situated on a hilltop, where Karthigai festival in December is celebrated with great pomp and



splendour, besides being the birth place of Dr S Radhakrishnan, philosopher-statesman and former President of India; and Tirukkalukundram, (49 km from Kancheepuram) and atop a hillock where Vedagireeswarar temple, a Shiva temple, is visited by two kites every day. Legends have it that the kites, said to be saints, stop at Thirukkalukundram to take *Prasad* from the temple priest every day, on their daily flight from Varanasi to Rameshwaram.

### 3.1.4 Kumbakonam and around

Kumbakonam, near Thanjavur, one of the oldest towns in South India, is a sacred pilgrim centre on account of its numerous ancient temples and the sacred Mahamakkham tank. Situated on the banks of the river Cauvery, it rose as an important and oldest cultural centre of South India.

The most important shrine in Kumbakonam is the Kumbheshwarar temple. The temple is in the centre of the city and has a lofty *gopura* about 43 m high. The central Linga of Shiva in the shrine is said to be composed of fragments of a pot or *Kumbha*. Many stories are told explaining the origin of this *Kumbha*. The town derives its name from the presiding deity Kumbheshwarar.

The nearest airport to reach Kumbakonam is Trichy, 92 km away. The town is connected by rail and road with most of the cities of Tamil Nadu, Kerala and Karnataka.

Some of the significant places near Kumbakonam, are **Konerirajapuram**, a small village, famous for the colossal Nataraja icon made out of bronze, which is stated to be the biggest in the world; **Tiruvidaimarudur**, (10 km South of Kumbakonam), is one of the most celebrated Shaivite centres; **Pattiswaram**, about 8 km from Kumbakonam town, one of the Shiva temples of great antiquity, with mythological and historical interest, but not much known outside; and, **Thiruveragam**, popularly known as **Swamimalai**, a small village situated about 10 km west of Kumbakonam town in Thanjavur district, north of the two rivers, Arasalar and Cauvery, and is famous for the temple of Lord Muruga, and has many festivals celebrated the most popular being, Valli Kalyana festival which attracts huge crowds of devotees and visitors.

### 3.1.5 Kanyakumari

The end of Indian land, Kanyakumari or Cape Comorin is surrounded by three seas i.e. Bay of Bengal, Indian Ocean, and the Arabian Sea. The confluence of three waters is hence called as *Thriveni Sangamam*. Here, the sunrise and sunset offer a breath-taking view. The multicoloured sand is yet another unique feature of the beach at Kanyakumari. The place is famous not only for its natural charm but also a place of ancient pilgrimage for the Hindus as **the abode of Bhagavati**.



The **Vivekananda Rock Memorial** (VRM) has been built on the Vivekananda Rock, one of the two rocks jutting out of the ocean and providing the visitors a view of the end of land.

The memorial is a blend of all the styles of the Indian architecture and was completed in 1970. A statue of Swami Vivekananda is installed here. The VRM and the ferry service provide the tourists with an added attraction to Kanyakumari.

Close to the VRM at Kanyakumari, there is another rock called *Sripadaparai*. On this rock has been recently built a **memorial to Thiruvalluvar**, the unmatched Tamil poet-saint who gave to the world his immortal work, Thirukkural. The statue of Thiruvalluvar is rising 133'.

Kanyakumari is well connected with most of the cities in the country by rail and road. The nearest airport is Tiruvananthapuram, 80 km away.

Among the numerous temples that dominate the landscape at the southern most tip of India, the most popular for its historical and architectural importance is the **Suchindram temple**, 12 km North West of Kanyakumari. It is a charming tiny village on the banks of river Palayar and visited by a large number of pilgrims all the year round.

### 3.1.6 Palani

Palni or Palani, near Dindigul is the most important hill shrine dedicated to God Muruga, also called Subramanya, an aspect of Shiva. It is the most popular place of pilgrimage in South India and one of the six most sacred places to Muruga.

Madurai is the nearest and convenient airport to reach this pilgrim town. Palani is connected by rail and road to all important towns in Tamil Nadu, Kerala and Karnataka. It can be reached either from Madurai or Dindigul. Coimbatore is 108 km away, while Madurai is 119 km from here. The temple maintains a large number of cottages and choultries for the convenience of pilgrims and other visitors. Kodaikanal, the hill station is only 30 km by road and visitors to Palani can take a trip to this hill resort also.

### 3.1.7 Rameshwaram

Rameshwaram is an island in the Gulf of Mannar, Bay of Bengal on the East coast in Ramnad district, and is a major pilgrim centre. The island is sanctified by Rama's visit during his expedition to Lanka. It is frequently visited by pilgrims from all over the country, as one of the most deeply venerated places in India.



According to the Hindu tradition Sri Rama, the hero of the epic, Ramayanam, worshipped Lord Siva here before invading Lanka to redeem his wife Sita from the clutches of Ravana. It is from here that Sri Rama is said to have constructed the mythological bridge to Sri Lanka.

The Rameshwaram temple impresses by its longest pillared corridors. The perspective of these richly carved pillars running for nearly 340 m is a breath-taking sight.

The three chief festivals are – Maha Shivarathri celebrated for 10 days, Ramalinga Pratishta, celebrated for 3 days, and Tirukalyanam festival celebrated for 17 days. All these attract large crowds of pilgrims from all over the country. The Adi Amavasaiya festival occurring in July attracts the largest number of pilgrims to the temple.

Rameshwaram is connected by rail from Madurai, Chennai, Trichy and Coimbatore. There is an excellent road bridge connecting Rameshwaram to mainland.

### 3.1.8 Thiruvannamalai

Thiruvannamalai, in the North Arcot district, also known as Arunachala, is a sacred pilgrim centre for Hindus as it has one of the Pancha Lingas representing the fiery aspect of Lord Shiva. Located at the foot of the hill called Arunagiri, one of the largest hills in South India, it is famous for the fact that Goddess Parvati performed penance here to obtain the *Vamabhaga* of Lord Shiva as *Ardhanarishwara*.

Tiruvannamalai is connected by train and also by an excellent network of roads. Chennai is 185 km away and Bangalore is 220 km. Several Luxury and semi-luxury buses ply directly to Tiruvannamalai from various places in Tamil Nadu and Karnataka. In addition, many tourist buses arrange trips to this holy place during weekends.

Besides its attractive architecture and sculptures, Karthigai Deepam festival celebrated during the months of November-December attracts devotees from all parts of the country. Ramana Ashram, where the great sage Ramana Maharishi lived, is another attraction.

The Thiruvannamalai temple, is one of the largest temples in South India. It has a massive 61 m, 11-storey gopuram. On a full-moon day of Karthigaimonth (Nov-Dec) a huge beacon is lighted atop the hill.

### 3.1.9 Srirangam

Srirangam, the most important Vaishnavite pilgrim centre, surrounded by the waters of river Cauvery and its branch Kollidam, is an island town of about 600 acres, enclosed within the seven walls of Sri Ranganatha



temple, 7 km away from Trichy. Srirangam ranks first among the 108 Divya Deshams and foremost amongst the eight self-created or Swayam Vyaktha Kshetras. Its Rajagopuram, one of the 21 *gopurams* is nearly six centuries old. This is the tallest temple tower in Asia, a very imposing structure displaying craftsmanship.

Trichy is the nearest airport to visit Srirangam. It is connected by a good network of rail and road. Srirangam can be reached by local transport from Trichy. There are a few small hotels, lodges and choultries at Srirangam, but excellent accommodation of all classes can be had at Trichy depending upon the budget of the visitor.

### 3.1.10 Thanjavur

Thanjavur is the ancient city of South India, where history is traced from 50 A.D. It was the capital of the Chola rulers who were holding sway over the entire part of the southern country from 9<sup>th</sup> to 14<sup>th</sup> century for five hundred years. It was here that Raja Raja (985-1013 AD) the illustrious Chola monarch built the Brihadeeshwara temple which is a masterpiece of South Indian Architecture. Fortunately, it is still preserved with all its sculptural beauty.

Thanjavur is connected by rail and road with many important cities. Trichy is only 58 km and has an airport. Regular state bus services operate to many places at frequent intervals. Taxi and auto services can be hired for local sightseeing. Hotel Tamil Nadu, and a few other hotels provide moderate class accommodation. Municipal rest house and Railway Retiring Rooms also can be utilised for accommodation.

### 3.1.11 Nagore

Although religious centre for Muslims, the *Dargah* of Hazarat Meeras Sultan Syed Shahabul Hameed, popularly known as Hazarat Mian, at Nagore, 6 km from Nagapattinam, is visited by people of all faiths. There is an annual Kadri festival which attracts large crowds from all parts of the state irrespective of their religious faiths.

### 3.1.12 Velankanni

Velankanni, situated about 11 km from Nagapattanam in Thanjavur district, is a great place for pilgrimage. It is located at the confluence of river Vellayar with the Bay of Bengal. The annual festival at this place attracts a large number of pilgrims and devotees, from various parts of India and outside. Although it is a Christian festival, the pilgrims include thousands of Hindus, Muslims and followers of other religions as well, which is a peculiar feature of this place.



Many miraculous cures are said to have taken place at Velankanni. The shrine of *Arogya Mata* (Lady of Health), serves as a source of comfort and consolation to many sufferers. Pilgrims visit this place to get relief from sickness and other ailments. During the annual festival period of ten days (August 29 to September 8), the devotees visit this place with their thanks givings for the favours received from the Lady of Health.

Velankanni is connected by road and rail routes. Frequent buses operate from Nagapattanam. During the festive season, special trains and buses are made available. There is a good number of lodges and guest houses to accommodate pilgrims and visitors.

## 3.2 Heritage Locations and Historic Monuments

In the state of Tamil Nadu, there is a large number of heritage sites which even today reflect the cultural, social and ethnic background of this region in various forms. Some of the significant locations, which were studied, include:

Place	Main Attraction
➤ Gangaikonda Cholapuram	Chola Temple
➤ Mamallapuram	Shore Temples
➤ Chennai	Fort St. George, Santhome Church, Kalashetra, Rippon Building, Gandhi Mandapam and St. Thomas Mount. There are also a number of well maintained historic mosques in and around Chennai including Wallajah and Thousand Lights mosques amongst others.
➤ Gingee	Gingee Fort
➤ Vellore	Vellore Fort
➤ Poompuhar	Legendary Port City
➤ Thanjavur	Thanjavur Palace
➤ Tiruchirapally	Rock Fort
➤ Madurai	Tirumalai Naik Mahal
➤ Dindigul	Hill Fortress

### 3.2.1 Gangaikonda Cholapuram

The Cholas of Thanjavur, who succeeded the Pallavas, continued the architectural and artistic activities of the Pallavas, and their contributions reached the high watermark of Dravidian temple architecture. The stimulus given on solid foundation, bore fruit during the early Chola period and marked its zenith during the middle period ranging from Raja Raja the Great to Kulottunga (985 – 1070 AD). This became the golden age of



Chola art and architecture, as it included the two magnificent temples, one at Thanjavur and the other at Gangaikonda Cholapuram.

Gangaikonda Cholaapuram, built by Rajendra Chola, is now an unpretentious village of a few houses, situated at a distance of about 100 km from Trichy, 45 km from Chidambaram and 35 km from Kumbakonam. However, the village is very well connected by excellent road, and regular buses and vans ply in these routes at frequent festivals.

### 3.2.2 Mamallapuram

The Shore Temple and other monuments of Mamallapuram are such monuments, dating back to the 8<sup>th</sup> century AD, and have witnessed the glory of Pallavas, the Cholas and the Vijayanagar Empire in stony silence. There are *Seven Pagodas*.

Mamallapuram is only 64 km away from Chennai which has also an International Airport. The place is connected by a good road. The nearest railway station is Chengalpet, 29 km away. Many conducted tours are arranged from Chennai to visit these monuments. There are luxury and moderate hotels at the village to suit every budget. The tourist bungalow maintained by the Tamil Nadu Government and a number of private rest houses provide comfortable accommodation to the tourists and visitors.

**Kovalam**, 19 km from Mamallapuram, contains a ruined fort, an old catholic church and a famous dargah – places worth visiting, besides a beautiful beach.

### 3.2.3 Chennai

One of the four metropolitan cities of the country, Chennai is also the gateway to the south. It is bestowed with a 4.5 km long stretch of beach, the second longest and one of the most beautiful beaches in the world, called the Marina beach. There are many other locations of historic/ tourist interest in and around Chennai.

**Fort St. George** is an important historical landmark in Chennai. It was built by Francis Day and Andrew Cogan, the founding fathers of Chennai and officials of the British East India Company. It was the first British settlement and was under French occupation for a brief period.

The **Fort Museum** formally opened in 1948, houses the fine collection of original writings, medieval weapons, collection of coins, silver wares, porcelain, manuscripts, engravings etc. The flag staff on the ramparts facing the sea and atop the main gate is over 150' high and is still the tallest in India. The Indian flag is hoisted daily. The fort now houses the state legislature and secretariats besides the defence department offices.



What was once a lake in the heart of Chennai and later a low-lying area, was reclaimed and refurbished by Chennai Corporation and on it was built the **Valluvar Kottam** – a fitting memorial to the greatest poet-saint of Tamil Nadu. It is shaped like the old and one of the biggest temple chariots, in fact a replica of the one at Thiruvavur. It is 33 m tall with a life-size statue of Thiruvalluvar on its seat. In the front hall corridors of the chariot, all the 1330 Thirukkural with their 133 chapters have been depicted in bass-relief. Its auditorium is the largest in Asia and about 4000 people could be accommodated. It is a befitting modern memorial erected in the Dravidian and Pallavan style of architecture.

Called the White House of Madras opened in 1913 by Lord Hardinge, the then viceroy of India, the **Rippon Building** has been built of brick and *chunnam* with little stone and has been surmounted by a clock tower. The stately building has been built in the British style. The Chennai Corporation, the City Council and the Mayor's Office function from here. The white building is a graceful landmark and during full moon days its charm increases and it looks like a dream palace.

**Gandhi Mandapam** has a gallery and five-pillared *mandapam* with exquisite carvings. Gandhi Jayanthi and other important functions are held here and on every Sunday between 0900 hrs and 1000 hrs, a large number of devotees of Sri Aurobindo and the Mother of Pondicherry gather to pray and meditate.

The imposing building of the **High Court** is an important landmark. Its stained glass arches and minarets are wonderful. The foundation was laid in 1889 and completed in 1892. In its tallest minaret rising 160' asl, the Madras lighthouse was erected in 1894. It was a big gas-mantled lighthouse with huge reflecting discs. Formerly people were allowed to climb its spiralling staircase to have a bird's eye view of the city. The present new lighthouse is on the Marina. The former one called Esplanade lighthouse after being dismantled remains as an ornamental Doric column in the High Court compound itself.

Meaning temple of art, **Kala Kshetra** is a cultural institution of international repute. It is renowned for Bharatanatyam – the classical dance, and Kuravanji, a dance drama. It was founded by Rukmini Devi Arundale in the year 1936 to train, encourage and revive interest in the dances and traditions of Tamil Nadu. It is run on the ancient Gurukulam system where students stay with the gurus or teachers and learn the art treating them as their foster parents. It is an interesting sight to see the students learning and performing arts under a sylvan setting, most of the time under the shades of trees in the open air.

**Dr U V Swaminatha Iyer Manuscript Library** could also be seen in the Kala Kshetra complex. It is a rare library of its kind preserving traditional



literature on palm leaves. They are microfilmed and kept in the library for the use of research scholars of posterity. A number of ancient and rare books have also been published by the library and are available in the sales depot.

**Santhome Church** is associated with the apostle St. Thomas. He is believed to have landed here in 52 AD to spread Christianity. St. Thomas retreated to a hill now called St. Thomas Mount where he was killed in 72 AD. His mortal remains were buried on the beach where he preached, and a church was built over it. Afterwards it was transferred to another church built further inland. In 1606 it was rebuilt as a cathedral and in 1896 it was made into a basilica. The church is a magnificent building built in Gothic style with beautiful stained glass windows portraying the stay of St. Thomas. The central hall has 14 wooden plaques depicting scenes from the last days of Christ. A three feet statue of Virging Mary believed to have been brought from Portugal in 1541 adorns the church. In this basilica, a small hand bone of St. Thomas and the head of a lance are kept as sacred relics.

**St. Thomas Mount** is a 300 feet hill called *Parangi Malai* in Tamil, on the verges of the present city limits. The Portuguese had rebuilt a church here at the behest of King Emanuel. It was originally a chapel of the Nestorian Missionary. It was on this mount that St. Thomas is said to have been speared to death. 'The Bleeding Cross' here is a miracle. Hearsay tradition says that it was chiselled by St. Thomas. During May in 1558, it first publicly bled and is said to have bled periodically ever since. There is a painting of Virgin Mary and child Christ, supposed to have been painted by St. Luke and brought to India by St. Thomas. A flight of steps lead to the top of the hill.

**Wallajah Mosque** is popularly known as the Big Mosque on the Triplicane High Road in Chepauk. It was built in 1789. It is the biggest in the city with a spacious open space. Muslims gather here on important days. It is an impressive and historic mosque associated with Nawab Wallajah's family. There is another mosque in the Muslim area nearby, called Zam Bazaar historically associated with the Prince of Arcot family in a crowded part of the city.

**Thousand Lights Mosque** is a historic mosque and stands on Thousand Lights area at the junction of Peters Road and Anna Salai. This area with numerous lanes and narrow streets is associated with members of the Nawab family as the street names reveal. The name is derived from the lighting of a triangular wedge of a building constructed by Nabab Umdat-ul-umrah around 1800 for Shias assembling during Moharram. It is one of the major mosques of the city.



### 3.2.4 Gingee

**Gingee Fort** (Senchikkottai) is about 150 km away from Chennai on road to Thiruvannamalai. This fort was a stronghold of the Cholas during the 9<sup>th</sup> century. The Vijayanagar kings later fortified and made it an impregnable citadel. This fortified city has been built on seven hills, the most important being Krishnagiri, Chandragiri and Rajagiri.

4 km from Gingee, there is a temple at Singavaram that is a good specimen of rock-cut-shrine. The reclining Vishnu measures about 24' carved out of a single rock. Shatru Malleswaralayam at Thalavanur, 16 km from Senji, is a rock cut temple built by the Mahendra Varma Pallava (580-630 AD). Built by Mahendra Varma, the Mandagapattu temple, 20 km from Senji, presents a good example for the Dravidian Temple Architecture.

### 3.2.5 Vellore

**Vellore Fort** belongs to the Vijayanagar period and was built around the 16<sup>th</sup> century. It stands preserved in good condition even today. It was built of granite blocks with a moat watered from a subterranean drain fed by a tank. It was built by Chinna Bomminayaka, a chieftain of the Vijayanagar emperors, Sadasivaraya and Srirangaraya. It was later in the hands of Murthaza Ali, brother-in-law of Chanda Sahib. It then passed into the hands of Marathas from whom it came under Daud Khan of Delhi in 1760 and was later under Tipu Sultan. Finally it came to the British after the fall of Srirangapatna. It is like the Windsor Castle of South India and the only one of its kind. Even before the first war of Indian Independence in 1857, a revolt against the British broke out here in 1806 which is in fact the harbinger of the 1857 Sepoy Mutiny. Various public buildings and private offices including the police training centre and a jail are inside the fort.

**Elagiri** lies on the West of Vellore, an isolated attractive picnic spot. It is in the Eastern Ghats at an elevation of 1000 metres, popularly known as poor man's Ooty. A salubrious climate, beautiful sceneries and a temple of Lord Muruga attract visitors. Especially in summer, people in large numbers visit this place. Since this place is an ideal location for organising one day or two-day trekking, often trekking expeditions are arranged.

### 3.2.6 Poompuhar

**Poompuhar** is yet another beach resort created in memory of erstwhile Kaveripoompattinam, a legendary port city, washed away by the sea. The present complex was designed on the basis of the information available in the Tamil epic Silapathikaram. The historical happenings depicted in Silapathikaram and the landmarks mentioned therein are brought back to life here in stone.



**Silappathikaram Art Gallery** at Poompuhar has a beautiful seven-tier building of exquisite sculptural value. The first storey is 12' high and the following storey each has a height of 5' atop of which is erected a kalasam with a height of 8' – the total height being 50'. The art gallery depicting scenes from one of the five major epics of Tamil *Silappathikaram* was opened in 1973. These scenes are immortalised in stone on the walls of the gallery. It is in short an art treasure house of Tamil Nadu.

**Ilanji Mandram, Pavai Mandram, Nedungal Mandram and Kotrappandal** have been re-erected at Poompuhar and they continue to attract the public with their artistic splendour. All these public places have been mentioned in *Silappathikaram* the epic poetry of the Tamils. They served various purposes besides being ornamental. For instance, *Ilanji Mandram* is a place of beauty with a miracle tank that cured all illnesses. *Pavai Mandram* is a place of justice and if injustice is done the Pavai (idol) there would shed tears. *Nedungal Mandram* is a pillar of splendour and those afflicted with mental disorder or those who have been poisoned or bitten by snake, shall be cured by worship going around it. *Kotrappandal* was the ornamental *shamiana* presented by the king of the Vajjra country.

### 3.2.7 Thanjavur Palace

Not far from the Brahadeeswara Temple and in the heart of the old town lies the **Thanjavur Palace** with vast labyrinthian buildings, enormous corridors, big halls, watch towers, moat, fort and courtyards. The palace was built by the Nayak rulers around 1550 AD and subsequently renovated and enlarged by the Maratha rulers of Thanjavur. Though a portion is in ruins, much of it is still in its original beauty. Some government offices, besides an art gallery, library, hall of music, audience hall, are located inside. Also, there live, in a portion of the palace, the present legal heirs of the Thanjavur Marathas.

### 3.2.8 Tiruchirapally Rock Fort

Tiruchirapally **Rock Fort** is the important landmark of Trichy. It is an 83 m (237') high rock that is the only outcrop in the otherwise flat land of the city. This is perhaps of oldest rock in the world, and as old as the rocks of Greenland. The Himalayas are infant rocks compared to its age. There are fascinating temples with brilliant architecture located in it.

Not far from the Srirangam island is one of the erstwhile engineering marvels of India – the **Grand Anaicut** at Kallanai, built by Karikal Cholan in the 2<sup>nd</sup> Century AD to harness the waters of the Cauvery. Made of stone, the dam is 329 m long and 20 m wide and still very much in use. Additions have been made in the form of a road bridge on the dam. This is a good picnic spot.



**Tiruvellarai** is a place for Vishnu temple 25 km away from Trichy. The Tiruvellarai temple is famous for its Architecture and Swastika shaped water tank.

At the head of the Srirangam island and 8 km from Trichy, there lies another dam called **Upper Anaicut** or Mukkombu, which is about 685 m long. Constructed in the 19<sup>th</sup> century across the Kollidam, this dam has been forked into three sections instead of one long stretch because of the shape of the island.

### 3.2.9 Madurai – Thirumalai Nayak Mahal

**Thirumalai Nayak Mahal** is the palace of Thirumalai Nayak, just a km away from the Meenakshi Temple in Madurai. This Indo-Saracenic marvel was constructed in 1523 AD. Pillars of granite cased with mortar and supporting arches, present a majestic view. The corner of the East face has towers. On three sides of a quadrangle 250' by 180' are corridors with arches supporting roof. The most remarkable part of the structure is the Swarga Vilasam or the audience hall. Its dome is 60' in diameter and 70' in height. Such a lofty dome stands firm without any support revealing the engineering skill of its builders. Circling this is the *zenana* from where the royal ladies witnessed the durbar. It is a fine example of the architectural style of the Nayaks.

The impressive **Vaigai Dam** is 69 km from Madurai on way to the Periyar Wildlife Sanctuary. It is a good picnic spot. **Suruli Waterfall** is 128 km from Madurai on way to Thekkadi (Periyar Wildlife Sanctuary). This is also a good picnic spot.

#### 3.2.10 Dindigul Fort

Of all the forts in South India, no other fort had seen such colourful past dating back to over three centuries, as the Hill Fortress of Dindigul, near Madurai in Tamil Nadu. It has survived the rise and fall of various Hindu and Muslim dynasties that held sway over this region till the British secured it finally. This fortress has a very interesting historical background.

The huge rock on which the fort has been built can be seen from any direction, from a far off distance before one approaches the town of Dindigul. It rises steep, almost perpendicular to a height of nearly 340 metres. The monolithic rock, slippery and dangerous to climb except through the steps cut on one side, is about 400 metres long and 200 metres wide. The huge block of rock resembles a thick cushion in its shape. The name of the town itself is derived from this rock – Dhindukal means pillow rock in Tamil.



### 3.3 Destinations of Scenic Beauty, Forests and Sanctuaries

#### 3.3.1 Ooty and around

The Government **Botanical Garden** at Ooty was laid out in the year 1847 and is spread over 55 acres. Lush green well maintained lawns, rare tree species (like the cork tree which is probably the only such tree in India, the paper bark tree and the monkey puzzle tree – monkeys cannot climb this tree), a 20 million year old fossilized tree, an Italian-style garden bordering a clear pool, a vast variety of flowering bushes and plants in myriad hues (exotic and ornamental), fern house with a vast range of ferns and orchids, are some of the many highlights of this garden. A Flower Show along with an exhibition of rare plant species is held every year in the month of May at this garden. The best time to visit the garden is from April to May and in the month of September.

Situated in the heart of Ooty town, **Rose Garden** has been beautifully laid out in terraces with rose tunnels, pergolas and bowers with rose creepers. It was set up in the year 1995 to commemorate the 100th flower show of the Botanical Garden. Today, this garden has the largest collection of roses in the country. Hybrid Tea Roses, miniature roses, Floribunda, Ramblers, roses of unusual colours like black and green are some of the more than 2,000 varieties of roses that will captivate your senses. The best time to visit the garden is between April and May.

The **Ooty Lake** is an artificial lake, constructed in 1824 by Mr. John Sullivan, the first Collector of Ooty. It is a popular tourist spot in these Blue Mountains. One can go boating between 8 am and 6 pm on all days in this lake. A wide range of boats are available at the boat house to suit varied tastes and budgets. A Mini Garden with an amusement park for children and a toy train are added attractions here.

At 2,623 m asl, **Doddabetta** is the highest peak in the Nilgiris. It lies near the junction of the Western and Eastern Ghats, about 10 km from Ooty. Doddabetta is surrounded by dense sholas. From here, one can have a panoramic view of hills and plains, layers and layers of mountains, Ooty town and various villages. The sunset is spectacular from this viewpoint. An added attraction is the telescope house.

**Kalhatty Falls** is about 13 km from Ooty, on the Ooty-Mysore Road via the Kalhatty Ghats. Best time to visit this falls is September to November. The surrounding is exhilarating with a profusion of wild flowers.

7 km from Coonoor, set inside the Coonoor forest range with vast stretches of undisturbed sholas, the **Law's Falls** is a paradise for naturalists. The waterfall is very wild and rocky.



A diversion from Coonoor on the Kundah Road about 1 km from the Katery village, Water from the Katery dam flows as falls (**Katery Falls**). This is one of the highest falls in the Nilgiris,

**St. Catherine Falls** is breathtaking sight just about 3 km from Aravenu (a small hamlet) which is about 5 km from Kothagiri on the Mettupalayam road. This presents a view of a white sheet of water flowing down a sheer rock face.

**Ketti Valley View point** is located 9 km from Ooty, on the Ooty-Coonoor Road. Undulating hills form the backdrop for fourteen picture-post-card villages belonging to the Badagas – one of the predominant hill tribes that populate this district. The valley is one of the largest valleys in the world and extends from the plains of Coimbatore to Mysore plateau.

**Kodanad View Point** is located about 20 km from Kothagiri on the eastern edges of the Nilgiris. On either side of the road leading to this point, you can see some of the most picturesque, panoramic views of tea estates. You also see a fantastic view of the river Moyar, dividing the Nilgiris and the Periyar districts. You can also see the Tamil Nadu and Karnataka state borders and the actual point where the Eastern and Western Ghats meet. Spectacular sunrises can be experienced from this point. Vast expanse of paddy fields, picturesque Thengumarada village and fantastic rock formations including the Rangasamy Peak present an unforgettable sight.

Situated about 40 km from Ooty on the Ooty-Gudalur road, **Needle Rock** gives the viewer a 360° view. The sunset from here on clear days is guaranteed to take your breath away. A panoramic view of the Mudumalai Wildlife Sanctuary and Gudalur town far below, is a visual treat from this point.

**Lamb's Rock** is within a reserve forest about 8 km from the Coonoor bus stand. One overlooks a sheer precipice of several hundred metres with a phenomenal view of vast stretches of forests all the way to the Coimbatore plains. The best time is between January and March when the trees become extremely colourful.

To be one with nature in the Nilgiris, one has to get into the wilderness and trek. **The Grasslands and Sholas of the Nilgiris** form a unique eco-system and a wonderful terrain to trek through. Endemic species like the rare Nilgiri Marten (dog-like arboreal animal), the Nilgiri Black Buck, the Mouse Deer, the Nilgiri Tahr amongst others and a wealth of bird-life like the Nilgiri Laughing Thrush, the Great Indian Pied Hornbill, the Nilgiri Pippit, etc. make Nilgiris a dream destination for nature lovers. The best time to visit the rock remains through the year except for the period between mid-January and mid-April when the sanctuary and national park are closed to visitors.



The **Mukurthi National Park** is about 40 km from Ooty. The Mukurthi Peak is located on the South Eastern corner of the Nilgiris plateau. The Nilgiri peak and the Kollaribetta are the other major peaks around. This national park is home to several endemic species of flora and fauna (many of which are endangered). The Mukurthi grasslands and sholas are a natural habitat of the Nilgiri Tahr. Nature in her varied moods can be observed on long treks through this National Park where you can sit beneath a gnarled towering tree, beside a bubbling brook and listen to the sounds of nature. There is also the presence of a beautiful Mukurthi lake within the park. The way to the top of the peak is a trekker's delight. From the peak, one gets to have a 360° view of the Nilgiris.

**Upper Bhavani** is about 60 km from Ooty, 10 km from Korakundah and 20 km from Avalanche. This is a naturalists' paradise. Some of the best sholas, like the Thai shola lies on the way to Upper Bhavani. The area is a rich and undisturbed wildlife habitat and a paradise for nature lovers. From here you can trek to Silent Valley via Sispara.

Travel 28 km from Ooty town past the **Emerald Lake** surrounded by undisturbed forest and you have reached Avalanche. In many places here, the sholas are so thick that even sunlight can not penetrate. Avalanche is home to a wide variety of birds in great abundance. Spotting and identifying them can be a very rewarding experience for bird lovers. It is also popular with angling enthusiasts for tourists. The sholas here are a haven for rare temperate Orchids.

**The Longwood Shola** is the source of pure sparkling water for the people living in Kotagiri town. This shola is an integral part of the very fragile Nilgiri eco-system. The preservation of this shola forest is very vital. The micro-climatic conditions here contributes to making Kothgiri one of the ideal climatic locations in the world. There is a very picturesque trekking path which goes through this serene shola.

About 21 km from Ooty on the Ooty-Mysore road, comprising a gentle and wide series of cascades, **Pykara Falls** is a great picnic spot. The Pykara Lake is about 21 km from Ooty on the Ooty-Mysore Road. Boating on the Pykara Lake is enjoyable. A restaurant is also available. Wenlock Downs, a vast expanse of grassy meadow on way to Pykara, is a favourite picnic location and is very popular with the movie-makers of this country.

**Glenmorgan** is an ecologically rich forestry spot, 17 km from Ooty. There is an Electricity Board winch which carries staff from Glenmorgan viewpoint to powerhouse at Singara. All the 4 km of the winch track passes through undisturbed sholas and wildlife habitat. Prior permission of EB authorities is needed to enter the viewpoint zone.



Located at a distance of 28 km from Ooty, **Avalanche** is a beautiful lake surrounded by a good forest cover. A thick shola where even sunlight cannot penetrate and abundant with a wide variety of avifauna is a nature-lover's paradise. The road leading to lakkidi and Upper Bhavani from Avalanchi is an ideal wildlife habitat and has vast stretches of undisturbed sholas.

**Kotagiri** is 1983 m (6503') above the sea level and has a climatic advantage over Ooty as it is shielded by the Doddabetta ranges from the onslaught of monsoons.

Lying in the Nilgiris District abutting Kerala & Karnataka States, **Dr. J Jayalalitha Wildlife Sanctuary** is situated at an elevation of 1000 m and extends over an area of 321 km<sup>2</sup>. It is approachable from Udhamangalam by road via two different routes.

All the above tourist destinations can be reached from Coimbatore, 100 km from Ooty, the nearest airport. Aerially, Coimbatore is well connected to Mumbai, Bangalore, Chennai and Madurai. Ooty is connected to Mettupalayam by a toy train running on the narrow gauge tracks. Ooty is well connected by road to several cities of prominence. There are regular bus services connecting Ooty to Coimbatore, Chennai, Tiruchirappally, Madurai, Kanyakumari, Calicut, Mysore, Bangalore, etc.

### 3.3.2 Kodaikanal and around

Situated at an altitude of 2133 m asl, Kodaikanal is a picturesque hill station and a great favourite among tourists. Located 120 km from Madurai, it has lots to offer the eager tourist – waterfalls (the most popular being Silver Cascade), a star shaped lake spread over an area of 24 ha, trekking routes and other enchanting spots.

Dolmen Circle is 18 km from the Kodaikanal Lake. Pre-historic remains can be seen there. Original burial urns unearthed in this region and models of dolments may be seen in Shenbaganur museum.

Thalaiyar Falls, also known as rat-tail falls is one of the highest (975' high) falls in the world. The falls can be seen while travelling from Ghat road to Kodaikkanal by road.

For those who like their holidays in the wilds, there are Kukkal Caves, 40 km from Kodaikkanal. The caves show traces of earliest known inhabitants of the region.

### 3.3.3 Yercaud



An unassuming hill station, approximately 30 km from Salem is Yercaud. Nestled among the Shevaroy Hills of the Eastern Ghats, some of the places that can be visited are the Lake, Lady's Seat, Killiyur Falls, Arthur's Seat, and the Shevaroyan temple. Visitors do make a point to pick coffee and citrus fruits, as well as bananas, pears and jackfruit.

Yercaud Lake is centrally located and is the centre of attraction. It is a cool clean sheet of water surrounded by well laid-out gardens and woods. Boats are available and boating in the chill water is an enchanting and refreshing experience.

### 3.3.4 Rameshwaram and around

Rameshwaram, an island off the mainland surrounded by Palk Strait and the Gulf of Mannar, is connected by the longest ever constructed bridge on sea in India. The serene beach and shallow water here are ideal for swimming and sunbathing.

**Mandapam** is the main land linking the Island of Rameshwaram. It is the Gateway to many small islands. It is bestowed with a quite beach for sun and surf.

**Kurusadai Islands** are an ecological paradise situated off *Mandapam*. It is notable for coral reefs and rare species of marine lives such as Dolphins. Permission from the Fisheries Department in Chennai is necessary to visit the Islands. Kurusudai Island and a number of other islands are situated to the West of the Pamban bridge, 23 km off Rameshwaram. It is a paradise for biologists and is now declared as a marine eco-centre in the country.

The **Coral Reefs of Rameshwaram** is an attraction mainly for marine biologists, who throng these islands for research and observation. There are sandy beaches fringed by coconut palms and swaying tamarind trees. A wide variety of sea creatures live in these reefs. The Kurusadai Islands on the West and the Pamban bridge are the ideal places of exploration. The Gulf of Mannar has been declared as a biosphere reserve and is being developed as an ecologically sensitive area. It is about 20 km from Rameshwaram via *Mandapam*. The permit of the Fisheries Department is necessary to go there.

**Adam's Bridge** is 26 km at the eastern edge of Rameshwaram. It is also called Thiruvanaai, Adhisethu, Nalasethu and Rama's bridge. This is formed like a bridge between Dhanushkodi and Thalaimannar. Till 1480 AD this was a land route to Lanka. Series of cyclones have washed away the continuous stretch and broken them into islands. Most of them are submerged under 3 to 4' water. The sandy banks of these islands quickly change and some may even vanish. There are at present about 19 islands on the route interspersed with gaps the longest of them being 19 km in length. In some of them shrubs can be seen. The depth of the sea here is



between 7' and 11' only. Hence, big boats cannot reach there. Swift sea currents flow in the canals between the islands. This place is full of different varieties of fish. A lot of birds, including the migratory ones, can be seen here.

### 3.3.5 Coonoor

It is located on the way from Coimbatore to Ooty and is only 19 km from Ooty. It is the second largest hill station in the Nilgiris. It stands on a lower ridge of the plateau at an attitude of 1858 m (6100') Coonoor is a railway station on the Mettupalayam – Udhagamandalam route. There are regular bus services from Ooty and Coimbatore to Coonoor.

**Sim's Park** at Coonoor is unusual park-cum-botanical garden, developed around the natural contours of the land more than a hundred years ago. Ethnic trees, shrubs and creepers, co-habit with many unusual species of foliage brought in from various parts of the world. Rudraksha – the bead tree and Queensland Karry Pine – a handsome ornamental tree, are among the many attractions in this park. Sim's park and the Botanical Garden together form the largest repository of temperate plants in India and an important destination for Botanists. Sim's Park is the venue for the annual vegetable and fruit show. The best time to visit the garden is from April to May and in the month of September. Apart from these man-made gardens, wildflowers like the Kurinji, wild sunflower, lantana and a number of indigneous species that adorn the mountains seasonally add to the appeal of mounains.

### 3.3.6 Sathanur Dam

Sathanur Dam is a place of relaxation and rest, 28 km from Thiruvannamalai. The dam is constructed across the river Pennar submerging a huge forest between two mountains. A well laid out garden and well-lit fountain enchant the visitors. A swimming pool, a crocodile park and motor launch also attract the tourists. Separate cottages with boarding are also available. If one wishes one may stay a day or two in the beautiful place and relax forgetting all his commitments.

### 3.3.7 Around Kanyakumari

**Vattakottai Fort**, an 18<sup>th</sup> Century fort overlooking the sea, is a fine picnic spot. The sea is calm and suitable for bathing.

The **Thanumalayan temple in Suchindram**, is a repository of art treasures. Musical pillars and a huge 18' high Hanuman statue are proof of the artistic skill of the time. Inscriptions said to be of the 9<sup>th</sup> Century AD are found in this temple. This unique temple is dedicated to Trimurthy Vishnu, Siva and Brahma.



**Udayagiri Fort**, 34 km from Kanyakumari, was built during the regime of king Marthanda Varma (1729-1758 AD). It also had a foundry for casting guns.

The **Temple at Thiruvattar** is one of the finest specimens of temple architecture. Mathoor Thottipalam is one of the largest and the highest bridges located near Thiruvattar and is about 70 km from Kanyakumari. The Bridge and the lush green surroundings are noted for scenic beauty.

**Padmanabhapuram**, 45 km from Kanyakumari, was the Capital of Travancore until 1798 AD. There is a palace inside the fort that covers area of 6 acres. On display in the palace are many antiquities, including the armoury of the royal family.

### 3.3.8 Around Chennai

Along the East Coast Road between Chennai and Mamallapuram, several **amusement parks**, enthrall children and adults alike. Some of them are VGP, MGM and Littlefolks beaches.

**Pulicat Lake** is a saline shallow water spread formed by the confluence of Backwaters. Pulicat Lake and Buckingham Canal situated on the northern end of Tamil Nadu is an ideal picnic spot. A catamaran ride on the shallow water spread and a visit to Bird Sanctuary are leisure activities to be undertaken here. A Dutch cemetery of 17<sup>th</sup> century is located on shore.

40 km away from the hustle and bustle of Chennai, **Covelong** is a salubrious village. But it is brisk with fishing activities. The sea and the surf here are gentle. Snuggle in for a cosy sunbath.

The **Art Village**, better known as Dakshin Chitra **near Muttukkadu** on way to Mamallapuram, has models of traditional handlooms and a replica of the houses of Kancheepuram Silk Weavers. The craftsmen and the weavers are at work to demonstrate their skill and dexterity in their trade. Muttukkadu, 36 km from Chennai, is an ideal picnic spot. TTDC runs a Boat House where facilities for wind surfing, canoe, kayak, pedal boat, row boat etc. are available. Muttukkadu is a good place to get away for a day.

### 3.3.9 Pichavaram

75 km from Pondicherry down south is Pichavaram. Here, mangrove forests could be seen with backwaters criss-crossing the entire forest area. An ecological paradise, Pichavaram could be visited throughout the year. Boating operations on backwaters and the simple accommodation on the bank are run by Tamil Nadu Tourism Development Corporation.



### 3.3.10 Point Calimer (Kodikkarai)

Kodikkarai, also called Point Calimere, has a wildlife sanctuary that spreads 333.3 km<sup>2</sup> with 25 km of tropical dry evergreen forests. It is bounded by Bay of Bengal on the East and Palk Straits on the south. It is situated South of Velankanni. One can see mammals like blue buck, spotted deer, wild boar, semi wild ponies, bonnet macaque: water birds like flamingos, ibises, herons, spoonbills. Sea turtle, starred tortoise, vipers, marsh crocodiles, etc. are some of the endangered reptiles. There are also many species of marine animals and flora. This spot offers different kinds of landmass from marsh to wetlands, Backwaters to lake. It is open throughout the year from 0600 hrs to 1800 hrs.

### 3.3.11 Coramandel Coast in Tamil Nadu

Lying on the South of peninsular India, Tamil Nadu has a long stretch of beach running over 900 km. The Coromandel Coast, abutting the Bay of Bengal, boasts of many ideal locations for sun and surf where golden sands are dotted with palm and cashurina groves. Ruffling sea washes ashore pebbles and surf. Gentle breeze sways the yachts on the sea and forms small dunes on the beach. Sea gulls hover on the sky and then rest on the sails. There are many more breathtaking sights to please the tourists in Tamil Nadu along this coast.

### 3.3.12 Forests and Wildlife Sanctuaries

Rolling meadows, lush green valleys, cascading waterfalls, salubrious climate, cloud capped peaks, whispering woods, undulating tea estates, coffee plantations, rustles of wild animals, chirping of birds – offer this and much more thereby inviting tourists to Tamil Nadu, *The Land of Enduring Heritage*, to explore a new relationship with the nature.

Tamil Nadu, a tropical state in southern peninsular India is encompassed by the Bay of Bengal on the East, Western Ghats on the West, the Indian Ocean on the South and the *Deccan* Plateau on the North.

The topography of Tamil Nadu is delightfully varied and diverse. Of the 1,30,058 km<sup>2</sup> land area, 17.6% is covered with forest cover. This spreads over the plains and on mountain slopes. Dry lands are bestowed with dry-deciduous forests, thorn forests, scrubs and mangroves. The Western Ghats and a few cooler regions are endowed with moist deciduous, wet evergreen forests, shoals and grasslands.

The flora and fauna found in these forests and lands are spectacular. Some of the species that were rare and endangered until recently are now protected.



There are 5 National Parks and 17 Wildlife sanctuaries in Tamil Nadu. It has a unique distinction of having Nilgiris Biosphere and Gulf of Mannar marine biosphere. The project Tiger envisaged to protect the India National animal was extended to the area comprising of Mundanthurai and Kalakkadu Wildlife sanctuaries. In Tamil Nadu, a total of 123 plants have been identified by the Botanical Survey of India as endangered. Plant sanctuaries have been created by identifying and protecting plants in the locations where they occur. For ex situ and in situ conservation of germ plasma a gene pool garden has been established in Guudalur in the Nilgiris.

On the Palani hills in Kodaikanal, a unique wild plant called Kuriniji blossoms once in twelve years thereby making the hill slope ablaze of purple when it blooms. The Kuriniji last blossomed in 1992. It may therefore be expected again in 2004.

The Nilgiris, the Anamalai Hills and the Palani Hills in Western Ghats and the Javadhu Hills, Shevroy Hills on the Eastern Hills boast of many a tourist centre with salubrious climate and take you to dizzy heights. Forests and Hills of Tamil Nadu could be explored by trekking, hand-gliding and other adventure sports. The valleys are ideal playgrounds for golf.

### ***3.3.12.1 Indira Gandhi Wildlife Sanctuary and National Park***

Spread over 958 km<sup>2</sup>, this sanctuary can be reached through Topslip in Annamalai Hills on the Western Ghats. An ecological paradise, this sanctuary encompasses a national park with an area of 108 km<sup>2</sup>. Abutting Kerala on the West, this hill forest boasts of thick growth of trees, folds of terrains with evergreen sholas. About 800 species out of 2000 South Indian flora are distributed here.

This sanctuary nurtures Arboreal animals like lion tailed macaque, bonnet macaque, common langur, nilgiris langur, Malabar giant squirrel and grizzled giant squirrel. The ground animals include Tiger, Panther, Elephant, Gaur, Pangolin, Sambar, Spotted Deer, Barking Deer, Mouse Deer, Wild Board, Dhole, Sloth Bear, Porcupine, Nilgiris Tahr, Civet Cat and Toddy Cat. The Avifauna includes Racket Tailed Drongo, Black Headed Oriole, Paradise Fly-catcher, Whistling Thrust, Emerald Dove, Green Pigeon, Tickell's Flower Pecker, Rufus Wood Pecker, Rose Ringed Parakeet, Black Eagle, Great Indian Malabar Pied HornBill, Fiary Blue Bird and green-billed malkhoha etc.

Equally enticing in the sanctuary are Monkey Falls at Aliyar, Crocodile breeding centre at Amaravathi, Gran Hills, Attakatti, Nirar, Kullipatti, Manompally, Chinnar, Thirumoorthy, Varagaliyar



and Manjampathy. Trekking sheds available at Manjapally and Varagaliyar. While a wild life interpretation Centre is at Aliyar, a medicinal plant interpretation centre is at Topslip.

The IG wildlife sanctuary/ national park is located at an altitude of 340 – 2400 m above mean sea level (asl). It receives a rainfall of 500 – 5000 mm annually. It enjoys the South West and North East monsoon. The climate is pleasant equable warm between January and October, and chill winter at high altitude between November and December. The best season is from May to January.

It is accessible by rail and road. There are elephants for taking ride and vehicles available on hire. Visiting hours are from 0600 hrs to 0800 hrs and 1700 hrs to 1900 hrs.

### ***3.3.12.2 Mudumalai Wildlife Sanctuary National Park***

The hilly terrain of the Western Ghats, clothed in dense mixed and moist deciduous forests, make Mudumalai (the ancient hills) a most attractive wildlife reserve. The Mysore-Ooty highway runs through the Park, following the course of the Moyar river, which separates Mudumalai from Bandipur. Just 321 km<sup>2</sup> in area, the hilly terrain provides diverse habitats. The wild elephant, gaur, deer and primates like the bonnet macaque and langurs all inhabit the Park. The predators include the tiger, leopard and the dhole – the Asiatic wild dog that hunts in packs. The predators of the skies are the crested hawk eagle and the crested serpent eagle that can be seen circling above.

In the cool of the dense forests, among the stands of teak and bamboo thickets, are colourful birds – hornbills, the great black woodpecker with its dramatic red crest, mynas, barbets and parakeets. The tiny-eared owl, the scops owl and the little scops owl are more heard than seen.

The Mudumalai wildlife sanctuary/ national park is located at an altitude of 1000 m asl. It receives a rainfall of 2300 mm annually. The best season is from September to May. It is accessible by rail and road. The nearest airport is 160 km at Coimbatore. There are elephants for safari and vehicles available on hire.

From Udthagamandalam one can trek to this sanctuary and the Mukkurthi National Park with base camp at Parson's valley.

### ***3.3.12.3 Mukkurthi National Park***

Located on the high altitudes of the Nilgiris, comprising rolling downs interspersed with temperate sholas, this park is also a part of



Nilgiri Bio-sphere reserve and situated 40 km from Udthagamandalam. It contains a viable population of Nilgiri Thar (Hamitragus-hilocrius), Sambar, Barking deer, Nilgiri marten and otter, Jungle cat, jackal, etc. Avifauna consists of hill birds viz. laughing and whistling thrushes, woodcock, wild pigeon and black eagle. Butterflies with Himalayan affinity like the Blue Admiral, Indian Red Admiral, Indian Fritillary, Indian Cabbage white. Hedge blues and rainbow trouts can also be seen.

Trekking routes exist from Parsan valley, portimund, pykara etc. Trout fishing is recommended in the rivers and lakes of Mukurthi. Permission from Asst. Director, Fisheries Department, Udthagai, must be obtained in advance for fishing.

The sanctuary/ park is located at an altitude of 2400 m above mean sea level (asl). It receives a rainfall of 1300 mm annually. It is accessible by rail and road. Nearest railway station is Ooty, 45 km from here. The nearest airport is at Coimbatore that is 140 km from here. The best season is from February to May, and September to November.

#### ***3.3.12.4 Kalakkadu Wildlife Sanctuary***

Kalakkadu Wildlife Sanctuary is situated in an area of 223 km<sup>2</sup> in the Tirunelveli District, including the foothills of Western Ghats and the adjoining area. The flora ranges from forests of tropical wet evergreen green to Tropical dry deciduous and thorn forest at down hills. Lion tailed Macaque, Nilgiri Langur, Bonnet Macaque and Common Langur, Nilgiri Tahr, Sambar, Sloth Bear, Gaur, Elephant, Tiger, Flying Squirrel, Panther, Wild dog, Pangoline are some of the wild life seen in the sanctuary. Besides, a wide range of birds and reptiles could be seen. Trekking can be done with prior permission from the Forest (Wildlife) Department.

The place receives an annual rainfall of 1000 – 4000 mm annually. It enjoys the south-West and north-East monsoon. The best season is from September to March. The nearest airport is at Madurai, 200 km away, and at Trivandrum, 140 km away. The nearest railway station is Cheranmadevi, 20 km from here. Visiting hours are from 0600 hrs to 0800 hrs and 1700 hrs to 1900 hrs.

The Kalakkadu Wildlife Sanctuary and the Mundanthurai Wildlife Sanctuary are situated in an extensive preserve declared as a Project Tiger Reserve.

#### ***3.3.12.5 Mundanthurai Wildlife Sancturay***



There is nothing to differentiate this sanctuary from that of Kalakkadu, except the absence of the Elephant and the Gaur. Located in the Tirunelveli district, this 567 km<sup>2</sup> sanctuary of dry deciduous to tropical wet evergreen forests patches of pure reeds. Animal wealth includes Tiger, Bonnet macaque, Langurs, Slender Loris, Sloth Bear, Sambar, Chital and Wild dog. Excellent for various species of avi-fauna and varieties of reptiles and insects. Trekking with prior permission from the Forest (Wildlife) Department, along trekking trails can be undertaken.

The place receives an annual rainfall of 1000 – 4000 mm annually. It enjoys the South West and North East monsoon. The best season is from October to January. The nearest airport is at Madurai, 200 km away. The nearest railway station is Ambasamudram, only 6 km away. Visiting hours are from 0600 hrs to 0800 hrs and 1700 hrs to 1900 hrs.

#### ***3.3.12.6 Point Calimere Wildlife Sanctuary***

Sprawling on 17.26 km<sup>2</sup> surrounded by sea and shore, comprising forests of tidal swamps, dry evergreen forests and mangroves, this sanctuary is situated in the Nagapattinam district. It is bestowed with populations of varied wild life such as Chital, Wild boar, Bonnet macaque, Black Buck, Flamingoes, Teals, Gulls, Terns, Plovers, and Stilts. Special attractions are close encounters with Dolphins and Turtles which often come quite close to the shore.

The place receives an annual rainfall of 1500 mm annually. It enjoys the South West and North East monsoon. The best season is round the year, whereas migratory birds can be seen between November and February.

The nearest airport is at Tiruchirappalli, 225 km away. The nearest railway station is Thiruthuraipoondi, 42 km away. Boats are available for cruising. Visiting hours are from 0600 hrs to 0800 hrs and 1700 hrs to 1900 hrs.

#### ***3.3.12.7 Srivilliputhur Grizzled Squirrel Wildlife Sanctuary***

Located in the Virudhunagar district, 45 km off Virudhunagar Town, this sanctuary has a composition of dry deciduous forests with patterns of tropical evergreen, semi evergreen forests, moist mixed deciduous forests and grass lands. Grizzled Giant Squirrels are abound. Other interesting species are flying squirrel, Tree Shrew, Elephant, Lion-tailed Macaque, Nilgiri Tahr, Mouse Deer, Barking Deer, and many a species of birds. This sanctuary can be visited all through the year.



A rainfall of 849 mm descends over the place annually. It enjoys the South West and North East monsoon. The best season is round the year, whereas migratory birds can be seen between November and February. The nearest airport is at Madurai, 100 km away. The nearest railway station is Sri-Villiputhur, only 15 km away.

### ***3.3.12.8 Guindy National Park***

The smallest national park of the country situated in the Chennai Metropolitan City, arguably is the only national park set amidst a Metro in India. Acting as a lung to Chennai, this National park boasts of dry evergreen scrub and thorn forests with a composition of animals viz. Black Buck, Chital, Jackal, Pangolin and a variety of Avifauna. This could be visited through out the year.

The place receives an annual rainfall of 1200 mm annually. It enjoys the South West and North East monsoon. The best season is round the year, whereas migratory birds can be seen between November and February. It is accessible from Chennai. Among other facilities include National Park Encompass, a Snake Park and a Children's park.

### ***3.3.12.9 Vallanadu Black Buck Sanctuary***

A scrub forest area spread over to 16.41 km<sup>2</sup> this sanctuary is situated in Thuthukudi (Tuticorin) District. Blackbuck, spotted deer, Macaques, Jungle cat, Mongoose and hares are aplenty. This sanctuary can be visited through out the year.

A rainfall of 758 mm descends over the place annually. The nearest airport is at Madurai, 165 km away. The nearest railway station is at Tirunelveli, 20 km from the park.

### ***3.3.12.10 Vedanthangal and Karikili Bird Sanctuaries***

A grove of Barringtonia and Acacia nilotica trees in a tank form part of the sanctuary. In addition dry evergreen scrub and thorn forests can also be seen. Both these sanctuaries are situated in the Kancheepuram district and sprawling in a 30 ha and 61 ha area respectively. Vedanthangal is the oldest bird sanctuary in the country. This has been in existence presumably for more than 200 years. The villagers had documented their right, to protect the winged visitors to this sanctuary.

Breeding birds like Cormorants, Egrets, Grey Heron, Open-billed stork, Darter, Spoonbill, White Ibis, Night Herons, Grebes, Grey Pelican etc visit the Sanctuary. The population of migratory birds included Garganey Teals, Shovellers, Pintails, Stilts, Sandpipers



etc. Some of the resident birds listed are' Coots and Moorhen, Terns. In all 115 species of birds have been recorded in this sanctuary.

The place receives a rainfall of 1200 mm annually. The nearest airport is at Chennai, 58 km away. The nearest railway station is Chengalpattu, 30 km away. The nearest city bus terminal is located at Vedanthangal. The best season is between November and February.

### ***3.3.12.11 Arignar Anna Zoological Park***

This man made Zoological Park situated on the outskirts of the Chennai Metropolitan, created out of the Reserve Forests of Vandalur. The forests are of dry deciduous and dry evergreen scrub type. It was in the year 1855 the first Zoo in India was established in Chennai, later on in 1979 shifted to this 510 ha sprawling complex. This Zoological Park is said to be one of the biggest in South East Asia. The wild life population are exhibited in a large open moated island type enclosures with simulated natural environment. More than 170 species of Mammals, Aviaries & reptiles are exhibited. Lion safari vehicle. Elephant Ride, Battery operated vehicles are some of the facilities available inside this park.

This park has a rainfall of about 1400 mm annually. The nearest airport is Chennai, 18 km. The nearest railway station is Vandalur, 1 km, and has a city bus terminal. This Zoological Park could be visited throughout the year.

### ***3.3.12.12 Madras Crocodile Bank Trust at Nemmeli***

This Crocodile Bank has been established with an aim to protect and conserve the endangered reptiles such as crocodiles. Alligators etc. Situated 14 km from Mamallapuram, this trust now houses more than 6 species of crocodiles.

The Trust runs the Crocodile Breeding and Research Centre, 44 km from Chennai. Several species of crocodiles and alligators are bred in captivity. These reptiles are kept in their natural habitat in open pools and can be viewed from a safe proximity. This farm breeds crocodiles to augment the crocodile population of wildlife sanctuaries.

### ***3.3.12.13 Gulf of Mannar Marine National Park***

This is a marine biosphere, running along with coasts of Ramanathapuram and Tutthukudi (Tuticorin) Districts. The entire



Gulf of Mannar abounds in distinguished marine life covering, 21 islands and 623 ha. This National park is full of coral reefs, turtles, dolphins and balano-glossus. Kurasadai Islands, off Mandapam boasts of a vast expanse of shallow waters. The presence of coral reef, flora and fauna here are in their virgin form. Dolpins could create euphoria to the tourists.

A rainfall of 900 mm descends over the place annually. The nearest airport is at Madurai, 150 km away. Railhead is Mandapam/ Tuticorin. Boat service is also available at the place.

### 3.4 Tourist Festival Locations

The cultural life in Tamil Nadu follows a simple pattern. The village drama is a dynamic institution. Music in Tamil Nadu is very popular. Known as Carnatic music, it is practised all over the state. Tamil Nadu is a magical blend of timeless traditions and colourful festivals – a seat of cultural heritage.

With its roots deep in culture and with an eye on technological advancement, Tamil Nadu is a harmonious blend of ancient culture and modern day thinking. Festivals, fairs and cultural events add a note of vibrant character to the state. Some famous Fairs and Festivals are enlisted below –

Place	Main Attractions
➤ Summer Festivals	Hill Stations
➤ Saral Festival	Courtallam
➤ Silk Festival	Kancheepuram
➤ Sculpture Fair	Perambalur
➤ Pilgrim Festival	Rameshwaram, Madurai, Chidambaram, Velanganni, Nagore
➤ Dance Festival	Mamallapuram, Chidambaram Madurai, Thiruvannamalai
➤ Tea and Tourism Festival	Ooty
➤ Pongal Festival	All over Tamil Nadu
➤ Music Festival	Thiruvaiyaru

#### 3.4.1 Summer Festivals

[Venue/ Place: Udthagamandalam, Kodaikkanal, Yercaud, Yelagiri Hills and Kolli Hills; Month: May-June]

Tamil Nadu has an interesting topography. It is dotted with lakes, hills, mountains and beaches. Come summer, people flock to the hill stations to beat the heat. The annual Summer festival is celebrated with pomp and



splendour at all popular hill stations in Tamil Nadu. Cultural programmes, adventure sports, boat races, flower and fruit shows add to the festivities.

Located 200 km from Chennai and about 1150 m asl, Yelagiri has lush forests, picturesque trekking routes and a lake. The route uphill has several hair pin bends that offer a panoramic view of the valley.

The Kolli Hills or Kollimalai situated in Namakkal district. The highest point is nearly 1500 m asl. It has a pleasant climate and serves as a nice tourist attraction as well as picnic spot thanks to its picturesque ravines and high peaks.

### **3.4.2 Saral Festival**

[Venue/Place: Courtallam; Month: July]

It is popularly said monsoon, happiness, waterfalls and Courtallam go hand in hand. The waterfalls on rocks and tiny droplets are sprinkled into the air, giving a fog-like appearance. The breeze carries this fog far. The phenomenon is called *Saral* in Tamil. This is the only spa of its kind in the south.

During this festival, tourists come in droves from all over the country to participate in the ritualistic bathing. The falls are known for its therapeutic value. The *Saral* Festival is replete with cultural programmes, competitions, fun and frolic. A pleasant climate during the peak season sets the right mood for festivities.

### **3.4.3 Silk Festival**

[Venue/Place: Kancheepuram; Month: October]

The Silk Festival at Kancheepuram showcases silk saris in all its resplendent glory. It highlights the master craftsmanship of the weavers of Kancheepuram. Saris in different hues and shades take your breath away! A must see for anybody who appreciates the subtle elegance of silk saris and also a congregation of buyers and sellers.

### **3.4.4 Sculptor Fair**

[Venue / Place: Perambalur District; Month: November]

Arumbavur Sculptor Fair, a tribute to temple art and architecture, attracts sculptors from all over India who congregate to display their masterpieces. Prizes are given to the best sculptors to encourage the best talent. The hamlet is 90 km from Tiruchirapalli in Perambalur District.

### **3.4.5 Pilgrim Festival**



Annual/ biannual festivals of religious/ pilgrimage significance are held at Rameshwaram, Madurai, Chidambaram, Velanganni and Nagore which attract large number of pilgrimage tourists during the pilgrim festivals.

### **3.4.6 Dance Festival**

[Venue/ Place: Mamallapuram, Thiruvannamalai and Chidambaram;  
Months: November, December, January, and March]

Dancers and musicians from all over India and abroad come together in this spectacular event to enthral dance enthusiasts every year. Apart from classical dance expressions, folk dances of India also find a place in this classical art form extravaganza.

#### **1 Mamallapuram**

It is quite an experience to watch leading dancers perform at this ancient seaside town on an open-air stage with the incredible monoliths serving as a backdrop.

A festival similar to the dance festival at Mamallapuram is also organised by the State Tourism Department for a period of fifteen days. Exponents of various dance forms from all over the country perform in this festival.

#### **2. Thiruvannamalai**

Thiruvannamalai has numerous temples dedicated to Shiva. The most important is the Arunachala Temple that is famous for its architecture and craftsmanship. It is against this historic backdrop that the Dance Festival is conducted.

#### **3. Chidambaram**

Lord Nataraja, according to the Hindu mythology, is called the Lord of dances. Dancers from all over India come together, to perform and to pay their tribute to Lord Nataraja at the Natyanjali Festival, a 5-day utsav in the months of February starting from the day of Mahashivaratri, at Chidambaram situated along the coast of the Bay of Bengal, 75 km South of Pondicherry.

### **3.4.7 Tea and Tourism Festival**

[Venue/ Place: Udthagamandalam; Month: November]



A 3-day festival which is a huge draw among tea lovers. On display are varieties of tea also available for tasting. Cultural extravaganzas, cuisines of the South and a pleasant climate form the right blend. A must see for lovers of the cuppa.

### **3.4.8 Pongal Festival**

[Venue/ Place: All over Tamil Nadu; Month: January]

Pongal or the Harvest Festival is celebrated by way of paying tribute to the sun, nature and cattle for helping them with a rich harvest. The 3-day festival is celebrated with great pomp and splendour. Bogi is celebrated the first day. Homes are given a fresh lick of paint and old articles are removed.

The second day is Pongal, the main festival. Sugarcanes, Pongal (a sweet variety of rice) and festoons of mango leaves mark this auspicious day. Mattu Pongal is celebrated the third day. On this day people pay tribute to the cattle for bringing in prosperity.

Jallikattu or Taming the Bull, the most popular sport in Tamil Nadu, is part of the Pongal celebrations. This game of valour is held in the villages with great pomp and splendour though only as a popular sport. People from the neighbouring villages throng the open grounds to watch man and beast pitting their strength against each other.

### **3.4.9 Music Festival**

[Venue/ Place: Thiruvaiyaru, Thanjavur District; Month: January-February]

Situated on the banks of the river Kaveri, 13 km from Thanjavur, Thiruvaiyaru has an old Shiva temple, known as Panchanatheeswar temple that attracts pilgrims in large numbers.

This town is renowned for its association with Saint Thyagaraja, who, along with Muthuswami Dikshitar and Shyama Sastri, comprises the Trinity of Carnatic music.

It is on the banks of the river which has the samadhi of saint Thyagaraja, that the Thyagaraja Aradhana festival is held every year. This solemn event is attended by ardent fans of classical music. It is a musical treat for fans to watch the favourite doyens of classical music perform.

Budding classical singers consider it an honour to participate in this festival. They perform here by way of invoking the blessings of saint Thyagaraja.



### 3.5 Adventure Destinations

Preservation of ecology/ environment is increasingly gaining prominence. Befitting, eco-friendly adventure tours are also gaining momentum. Tamil Nadu boasts of several ideal locations to attract the visitors, who have concern on preservation of ecology. The Eco Friendly areas of Tamil Nadu are for exploring the Nature at its best and to be a part of it.

#### 3.5.1 Trekking

A tropical land with evergreen forests, dry deciduous/ thorn forests and scrubs covered hill ranges, Tamil Nadu offers sylvan trails for trekking admirers.

##### 3.5.1.1 Udhagamandalam

A hill station perched on the Western Ghats, Udhagamandalam, offers several trek routes, which vary in distance, altitudes and terrain. There is a base camp at Parsons' valley, from where one can start trekking to various points with Western Ghats. The down hills of western Ghats on the North ends up with meeting the extensions of Eastern Ghats, where the sprawling Mudumalai Sanctuary lies which opens vistas for Adventure tourists. Some of the suggested Trekking Trails are:

- Udhagamandalam – Parsons' Valley – Mukkurthi Lake – Pandiar Hills – Pykara Falls – Mudumalai Sanctuary
- Parsons' Valley – Mukkurthi Lake – Western Catchment – Bangitappal – Upper Bhavani.
- Parsons' Valley – Portimund – Emerald – Avalanchi – Kolaribetta – Western Catchment/ Mukurthi Peak – Mukuruthi Dam – Pykara – Udhagamandalam.

##### 3.5.1.2 Anamalai Hills

The IG Wildlife Sanctuary and National Park perched on the Anamalai Hills is a full fledged visitors' centre at Top slip with resorts to cater to the needs of eco tourists and trekkers. Top slip, at an altitude of 740 m asl has all the amenities needed for a naturalist. Some of the important places to be visited: Monkey Falls, Alyar, the Crocodile Breeding Centre at Amaravathi, Grass Hills, Attakatti, Mirar, Kullipatti, Manompally, Chinnar, Varagaliar, Manjampatty etc.



Topslip is 35 km from Pollachi for the road and rail head and Combatore has the nearest Airport. The trekking routes are as follows:

### **1. Circular Treks**

- Topslip – Karianshola – Pandaravarai Peak – Topslip. A 12 km Gentrel climb throughout excepting a stretch of 2 km will take 5 hrs. The forests in the Karianshola is Post Climax type, and dense. The under growth is often a tangle of canes, creeping bamboos and palms. Higher up in the hills are patches of evergreen forests interpolated with Grasslands. A very good trek for animal and bird watching, Hornbills, Tiger, Gaur, Sambar, Spotted Deer, Nilgiri Tahr are often sighted.
- Akkamalai (Forest Guard Quarters)-Thanakkamalai-Konalar-Fishing Hut-Akkamalai Forest Guard Quarters. Altitude is 1500 m – 2513 m. The 30 km trek is moderate and steep climb to a distance of 10 km and down hills for the remaining distance. Normally it takes 7 m Tropical rain forests at the beginning is followed by Nilgiri sub-tropical and West temperate forests at the top between 1350 m – 1600 m. Herds of Nilgiri Tahr are in abundance.
- Elumalaiyan Odai-Kamanuthu Pungan Odai - Udumalpet - Munnar Road. The 7 km and 2½ hrs trek initially gentle – followed by steep climbing for two km and gentle undulating ground. The forest is of dry deciduous and scrub jungle type. Hundreds of spotted deers are seen at a time. Panther, Gaur, Sambar, Deer, Elephant, Tiger and variety of birds are sighted. Natural salt licks available in this area is supplemented by artificial salt licks which enable you to witness the wild life congregation. A perennial spring at Kamanoothu area is a rare phenomenon on earth, plenty of animals visit this spring to drink water.

### **2. Linear Treks**

- Monkey Falls. Gentle to steep slopes. This 5 km and 3 hrs trek takes you to deciduous forest at the foothills where the silver cascade descends the hills, a linear stretch of evergreen forests is surrounded by barren rocks.



- Varagaliar – Kurampalliar and Varagaliar Shola – Perumkundru Malai and return. A stiff climb from 600-1700 m and the distance is 14 km duration will be 7 hrs. Shola supports a large number of arboreal animals – Lion tailed Macaque and Nilgiri Langur. Number of Great Indian Hornbill flocking on a Ficus – tree during fruiting season is a treat to watch. Reach the peak of Perumkundru – a hazardous climb. The tiredness of the walk will vanish the moment one sees herds of Nilgiri Tahr grazing on the stretch of grass. Elephant, Deer, Gaur, Lion Tailed Macaque and Nilgiri Langur are some of the many animals that can be seen.

### **3.5.1.3 Kodaikanal**

Located on the Palani Hills, an off-shoot of the Western Ghat mountain range, Kodaikanal is a spectacular Summer Resort and Ecological Paradise of Tamil Nadu. A span of 2068 km<sup>2</sup> of hills with varied types of forest cover, Kodaikanal offers ideal sites for trekking, hang-gliding, angling and golf. Sholas occupy key position. Scrub jungle, deciduous, semi evergreen forests form habitats for Nilgiri Langur, flying Squirrel, Sambar, Gaur, Panther, Hyena, Chameleon and variety of birds.

The trekking routes are:

- Kodaikanal - Dolphin's Nose - Vallagavi - Kumbakkarai (8 km): It takes 5 to 6 hrs. The return trip would be very rough and the hiker needs strong physique.
- Kodai-Thopi thooki parai - Periyur - Periyakulam: Roughly a 5 hrs and 19 km trek includes steep rise and one can have a glimpse of Gaur. Coffee plantations are in abundance.
- Kodai -Vilpatty - Ganesapuram - Puliamarathope - Ralani: A 6 hr trek of 16 km distance, takes you to Vilpatty village and from there, a zig-zag steep path runs along the river Ralar. Elephants may cross. Be alert.
- Kukkal -Kudiraiyar Dam: A difficult 13 km long trek route takes 5 hrs for a trained trekker. Water falls, sholas and deciduous forests will arouse interest. Better take a guide.
- Pallangi - Poruthalur Dam: A 5 hours trek covering 14 km runs through sholas, teak forests and plantations. It is advisable to have a guide.



- Loving (Pambar) Stream: A short walk from Kodaikanal. For a longer stretch go upto Pambar Falls.
- Dolphin's Nose: A 2 hours trek.
- Mount Perumal: The uphill task from Perumal Malai village will take you to 2234 m altitude. Up & Down trek will be 3 hrs duration.
- Pig Valley – Pallangi – Kodai: Orchards, small sholas, rushing streams, rice fields and the Pallangi village will enthuse the visitors.
- Vembadi Peak: It gives you a magnificent view of Berijam lake, Vandaravu range, Mannavanur sheep farm, Pumbarai village etc. Trekking to this 2466 m peak, second highest in the Palani hills is normally a full day affair.
- Gundar Valley: A day's trip. Wattle forests, sholas, Gundar river, and falls will arouse interest. Excellent picnic spot.
- Kukkal Caves-Poomparai: 8 km trek, takes 2 hrs.

#### **3.5.1.4 Elagiri Hills**

It is situated 25 km off Jolarpet Junction, on Chennai-Coimbatore rail track. The hills have a salubrious climate. It has a beautiful environ and a small lake for boating. The trek route from Elagiri Hills to Jalagambarai Water falls at the down hill, takes a couple of hours and is recommended for starters,

Another trek route to Jalagambarai, runs through villages, will take about 4 hrs. This trekking trail is recommended for normal trekking. A trek through the forests to reach the peak is little tedious.

Elagiri Hill is a part of Jawad Hills of Eastern Ghats. One can reach Alangayam, a village situated at the foot of the hills. From Vaniyambadi, buses ply to Alangayam, from where a ghat road leads to the top of Jawad Hills, surrounded by thick sandal wood forests. This steep road leads to Kavalur, where an Astronomical Observatory is situated. By trekking, one can reach the southern part of the Jawad Hills & reach Polur, a taluk headquarters, which is about 30 km from temple town Thiruvannamalai.

#### **3.5.1.5 Kolli Hills**



Kolli Hills is the Ancient Kingdom of the celebrated King Ori, renowned for his generous gifts, charity and donations. It is situated at an altitude of 1160 m.

It is rich with medicinal plants and forests. It is also a habitat for hospitable tribals. Trek routes are:

- Semmedu (8 km) – Adukkampatti (10 km)
- Perumparappu patti (9 km) – Arappaleeswarar Koil (11 km) – Semmedu
- Solakkadu (6 km) – Masi Periyannankoil (10 km) – Arappaleeswarar Koil.
- Semmedu (14 km) – Devanur (5 km) – Arappaleeswarar Koil (11 km) – Semmedu

#### **3.5.1.6 Kalakkadu – Mundathurai**

This is a Project Tiger reserve. Lion-tailed Macaque, Niligiri Langur, Bonnet Macaque and common langur are aplenty. Wild dog, deer, pangoline, varied Avifauna and reptiles could also be seen. The identified trek routes are:

- Papanasam – Mundanthurai (10 km) – Kannikatti (10 km) Agasthiar Peak (20 km) – Mundanthurai
- Mundanthurai (6 km) – Servalar (10 km) – Karayar – Mundanthurai
- Kalakkadu (8 km) – Sengaltheri (10- km) – return

### **3.5.2 Aqua Sport**

The seas on Coraomandel coast are rough and strong and rolling, suitable for surfing, but in places they are rocky. Backwaters are there to provide shallow water spreads for wind surfing.

#### **3.5.2.1 Muttukadu**

35 km South of Chennai lies Muttukadu, an ideal location for wind surfing. TTDC and other operators provide necessary sails and windsurfing equipments to try surfing on backwaters. Plans to provide, water scooters and other aqua-sports are also on the anvil.

### **3.5.3 Hang-Gliding**

Though hang-gliding is not popular in this part of the country, the Madras Hang Gliders Association is keen on popularising this adventure sport. Now, to train those who are interested in this adventure activity, motorised hang-gliders are being provided by the Madras Hang-Gliders Association. The St. Thomas Mount, an outcrop or hillock on the outskirts of Chennai,



the hills or Kodaikanal and Udhagamandalam are the best locations for Hang-Gliding.

In the summer months, the adventurers can do hang gliding at Kalhatty Ghats. The take-off point is exhilarating. One can fly over dense shoals and beautiful waterfalls and streams.

#### **3.5.4 Angling**

Angling is an interesting pastime for the tourists. There are several water resources in Tamil Nadu are identified for the Angling. In the Nilgiris the waters of Mukkurthi Lake and the river, Gurumund river and reservoir, Avalanchi and Emerald river, Peermund, Chambar, Kallkundi Streams, Upper Bhavani Reservoir, Billithadakulla River, Bhavani Puzha, Aradha Puzha, Parsons' Valley Stream and Reservoir, Kings Dhar Stream, Western Catchment Reservoir, Thirupanthurai, Emeri Puzha, Silent Valley streams etc. are the water for excellent trout fishing. In Kodaikanal hills, trout streams are Pulavachiyar and Konalar. Carp fishing is recommended in Kodai Lake. In addition the state's 900 km long coastal line provides you for ample marine fishing. For fishing, licence fee has to be obtained from the fisheries department. The locations are:

- Kodaikanal: Observatory Road, Kodaikanal
- Udagamandalam: Assistant Director of Fisheries, Fish dale, Udhagamandalam

At Ooty, trout fishing is available in Avalanche and Sandinalla lakes with prior permission from the Fisheries Department, located near the bus stand.

#### **3.5.6 Water Surfing**

With a backwater and estuary, Muttukkadu is ideal for rides on motorised boats or for water surfing. One can hire a pedal boat or a row boat for cruising leisurely. Muttukkadu is ideally suited for angling and fishing. TTDC's runs boat services and a cafeteria here. It is 36 km from Chennai.

### **3.6 Leisure Destinations**

#### **3.6.1 Golf**

Outdoor Sports are the best pass-times. However certain sports need special arrangements to play. Golf is one such sport that requires a vast area to play with. The lush green lawns, serene ambience of this sport are really alluring the player and the onlookers as well.



Tamil Nadu is bestowed with hilly terrains, where the nature, blessed the land with green pastures and valleys that are ideal for the golf. Similarly certain areas in this tropical state are developed to fit enough to play golf. Five best golf courses are in Tamil Nadu, which offer golfers a vivid and memorable experience.

Golf courses in Tamil Nadu are situated in Chennai, Salem, Kodaikanal, Udhagamandalam, Coonoor and Coimbatore. All these clubs are maintained by a forum of members. Golf clubs are therefore normally restricted to the members and/ or guests of members. However certain clubs offer permissions to walk-in golfers as well. The walk-in golfers have to play on weekdays whereas the weekends are exclusively for the members.

#### ***3.6.1.1 Chennai Cosmopolitan Golf Annexe***

This golf links has over a hundred years of history. The course has begun in the heydays of the British Raj, when the city, in fact, was having as many as five such golf courses. It is a championship course located at Nandanam in Chennai's busy through fare – Annasalai. It has a par of 72 with a yardage of 6700 yards. This is more of a parkland golf course and is open throughout the year. The course is effectively divided in to first and a second half by a water drainage canal. The first half is extensively wooded and is a scenically attractive area.

The total area of the course is 83 acres. At present the club has two common fairways – the 1<sup>st</sup>/ 8<sup>th</sup> and 2<sup>nd</sup>/ 7<sup>th</sup>. It is perhaps the only major golf club in India that encourages beginners to join. They do not insist on prior experience and in fact this club provide two private coaches at the course to train the beginners.

The club has open registrations to foreigners as well. There are different types of membership schemes to choose from. The modest club house has catering, changing room facilities, a bar etc.

#### ***3.6.1.2 Gymkhana Golf Annexe***

Basically a link type of course, Gymkhana is situated amidst the race course in Chennai. It has 18 holes course and a par of 70. The fairways at this course are flat and fast and encircled by the out of bounds race track. The greens are lush, statically located along the racetrack. Walk-in golfers are allowed.

#### ***3.6.1.3 Udhagamandalam Gymkhana Club***

The Ooty Golf Course is unique and playing on it is an exceptional experience. It is an 18-hole natural golf course located at a height



of 7,400 ft asl (2286 m asl) and is spread over an area of 193 acres. The course has a par 70 and an approximate length of 6200 yards of yardage. It was founded in the year 1896. Distance for ladies is 5,125 yards whereas, for men it is 6,074 yards. The fairways are lush, but tight and greens are large and well maintained.

#### **3.6.1.4 Kodaikanal Golf Course**

The Kodaikanal golf course is situated on Kodiaikanal Hills at an elevation of 2133 m asl. It was in 1895 that this course was established on a stumbling founded by Mr. Dumergic and Mr. Francis Smith. The landmark for this club was the addition of nine holes hewn out of hills and forest to complete an 18-hole course by the early sixties.

#### **3.6.1.5 Salem Golf Course**

It was established in the year 1990. It is spread over a sprawling area of 50 acres of green surface. Similar to other clubs, non-members are permitted to do the sport as guests of members. Sessions start at 0600 hours and 1500 hours during the day.

#### **3.6.1.6 Coimbatore Golf Club**

The Coimbatore Golf Club is situated at Chettipalayam, 20 km from coimbatore on Pollachi Highway, in a sprawling area of 120 acres. The Course for men is 6973 yards and 5930 yards for women. Established in 1977, this Golf Club has 18 holes, 72 par. The course is among the top ten with the best greens in the country. There are 347 members, and walk-in golfers could play as guests of the members.

### **3.6.2 Snooker**

Snooker was invented in the Nilgiris at the Ooty Club. Today apart from the Ooty Club, Coonoor Club, Gymkhana Club, the Lawley Institute and the bigger hotels, there are quite a few snooker parlours in town offering good entertainment. Snooker proves a good attraction to tourists which also helps in prolonging their stay.

### **3.6.3 Horse Racing**

A very popular sport during the summer months of April, May and June, one can see thoroughbred horses in action at Ooty. The racecourse, located in the heart of the city, is about 2.4 km long and is one of the best courses in India. It attracts large crowds of tourists when the festival is on.



## Chapter 4

### Analysis and Forecast

#### 4.1 Trends in Tourist Flow

The number of tourists arriving in Tamil Nadu has increased 2 ½ times since 1990. The state received 95.5 lakh tourists in 1990, including 92.5 lakh domestic and 3.0 lakh foreign tourists. This number increased to 178.0 lakh in 1995 with 172.1 lakh domestic and 5.9 lakh foreign tourists. The figure, as per the latest available statistics (2001) has gone up to 245.8 lakh. Of this, domestic tourists number 238.1 lakh and foreign tourists 7.7 lakh (*Table 4.1a*). Although the number of tourists, domestic as well as foreign, has always gone up every following year, the rate of growth has however been inconsistent.

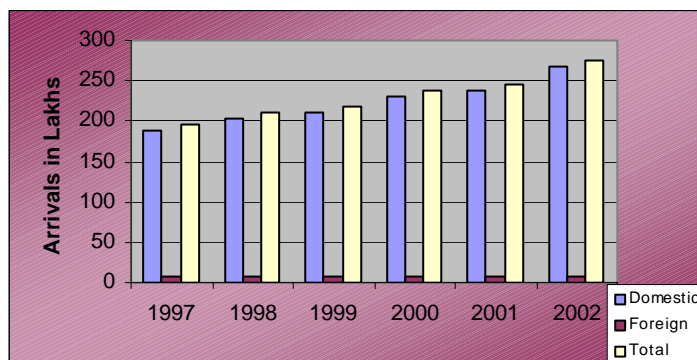
*Table 4.1a*  
**Tourist Arrivals in Tamil Nadu (in lakh)**

Year	Domestic	Growth Rate (%)	Foreign	Growth Rate (%)	Total	Growth Rate (%)
1990	92.5		3.0		95.5	
1991	110.4	18.9	3.3	9.9	113.7	18.7
1992	131.1	18.7	4.0	20.8	135.1	18.8
1993	142.1	8.4	4.4	7.9	146.5	8.4
1994	160.3	12.8	4.9	14.4	165.2	12.8
1995	172.1	7.4	5.9	17.6	178.0	7.7
1996	182.1	5.7	6.1	4.8	188.2	5.7
1997	189.3	4.0	6.4	3.7	195.7	4.0
1998	204.1	7.8	6.4	0.0	210.5	7.6
1999	211.4	3.5	7.2	13.5	218.6	3.8
2000	229.8	8.7	7.9	8.8	237.7	8.7
2001	238.1	3.4	7.7	-2.6	245.8	3.4

*Source: Department of Tourism, Government of Tamil Nadu.*

The break-up of tourist arrivals, domestic as well as foreign, across the state over the past few years is shown in *Table 4.1b*. Of all the important tourist places in Tamil Nadu, Chennai, the state capital has attracted the maximum number of tourists of both Indian and foreign origin over the years. Chennai is followed by Madurai – the temple city, Udha gamandalam (Ooty) – the queen of hills, Kodaikanal and Rameshwaram. Other important centres such as Kanyakumari, Tiruchendur, Palani, and Tiruchirapally also attract substantial number of tourists, as given in the table. The remaining number centres receive lesser number of tourists/ visitors.

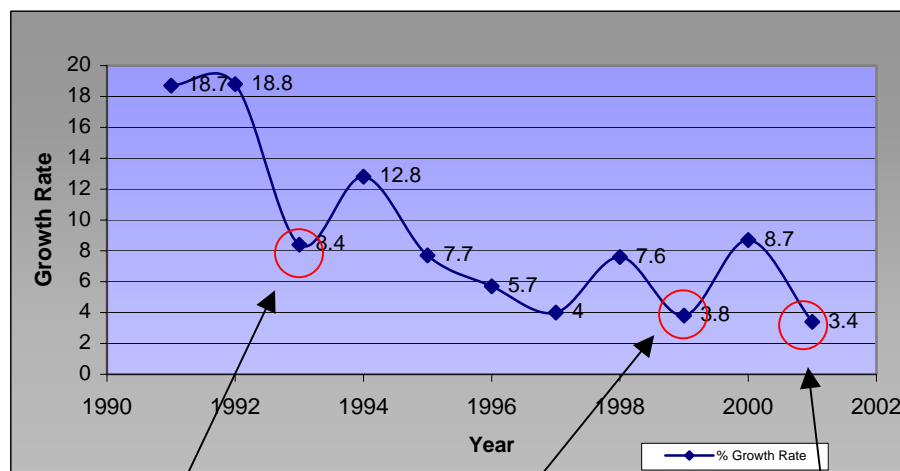
**Fig 4.1a: Tourist Arrivals over the Years**



Source: Results of Market Research by the CES.

Where the years 1991 and 1992 experienced an unprecedented growth of 18.7% and 18.8% respectively, years 1997, 1999, and 2001 saw steep declines in growth rate – 4.0%, 3.8%, and 3.4% respectively. These trends are also indicated in **Figs 4.28, 4.30, 4.32 and 4.34**. The slump in tourist flow during various years may be attributed to reasons given in **Fig 4.1b**.

**Fig 4.1c: Reasons for Change in Tourist Flow**



Source: Results of Market Research by the CES.

*Fragile Communal  
Situation due to  
Ayodhya Riots*

*Economic Recession  
Forex Market crashdown*

*World Trade Centre attack.  
World Economy Recession*

Of the total tourists, domestic and foreign, the number of pilgrimage tourists (pilgrims) over the past few years has been substantial, as depicted in **Table 4.2**.





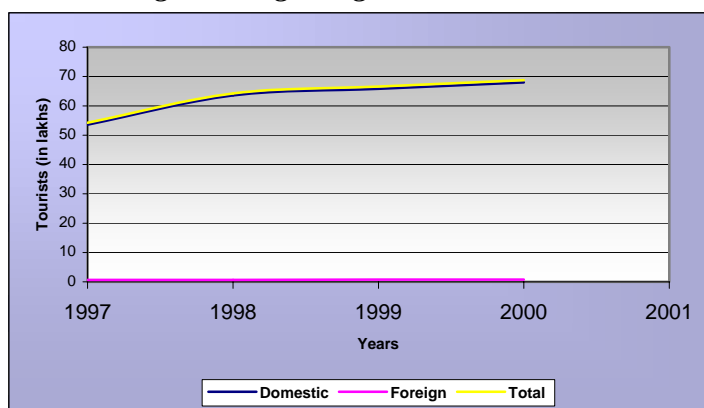
**Table 4.2**  
**Pilgrimage Tourist Arrival (in lakh)**

Year	Domestic	Foreign	Total	% Change
1997	53.6	0.63	54.23	4.6
1998	63.6	0.63	64.23	18.4
1999	65.8	0.75	66.55	3.6
2000	68.0	0.76	68.76	3.3

Source: Department of Tourism, Government of Tamil Nadu.

There has been a consistent increase in the number of both domestic as well as foreign pilgrims (**Fig 4.2**).

**Fig 4.2: Pilgrimage tourist arrivals**



Source: Results of Market Research by the CES.

The share of Tamil Nadu as regards the pilgrimage tourists (pilgrims) to the total tourist arrivals, as given in **Table 4.3**, has experienced a positive growth rate since 1997 except for a slight slump in the year 2000 (**Fig 4.3**). The two trends (total tourists as also pilgrims are indicated in **Fig 4.3**).

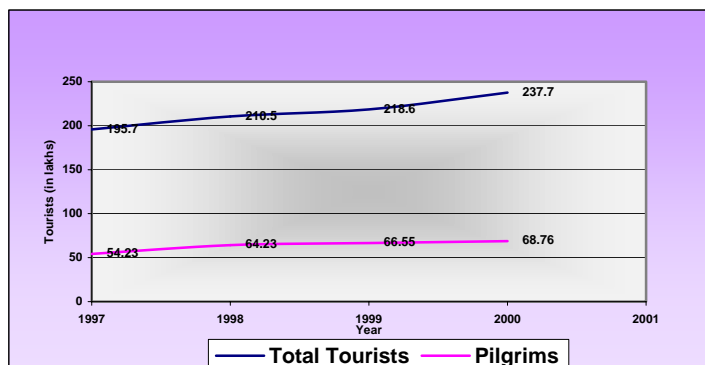
**Table 4.3**  
**Pilgrimage Tourists in Tamil Nadu (in lakh)**

Year	Total Tourists	Pilgrims	% share
1997	195.7	54.23	27.6
1998	210.5	64.23	30.5
1999	218.6	66.55	30.7
2000	237.7	68.76	28.9

Source: Department of Tourism, Government of Tamil Nadu.



**Fig 4.3: Pilgrimage tourists in Tamil Nadu**



Source: Results of Market Research by the CES.

Market research conducted by the Consultants in Tamil Nadu shows the share of various classified tourist destinations in **Table 4.4**.

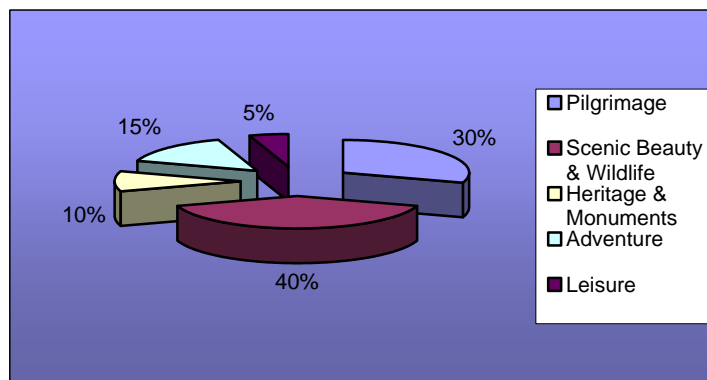
**Table 4.4**  
**Share of Tourists at Classified Destinations**

Type of tourism	% share
Pilgrimage tourism	30.0
Scenic Beauty, Forests and Sanctuaries	40.0
Heritage and Historic Monuments	10.0
Adventure tourism	15.0
Leisure tourism	5.0

Source: Results of Market Research by the CES.

Of the total tourists visiting Tamil Nadu, major pilgrimage destinations such as Chidambaram, Kancheepuram, Kanyakumari, Kumbakonam Madurai, Nagore, Palani, Rameshwaram, Srirangam, Thanjavur, Thiruvannamalai, Tiruchirapally and Velankanni share 30.0% tourist between them (**Fig 4.4**). Scenic beauty, forests and sanctuaries attract maximum number of tourists i.e. 40.0%. Such places include – Channai, Coonoor, Kanyakumari, Kodaikanal, Ooty, Pichawaram, Point Calimere, Rameshwaram, and Sathanur Dam etc.

**Fig 4.4: Share of Tourists by Classified destinations**

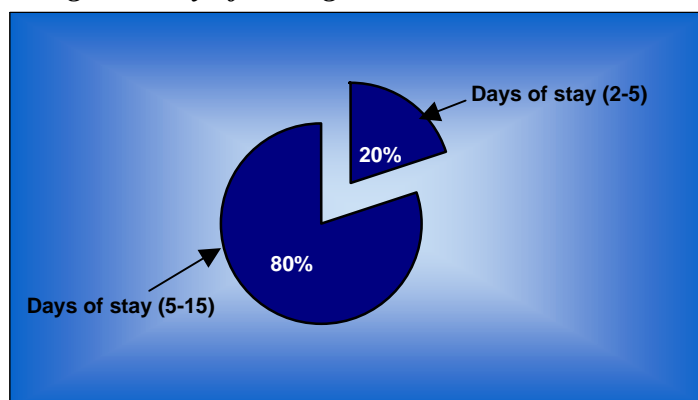


Source: Results of Market Research by the CES.

Tourists visiting destinations of heritage and historic monuments account for 10.0% of the total tourists. Such destinations, *inter alia*, include Chennai, Dindigul, Gangaikonda Cholapuram, Gingee, Mamallapuram, Madurai, Poompuhar, Thanjavur, Tiruchirapally and Vellore. Adventure tourists are 15.0% of the total tourists. They mostly visit Ooty, Annamalai Hills, Kodaikanal, Elagiri Hills, Kolli Hills, and Kalakkadu. The adventure activities are – trekking, hang-gliding, water surfing etc. Leisure tourists make for the remaining 5.0%. Leisure activities include angling (Kodaikanal and Ooty), golfing (Chennai, Coimbatore, Coonoor, and Kodaikanal), snooker (Ooty), and horse riding (Ooty).

The market research suggests that the length of stay of foreign tourists is large enough in terms of number of days. 80% of these tourists stay for over five (5) days, i.e. between 5 and 15 days; only 20% happen to be staying for 2 to 5 days (**Fig 4.5**).

**Fig 4.5: Stay of Foreign Tourists in Tamil Nadu**



Source: Results of Market Research by the CES.

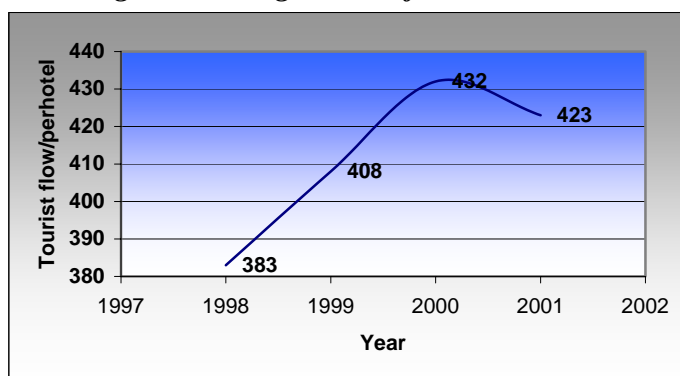


## 4.2 SWOT Analysis

### 4.2.1 Strengths

The following figure (*Fig 4.6*) suggests that there has been an obvious increase in the occupancy rate of hotels with increase in number of tourists across the state over the past few years. Except for the year 2001 when the flow has slightly gone down, there has been a significant and consistent increase in their numbers.

*Fig 4.6: Average tourist flow in hotels*



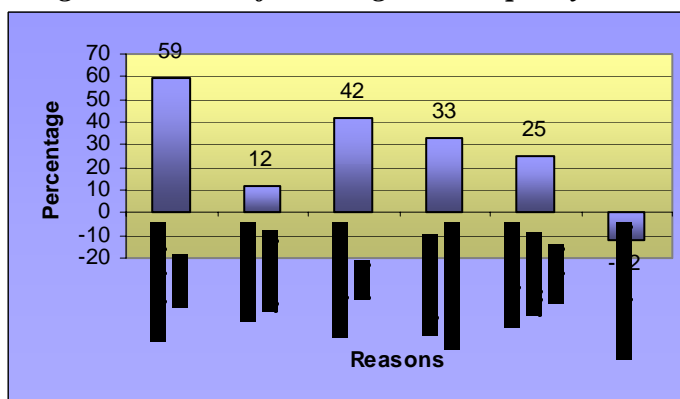
Source: Results of Market Research by the CES.

The positive change in the trends is attributed to several reasons such as –

- Change in peoples' attitude
- Increase in tour sponsorships
- Change in tourism policy
- Improvement in economic condition of people
- Change in travel support from the company they belong

The main reason associated with the negative change wherever it has been is the instability/ insecurity, perhaps at the place of origin of tourists, and on the way, rather than the tourist destinations.

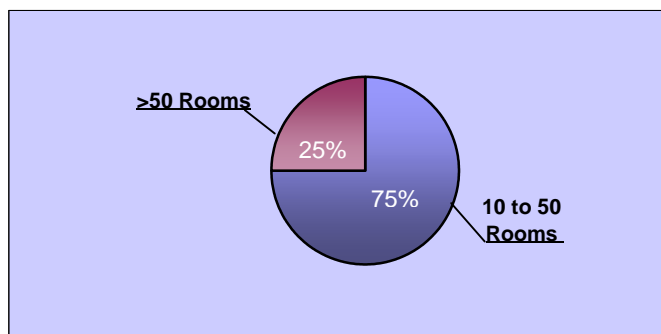
*Fig 4.7: Reasons for change in occupancy rate*



Source: Results of Market Research by the CES.

The survey of hotels indicates that in majority of the cases (75%), the number of rooms ranges between 10 and 50. Only 25% hotels have over 50 rooms, as graphically represented in **Fig 4.8**.

**Fig 4.8: Availability of accommodation in hotels**



Source: Results of Market Research by the CES.

#### 4.2.2 Weaknesses

Several reasons were anticipated and included in the questionnaire prepared for domestic tourists and foreign tourists for conducting market survey. The idea behind this was to enquire from the different respondents about the difficulties/ problems faced while being in the state. The reasons identified were –

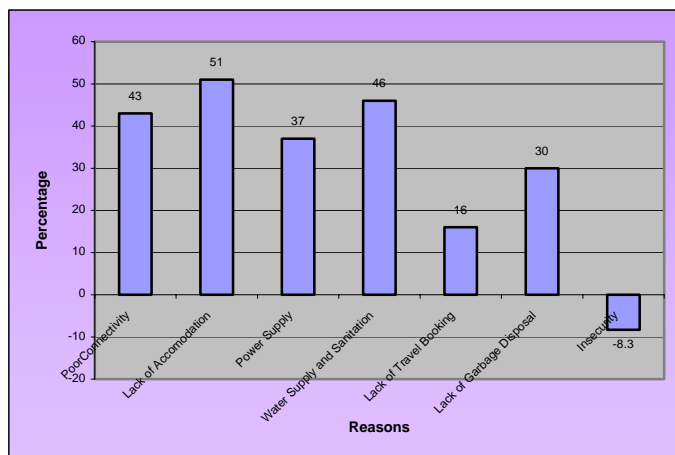
- Poor connectivity/ remote location
- Lack of accommodation
- Lack of health facilities/ first aid
- Power supply
- Water supply and sanitation
- Lack of travel booking
- Lack of garbage disposal
- Lack of medical facilities
- Insecurity/ instability
- Life saving facilities at beach

The domestic tourists' survey conducted at different locations suggests the results as indicated in the **Figs 4.9 to 4.16**.

The bottlenecks at the state level have been identified as – lack of accommodation (51%), water supply and sanitation (46%), poor connectivity (43%), power supply (37%), lack of life garbage disposal (30%), lack of travel booking (16%), and insecurity (8.3%) – in that order, as depicted in **Fig 4.9**.



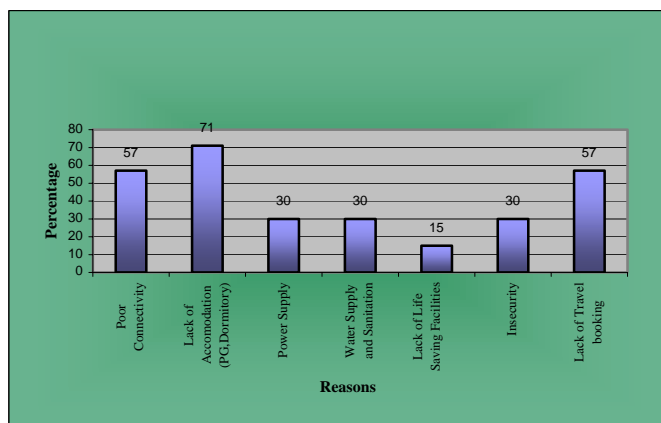
**Fig 4.9: Overall Bottlenecks in Tamil Nadu**



Source: Results of Market Research by the CES.

The bottlenecks at Marina beach include lack of accommodation (71%), poor connectivity (57%), lack of travel booking (57%), power supply (30%), water supply and sanitation (30%), insecurity (30%), and lack of life saving facilities (15%) – in that order (**Fig 4.10**).

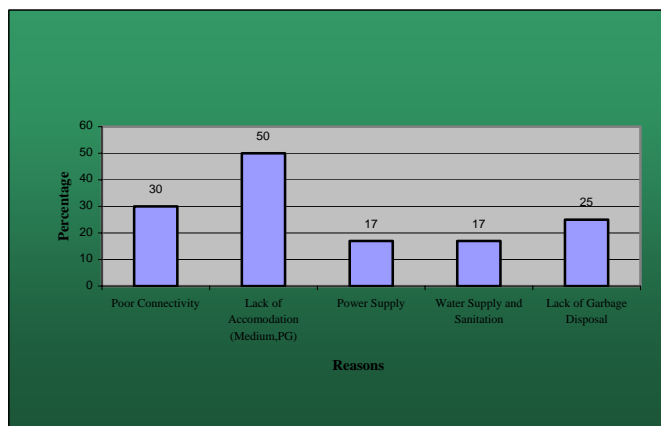
**Fig 4.10: Bottlenecks at Marina Beach**



Source: Results of Market Research by the CES.

Lack of accommodation (50%) has been identified as the main bottleneck at Mamallapuram, followed by poor connectivity (30%), lack of garbage disposal (25%), power supply (17%), and water supply and sanitation (17%). **Fig 4.11** depicts the scenario.

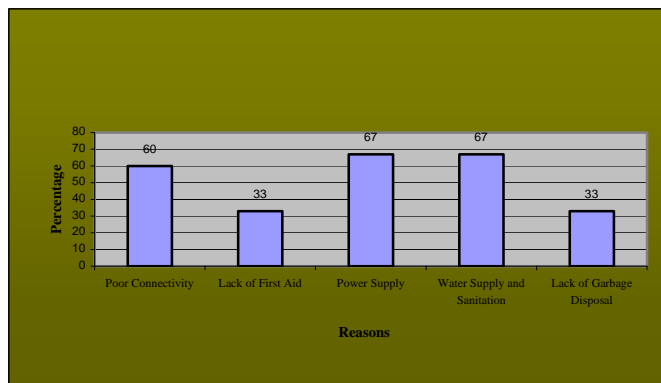
**Fig 4.11: Bottlenecks at Mamallapuram**



Source: Results of Market Research by the CES.

Water supply is a real problem in Kanyakumari. The bottlenecks of water supply and sanitation (67%) and power supply (67%) are followed by poor connectivity (33%), and lack of garbage disposal (33%). This is graphically shown in **Fig 4.12**.

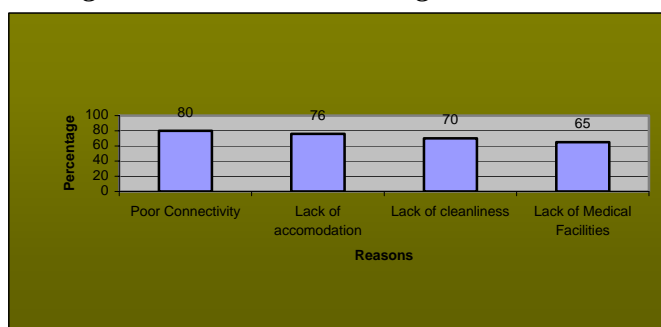
**Fig 4.12: Bottlenecks at Kanyakumari**



Source: Results of Market Research by the CES.

Respondents have indicated that Hogenakkal suffers from poor connectivity (80%), lack of accommodation (76%), lack of cleanliness (70%), and lack of medical facilities (65%). **Fig 4.13** depicts this.

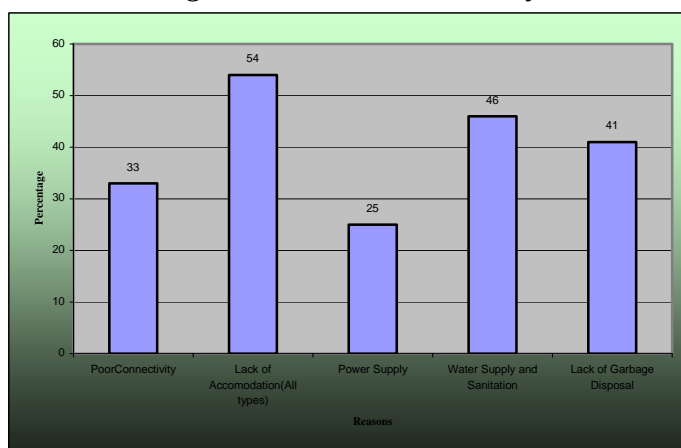
**Fig 4.13: Bottlenecks at Hogenakkal Falls**



Source: Results of Market Research by the CES.

There is a shortage of accommodation of all types at Ooty. This is faced by the tourists (54%) that flock this hill station during the peak of the tourist season. Water supply and sanitation (46%), lack of garbage disposal (41%), poor connectivity (33%), and power supply (25%) have been identified as other bottlenecks at Ooty (**Fig 4.14**).

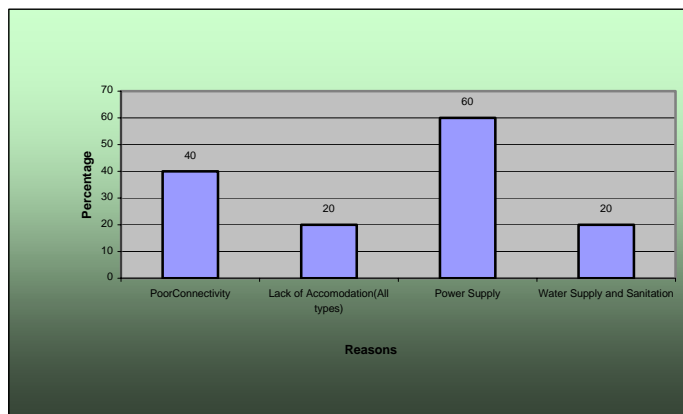
**Fig 4.14: Bottlenecks at Ooty**



Source: Results of Market Research by the CES.

It is indicated that there is a shortage of power supply (60%) at Thanjavur. Poor connectivity (40%) has been identified as the next biggest bottleneck, followed by lack of accommodation (20%), and water supply and sanitation (20%) problem, as shown graphically in the following **Fig 4.15**.

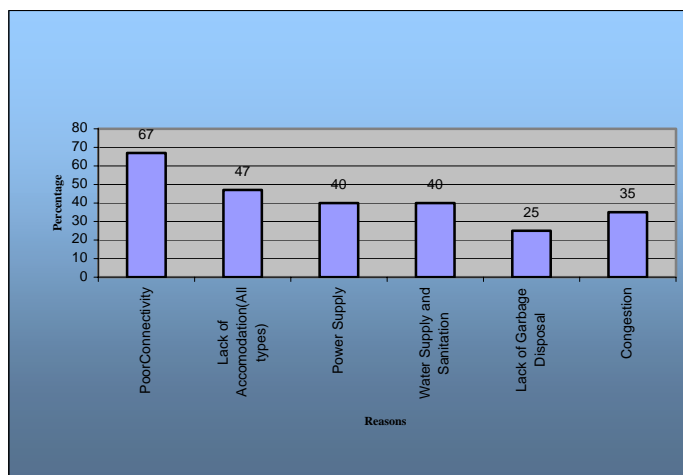
**Fig 4.15: Bottlenecks at Thanjavur**



Source: Results of Market Research by the CES.

Tiruchirapally is faced with the problem of poor connectivity (67%) as identified by the respondents. Many tourists have faced the lack of accommodation (47%). A significant number of them identify power supply (40%), water supply and sanitation (40%), congestion (35%), and lack of garbage disposal (25%) as the bottlenecks (**Fig 4.16**).

**Fig 4.16: Bottlenecks at Trichy**



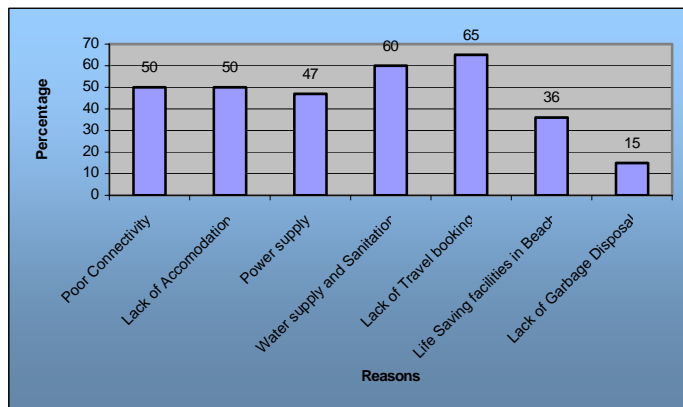
Source: Results of Market Research by the CES.

The foreign tourists' survey conducted at different locations suggests the results as indicated in the following **Figs 4.17 to 4.21**.

At Chennai, the foreign tourists are faced with lack of travel booking (65%) the most. This problem is closely followed by water supply and sanitation (60%), poor connectivity (50%), lack of accommodation (50%),

power supply (47%), lack of life saving facilities at beach (36%), and lack of garbage disposal (15%) – all in that order (**Fig 4.17**).

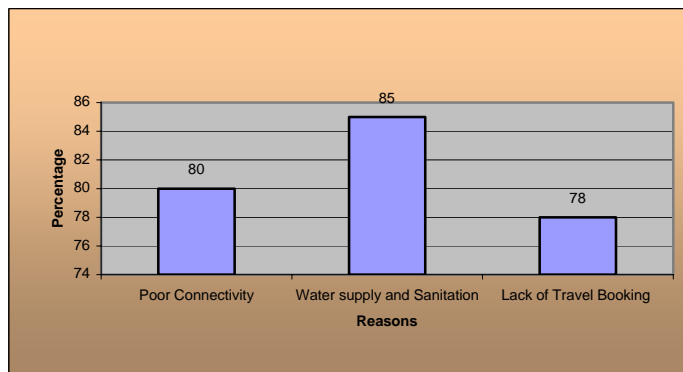
**Fig 4.17: Bottlenecks at Chennai**



Source: Results of Market Research by the CES.

The biggest problem of Kanyakumari, also come across in the case of domestic tourists, is that of water supply and sanitation (85%), followed by poor connectivity (80%), and lack of travel booking (78%). This is graphically shown in **Fig 4.18**.

**Fig 4.18: Bottlenecks at Kanyakumari**

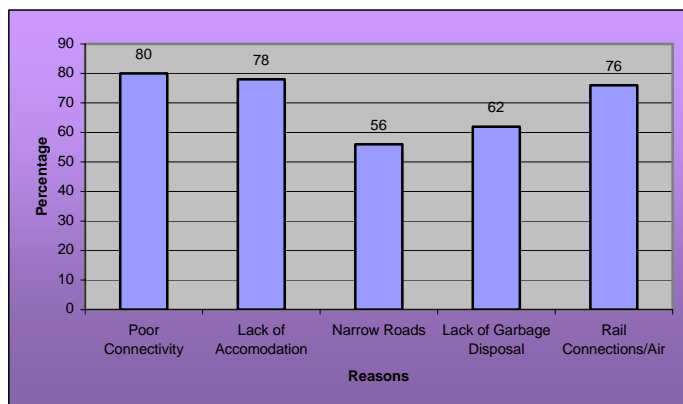


Source: Results of Market Research by the CES.

The foreign tourists have identified poor connectivity (80%) with Ooty as the biggest bottleneck. Lack of accommodation (78%), and rail/ air connectivity (76%) are a big problem too. Lack of garbage disposal (62%) has been identified as a significant problem. Ooty is connected by road, the road is nevertheless narrow (56%) for it is a hill area (**Fig 4.19**).



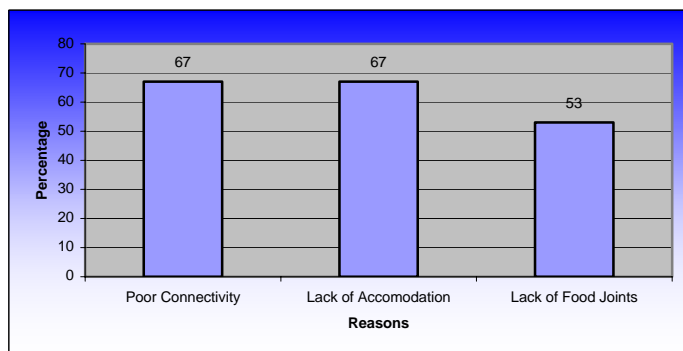
**Fig 4.19: Bottlenecks at Ooty**



Source: Results of Market Research by the CES.

As indicated by foreign tourists, the biggest bottleneck in Thanjavur are poor connectivity (67%) and lack of accommodation (67%). These are followed by lack of fast food joints (53%) – (**Fig 4.20**).

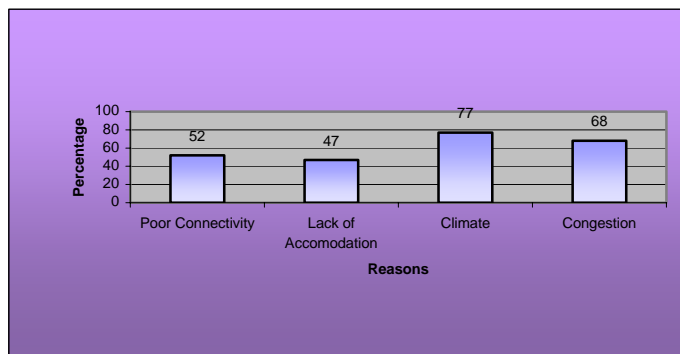
**Fig 4.20: Bottlenecks at Thanjavur**



Source: Results of Market Research by the CES.

Foreign tourists have identified climate as the biggest problem (77%) at Tiruchirapally. This is mainly because it is hot and humid out there. Congestion (68%) is the next biggest bottleneck, followed by poor connectivity (52%), and accommodation (47%) – in that order (**Fig 4.21**).

**Fig 4.21 Bottlenecks at Trichy**

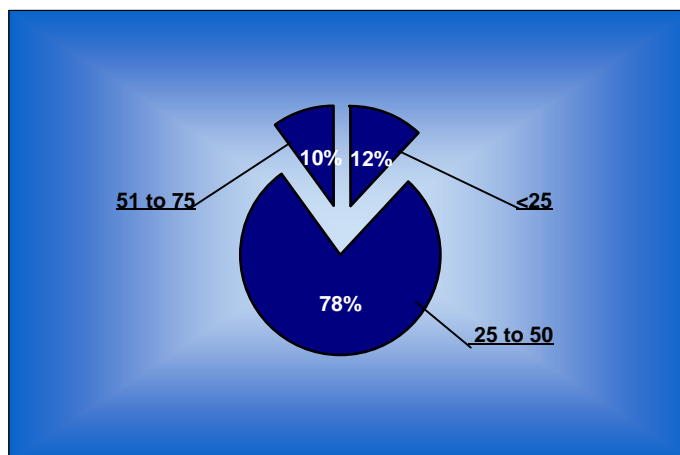


Source: Results of Market Research by the CES.

### 4.2.3 Opportunities

The market research suggests that there has been change in the perception of the tourists over the past five years or so as regards availing the tours and travel services offered by the tour operators and travel agencies, including the package tours offered by the concerned tourism departments i.e. ITDC and TTDC. According to **Fig 4.22**, 78% respondents (hoteliers) have reported an increase in usage of their service ranging between 25% and 50%; 12% have reported an increase in service less than 25%; and 10% cases, an increase of 51% to 75% is reported. This trend suggests an increasing acceptability of such services essentially on the part of domestic tourists; foreign tourists have been in any case making use of these services for a long time.

**Fig 4.22: Change in tourists availing tours and travel services**

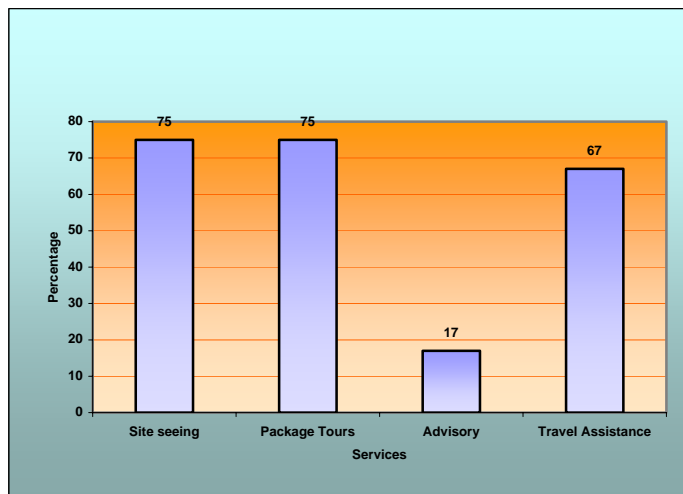


Source: Results of Market Research by the CES.

These changes are mainly attributed to the marketing strategy and services offered by these operators, graphically shown in **Fig 4.23**. A large number of tours and travel agencies are offering site seeing tours, package tours,

travel assistance services and advisory services that not only guide the tourists but also help them in making a good business.

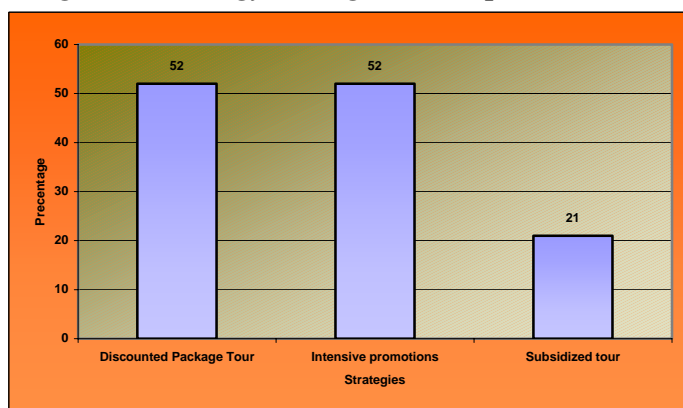
**Fig 4.23: Services offered by Tours and Travel agencies**



Source: Results of Market Research by the CES.

The tours and travel agencies have also devised strategy for attracting tourists during the non-peak season as well. Discounted package tours and subsidised tours are being offered during the non-peak season. They have also taken to intensive promotion (advertisement etc.) of their services so that more people know about their services and existence (**Fig 4.24**).

**Fig 4.24: Strategy during the Non-peak season**



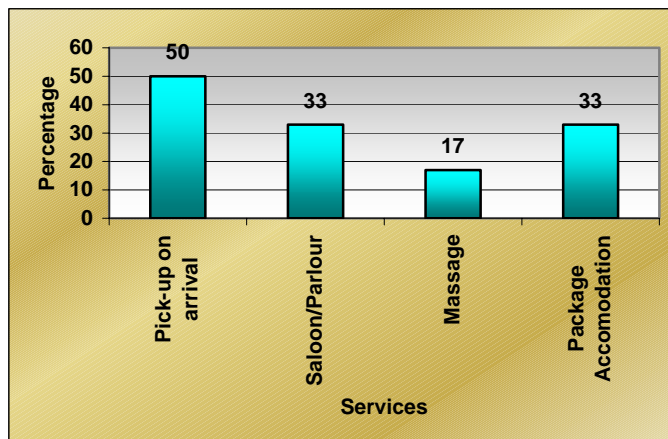
Source: Results of Market Research by the Consultants

The market survey suggests that many tourists desire additional services (**Fig 4.25**) that are currently not available/ provided by the hotels surveyed. These are –

- Pick-up on arrival at airport/ railway station
- Parlours and saloons
- Massaging

➤ Package accommodation

**Fig 4.25: Additional services desired by tourists**

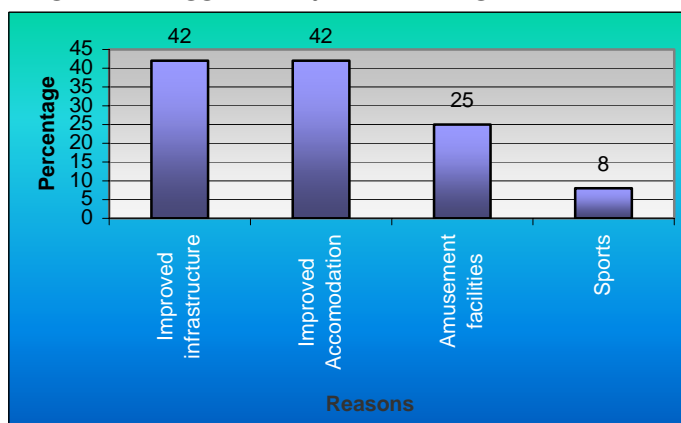


Source: Results of Market Research by the Consultants

For the reason that hoteliers are the local people and are familiar with the situation on ground as regards the availability of facilities, infrastructure etc., a question to this effect was put to them. It is suggested that the following things, also shown graphically in **Fig 4.26** shall help attract more tourists –

- Improved infrastructure
- Improved accommodation
- Amusement facilities
- Sports

**Fig 4.26: Suggestions for attracting more tourists**



Source: Results of Market Research by the Consultants

The tourist arrivals are expected to grow at a cumulative growth rate of 12% in the year 2022, i.e. there shall be 1209.1 lakh tourists, 963.3 lakh more than 2001 arrivals. The already developed tourism scenario in the



state substantiated by a positive and reasonable growth rate make the future state tourism scene look flourishing.

There is a host of projects that have been identified at various destinations – already popular destinations as well as the potential ones across the state, so as to offer the tourists more and support their arrival and stay in a much better way. Among the projects identified include –

1. Kiosks along Marina Beach (with Sulabh Shauchalaya)
2. Kiosks at Other beaches (with Sulabh Shauchalaya)
3. *Haat* at Chennai
4. Urban *Haats* at Other locations (Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)
5. Beaches at Kanyakumari (Thengaipattanam beach, Thikkurichi beach, Sanguturrai beach, Sottavalai beach, and Kanyakumari-Kovalam beach)
6. Development of Lesser Known Destinations (Javadhu Hills in Jhiruvannamalai district, Gangaikonda Chozhapuram in Ariyalur district, Pilavakkal Dam in Virudhunagar district, Kolli Hills in Namakkal district, Suruli Falls in Theni district, Kumbakarai Falls in Theni district, Pambar Dam in Dharmapuri district, Kelavarapalli Reservoir in Dharmapuri district, Krishnagiri Reservoir in Dharmapuri district, Pulianchola in Thiruchirappalli district, Pulianchola in Thiruchirappalli district, and Yelagiri in Vellore district)
7. Cultural Programs
8. Package Tours
9. Tourism Police
10. Adventure Water Sports
11. Ethnic Villages
12. Garden of Peace
13. Health and Rejuvenation Centres
14. Water Supply at Kanyakumari
15. Airport at Kanyakumari
16. Overall infrastructure development at Kanyakumari
17. Overall infrastructure development at Rameshwaram
18. Overall infrastructure development at Yercaud
19. Maintenance of Sea Beaches (Marina, Mamallapuram, and Trichendur)
20. Improvement in Road Stretches (Kaval Kinaru to Kanyakumari via Anjugramam; Kanyakumari to Nagercoil via Susedaram; Kanyakumari to Tiruchendur via Valliyoor, Samugarangapuram, Satankulam; Tiruchendur to Tirunelveli via Srivaikundam, Sydunganallur; and, Tuticorin to Rameshwaram via Tharuvaikulam, Earvadi, Mandabam)
21. Heli-Taxi facility



22. Infrastructure for the disabled
23. Improved Accommodation (Chennai, Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)
24. Paying Guest Accommodation (Chennai, Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Mamallapuram, Madurai, Rameshwaram, Thanjavur, Ooty, and Yercaud)
25. Beach Cottages at Rameshwaram
26. Printing of Special Folders
27. Folders in Foreign Languages
28. Guide books on Tamil Nadu
29. Publicity Campaigns (Travel Marts, FAM Tour, CD Rom, Commercial & Films, Touch Screen, and Glow Sign Boards)
30. Boat Houses (Alamparal in Kancheepuram district, Edaikazhinadu in Kancheepuram district, Adyar River near Kottupuram Bridge in Chennai, Nainarkulam in Tirunelveli district)
31. Fairs and Festival (Fairs at 4 locations; Festivals at 50 locations)
32. Development of Arulmigu Kaitasanathar Temple Kancheepuram
33. Development of Gingee (Senji)
34. Sound of Light Program (Madurai, Kancheepuram, Mamallapuram, Kanyakumari, Kodaikanal, Thanjavur, and Ooty)

#### 4.2.4 Threats

There appear not too many threats to tourism in Tamil Nadu. Yet, these are outlined as follows:

- Luxury tax is too high. Service tax is high too.
- Fluctuating tariff in budget hotels and other private hotels.
- Entry fees for foreigners is prohibitive
- Camera entry ticket at many places/ spots is higher than the entry fee for tourists/ people.
- Health and rejuvenation facilities in Kerala. Proximity to Kerala that is already much developed in Tourism industry and offers rejuvenation (ayurvedic massage etc) is a threat. At times, it can become advantage for the common boundary between the two states and close location of destinations such as Kanyakumari and Ooty.
- Language problem for the local people.
- Understanding the local language for the tourists.

#### 4.3 Tourist Forecast

The Consultants have taken an average of the annual growth rate in domestic as well as foreign tourists over the last five years, i.e. from 1997 to 2001. The average growth rate comes to 5.5%. This is approximated to 6.0% and the tourist



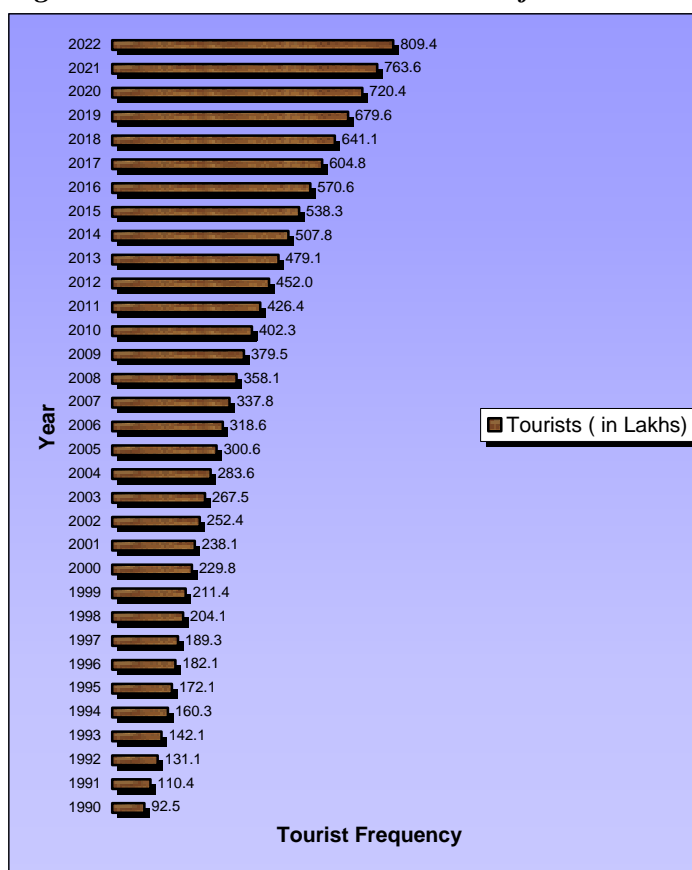
arrival (domestic) is projected for the horizon year i.e. 2022, as graphically represented in **Figs 4.27 and 4.28**. The domestic tourist arrival shall be 809.4 lakh as against 238.1 lakh tourist in 2001. This shall be the scene with the existing setup and scene of tourist activities, destinations and infrastructure.

Similarly, the foreign tourist arrival is projected at 5.0% growth rate (average of last 5 years is 4.7%). At this rate, the foreign tourist in 2022 shall be 21.4 lakh under the present circumstances and situation (**Figs 4.29 and 4.30**).

The domestic and foreign tourist arrivals are expected/ anticipated to grow at an annual growth rate of 12%, 10% and 8% during the three phases (Phase I, II, and III) respectively, of the plan implementation (**Figs 4.31 – 4.34**).

Upon the succesful implementation of the plan and at the end of the plan period, there shall be expected domestic and foreign tourists to the tune of 1633.6 lakh and 52.7 lakh respectively.

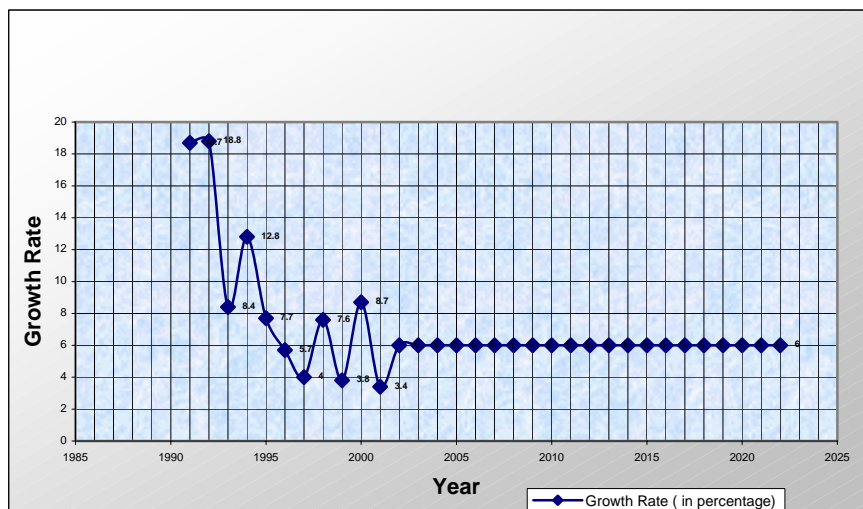
**Fig 4.27: Domestic Tourist Forecast before the Plan**



Source: Results of Market Research by the CES.

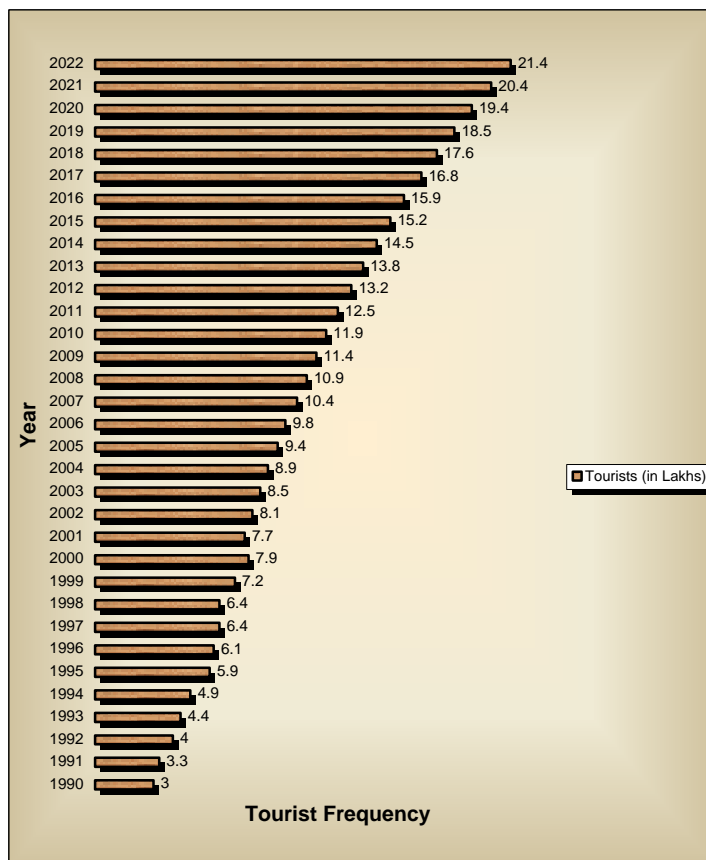


**Fig 4.28: Domestic Tourist Growth before the Plan**



Source: Results of Market Research by the CES.

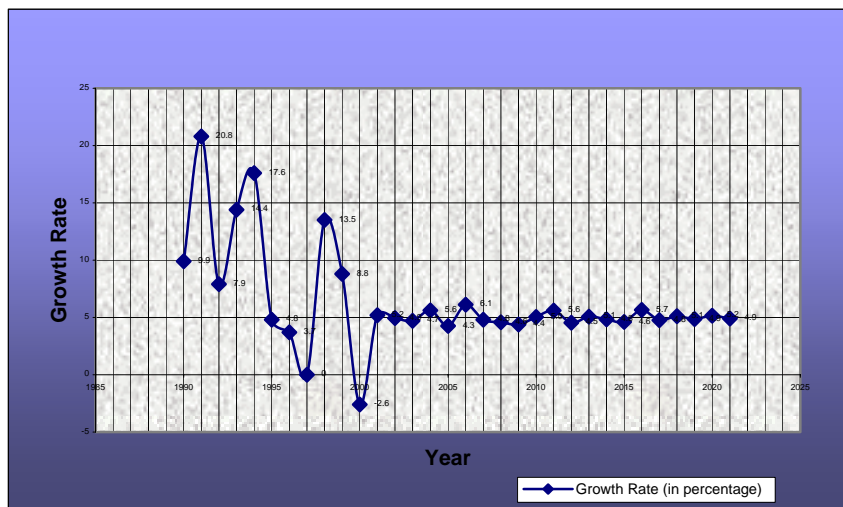
**Fig 4.29: Foreign Tourist Forecast before the Plan**



Source: Results of Market Research by the CES.

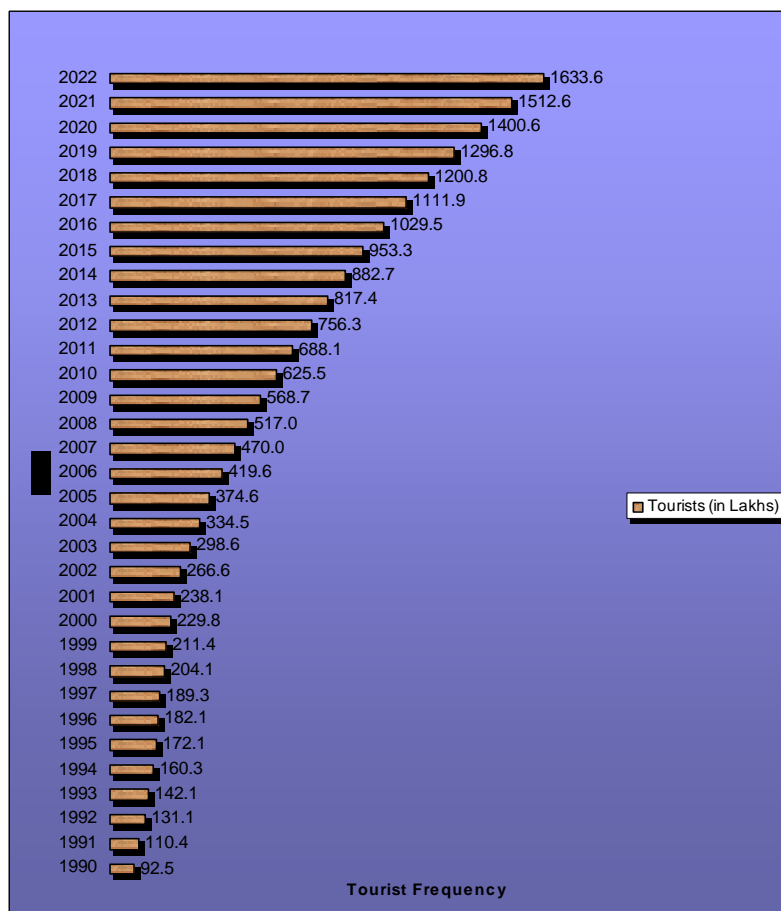


**Fig 4.30: Foreign Tourist Growth before the Plan**



Source: Results of Market Research by the CES.

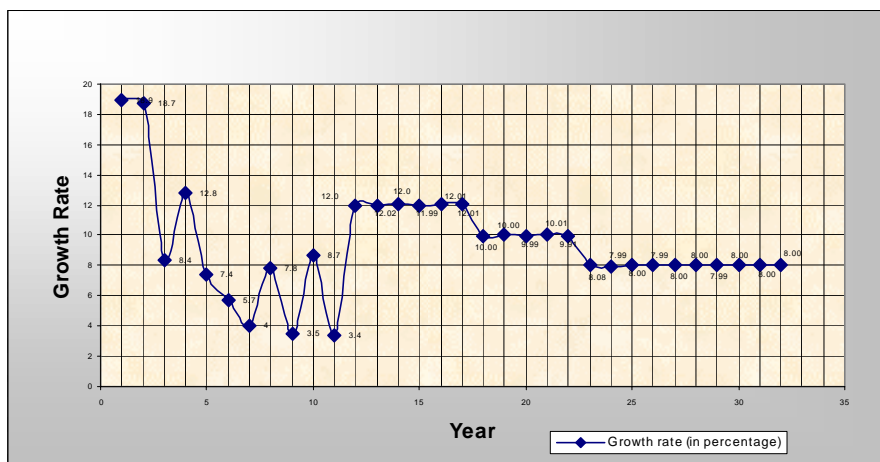
**Fig 4.31: Domestic Tourist Forecast after the Plan**



Source: Results of Market Research by the CES.

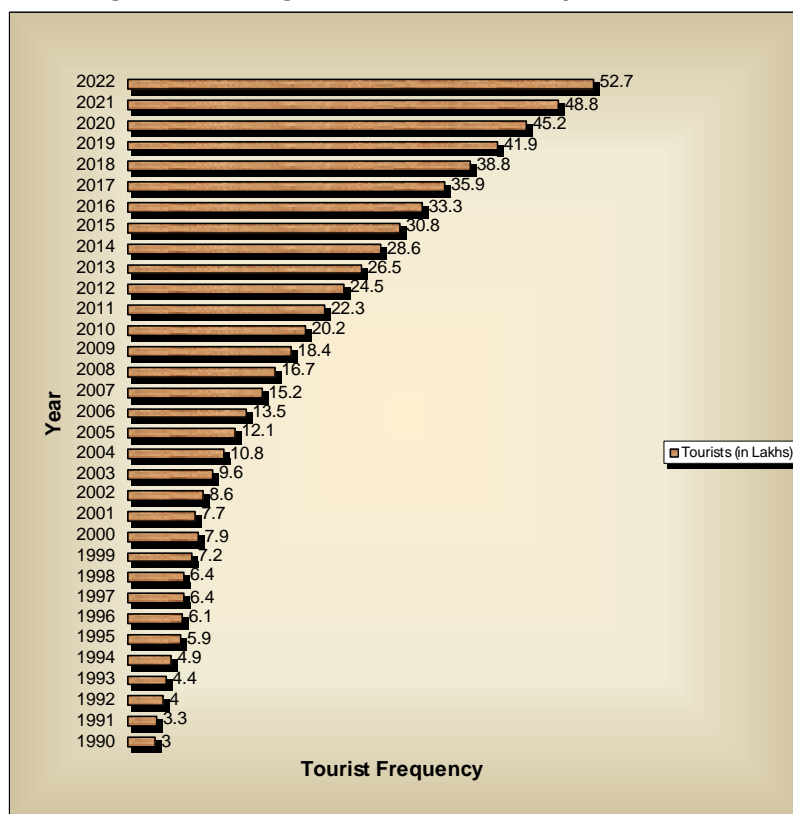


**Fig 4.32: Domestic Tourist Growth after the Plan**



Source: Results of Market Research by the CES.

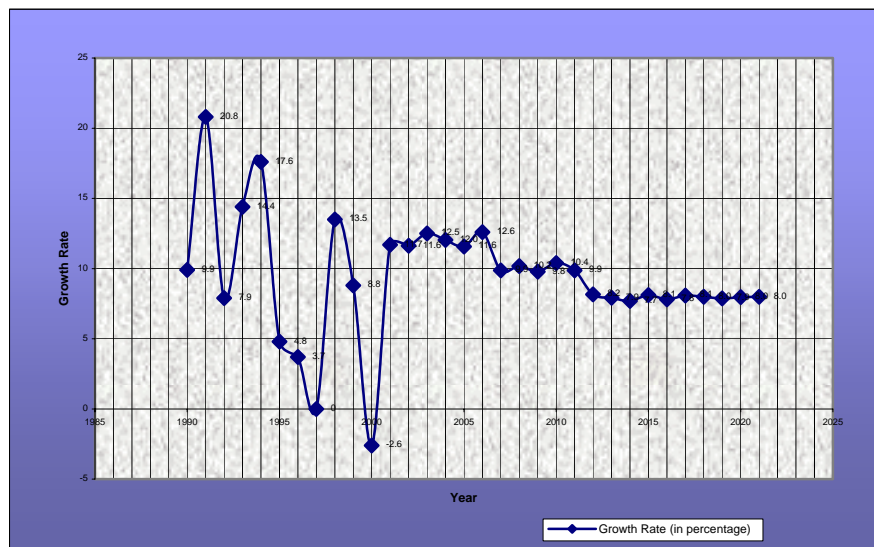
**Fig 4.33: Foreign Tourist Forecast after the Plan**



Source: Results of Market Research by the CES.



**Fig 4.34: Foreign Tourist Growth after the Plan**



Source: Results of Market Research by the CES.

The tourist arrivals during the plan period i.e. up to the year 2022 have been projected by destination as given in *Annex 4.1. Table 4.2* indicates arrivals, both domestic as well as foreign, during the different phases of the plan. There shall be a total of 308.2 lakh tourists in 2003 as against 275.2 in 2002. This figure shall go 485.2 lakh, 780.8 lakh, 1147.8 lakh and 1686.3 lakh in the years 2007, 2012, 2017 and 2022 respectively.

## 4.4 Potential Destinations

### 4.4.1 Forgotten Monuments

#### 4.4.1.1 Gangaikonda Cholapuram – A Magnificent Temple in a Deserted Capital

The Cholas of Thanjavur, who succeeded the Pallavas, continued the architectural and artistic activities of the Pallavas, and their contributions reached the high watermark of Dravidian temple architecture. The stimulus given on solid foundation, bore fruit during the early Chola period and marked its zenith during the middle period ranging from Rajaraja the Great to Kulottunga (985 – 1070). This became the golden age of Chola art and architecture, as it included the two magnificent Brihadeeshwara temples, one at Thanjavur and the other at Gangaikonda Cholapuram.

Gangaikonda Cholaopuram is now an unpretentious village of a few houses, situated at a distance of about 100 km from



Tiruchirapally, 45 km from Chidambaram and 35 km from Kumbakonam. However, the village is very well connected by excellent road, and regular buses and vans ply in these routes at frequent festivals. As there is no proper rest house for the visitors at the village, it would be preferable to stay either at Trichy or Kumbakonam, where many comfortable lodges are available. There should be provided proper tourism infrastructure including accommodation etc. at this interesting location.

#### ***4.4.1.2 Tiruvalanjuli – Paradise of Sculpture and Art***

Tiruvalanjuli, an apparently insignificant village near Kumbakonam, by virtue of its temple dedicated to Shiva as Kapardishwara, and its axial and perstyler adjuncts, is a vast open-air museum of Chola art and iconography.

Tiruvalanjuli can be easily reached from Kumbakonam as it is near to the town. An excellent road connects the village and local buses operate at frequent intervals. Kumbakonam has very comfortable lodges and rest houses for the convenience of tourists and visitors. Presently this is not a popular tourist destination. Efforts can however be made to make it more popular destination.

#### ***4.4.1.3 Avudayar Koil – Artistic Brilliance in Stone***

Avudayar Koil, near Pudukottai in Tiruchirapally district of Tamil Nadu, is noted for its famous Shiva temple dedicated to Atmanathar. In the ancient days, the place was popularly known as Tiruperunthurai. According to local legend, the original shrine at Avudayar Koil is believed to have been founded by Saint Manickyavachagar, the author of Tiruvagasam (famous book of songs), in the 8<sup>th</sup> century during the reign of the Pandyan kings.

Avudayar Koil is only 45 km South East of Pudukottai, and about 102 km from Tiruchirapally. The place can be reached easily by a good road. State Road Transport buses and private vans operate on this route from all sides, at frequent intervals. It is only 14 km from Arantangi, the nearest railway station on the Southern Railway. As this famous temple is situated far away from the main stream of railway and road routes, many domestic and foreign tourists are unaware of its existence and therefore miss an excellent place of architectural beauty. Pudukottai has very good lodges, cottages and rest houses for the convenience of tourists and visitors. Efforts should be made to market this destination.



#### 4.4.2 Lesser Known Destinations

There are several potential destinations that are not very popular among tourists as on date. Nevertheless, these can be expected to attract a good number of tourists once developed. These destinations are:

- Javadhu hills, Jhiruvannamalai district
- Gangaikondachozhapuram, Ariyalur district
- Pilavakkal dam, Virudhunagar district
- Kolli hills, Namakkal district
- Suruli falls, Theni district
- Kumbakarai falls, Theni district
- Pambar dam, Dharmapuri district
- Kelavarapalli reservoir, Dharmapuri district
- Krishnagiri reservoir, Dharmapuri district
- Puliancholiai, Tiruchirappalli district
- Yelagiri, Vellore district
- Dharasuram
- Kodumbalur
- Kazhugumalai
- Krishnapuram
- Srimushnam

It should be the endeavour of the tourism department to develop these lesser-known destinations on a phased basis. Those having better potential of development and attracting the tourists should be taken up on first priority.

#### 4.4.3 Beaches

##### 4.4.3.1 Beaches at Kanyakumari

There is scope for development of a few beaches in and around Kanyakumari. These beaches are:

- Thengaipattanam beach
- Thikkurichi beach
- Sangutuarrai beach
- Sottavalai beach
- Kanyakumari-Koavalam beach

For Kanyakumari is located on the border of both Tamil Nadu and Kerala, it is a destination that is within reach of tourists travelling to Tamil Nadu as well as those visiting Kerala. Kanyakumari provides witness to meeting of three seas, sunrise and the sunset.

The identified beaches shall, once developed attract increased tourists and help retain them for longer durations.



## Chapter 5

# Tourism Infrastructure

The supply of tourism services is characterised primarily by the movement of consumers – i.e. the consumer coming to the supplier, rather than the opposite as is the case with many other services. Tourism is composed of a significant number of service sectors, such as –

- Hotels, restaurants, resorts, and other tourists complexes providing accommodation and/ or catering and food facilities to tourists;
- Travel agencies, tour operators and tourist transport operators;
- Units providing facilities for cultural, adventure and wildlife experiences to tourists;
- Surface, water and air transport facilities for tourists;
- Leisure, entertainment, amusement, sports and health units for tourists; and,
- Convention/ seminar units and organisations.

Tourism is a highly perishable commodity, in the sense that unsold airline seats, hotel rooms, etc have no residual value. The industry is highly infrastructure dependent, and relies upon various transport services to deliver clients. Immigration and entry/ exit control regulations have a direct influence on the supply on international tourism services. Important challenges facing the industry include environmental and infrastructure problems, as well as rapid technological change.

Adequate infrastructure must be provided and sufficiently maintained<sup>1</sup> so as to support any intended tourism activities, both for domestic and international tourism. This includes airport facility, port facility, road system, telecommunication, water supply, electric power facility, and, sewage treatment facility.

As regards actual tourism facilities, adequate consideration needs be given to lodging and food, as well as local transportation. In spite of having tremendous potential, the hotel and tourism industry has been faced with several constraints as under –

- Exorbitant prices for land, particularly Chennai;
- Lengthy and difficult land acquisition process;
- Innumerable government regulations for procuring clearances and heavy burden of government taxes;
- High project cost and long gestation periods;
- Frequent rise in operational costs due to hike in rates and taxes;
- High and fluctuating room tariff which is not affordable to growing middle class tourist;

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<sup>1</sup> World Tourism Organisation.



- Inadequate infrastructure like roads, water, electricity and transport at some tourist destinations; and,
- Increasing pollution arising out of tourism.

Of the above factors, the cost of land has become a highly prohibitive factor. The construction and operation of hotels, therefore, becomes highly capital intensive. Acquisition of land is a difficult task too, due to complicated land acquisition laws.

As regards room tariffs, high land cost and heavy burden of government taxes make the hotel industry a costly affair. It may also force new projects to charge substantially higher tariffs compared to the existing ones. For high cost of rooms and taxes, the middle class people are unable to stay in such hotels. Higher room tariffs coupled with high taxes only repel tourists/customers. There is no fixed and/ or approved tariff structure in hotels other than star hotels.

Inadequacy in tourism infrastructure is also responsible for dampening the growth of hotel industry. Therefore, creation of adequate infrastructure for hotel and tourism will be more meaningful only if minimum basic amenities and infrastructure such as roads, electricity, water, airports, etc – which foreign tourists take for granted, are provided on an improved quality basis.

For the tourist facilities in Tamil Nadu are moderately priced, the average spending by a foreign and domestic tourist is less in Tamil Nadu as compared to some other northern states. Therefore, it will be prudent to provide quality infrastructure, additional facilities, and services of high standard to increase level of spending. The basic amenities and facilities at heritage centres are to be provided adequately and to the taste of foreign visitors. *Table 5.1a* gives a ready picture of the different infrastructure at various centres across the state.

## 5.1 Carrying Capacity

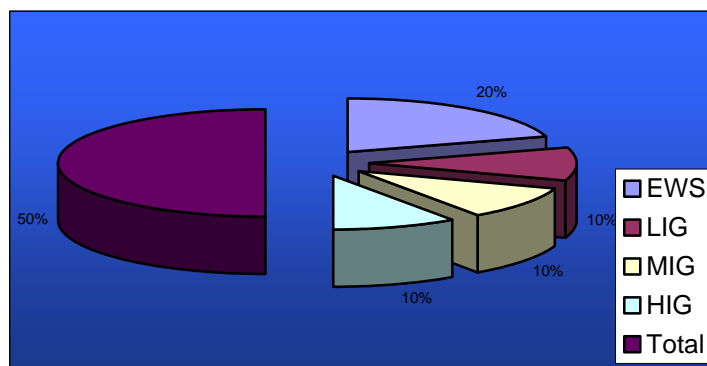
### 5.1.1 Accommodation

There was a shortage of 11.07 lakh housing units in urban areas of Tamil Nadu, as detailed out in the IX 5-Year Plan (1997-2002) of the state. The maximum shortage was for Economically Weaker Sections (EWS), followed by Middle Income Group (MIG), Lower Income Group (LIG), and High Income Group (HIG). This is graphically shown in **Fig 5.1**. Accordingly, the Plan envisaged a total housing requirement in the state as 29.68 lakh, of which 11.07 lakh was for urban and 18.61 lakh for rural Tamil Nadu (**Fig 5.2**).

According to the market survey carried out by the CES, the average occupancy of 60% from decent hotels could cater to 7.90 lakh foreign tourists and 230 lakh domestic tourists in the year 2000. If the occupancy of the existing infrastructure is optimised to 90%, it is found out that additional arrivals of up to Rs. 120 lakh can be accommodated.

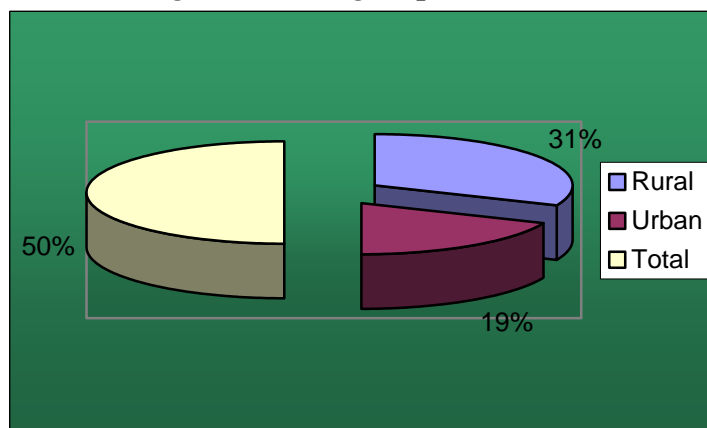


**Fig 5.1: Urban Housing Shortage**



Source: IX 5-Year Plan, Tamil Nadu.

**Fig 5.2: Housing Requirement**



Source: IX 5-Year Plan, Tamil Nadu.

Although there is a good number of budget hotels at all the prominent tourist destinations in the state suiting mostly to the middle class tourists, it is however discovered that the foreign tourists are mostly looking for star hotels (2 star, 3 star, and 4 star) that need be developed. The average length of stay of a tourist in Tamil Nadu has been found as approximately 9 days.

TTDC, incorporated in the year 1971, with two coaches and five tourist bungalows, now has 54 hotels in South India. The fleet strength has increased to 27 coaches and besides hotels, it offers youth hostels, boat houses, restaurants, telescope houses, and petrol pumps to the tourists.

An inventory of TTDC owned hotels/ units which are in good health and running profitably (2000-01) is given in *Table 5.0a*. There are some hotels/ units which have not done well during the year 2000-01. These are given in *Table 5.0b*.



**Table 5.0a**  
**Profit making Properties of TTDC (Rs. lakh)**

Sl. No.	Region of Location	Hotels/ Units	Turn Over	Profit
1	Chennai	➤ BRC Mamallapuram ➤ CS Mamallapuram ➤ YH Chennai 3 ➤ HTN Kancheepuram ➤ SB. Vandalur\ ➤ Boat House, Muttukadu ➤ SB, New Delhi ➤ TSC Mamallapuram	108.62 24.31 43.93 56.55 15.75 44.06 18.79 546.05	12.21 1.98 6.45 8.83 1.89 21.73 2.51 9.31
2	Madurai	➤ HTN Kodaikanal ➤ BH Kodaikanal	124.09 29.55	7.72 20.52
3	Tirunelveli	➤ HTN Rameshwaram ➤ THN Kanyakumari	85.77 85.42	14.11 3.33
4	Uthagai	➤ HTN Tiruchendur ➤ HTN Yercaud ➤ HTN Hogenakkal ➤ Krishnagiri ➤ Hosur ➤ YH Uthagai ➤ BH Uthagai ➤ BH Pykara	44.02 98.83 38.05 56.16 53.34 60.40 290.74 24.45	3.52 25.20 6.20 4.82 9.68 8.13 153.00 14.27
5	Tiruchirapally	➤ HTN Thanjavur ➤ Pitchavaram ➤ Ulunderpet ➤ Kumbakonam	62.99 16.14 52.48 11.13	2.28 3.91 6.73 0.27

*Source: Department of Tourism, Government of Tamil Nadu.*

It is proposed to franchise most of the TTDC hotels and 7 restaurants. The Government has already approved the franchising of 19 hotel units. These are located at Mandapam, Sriperumbudur, Vaigai Dam, Virudunagar, Kothagiri, Coonoor, Mettupalayam, Mettur Dam, Sathanur Dam, Namakkal, Tirukazhukundram, Uthirakosamangai, Kodai Road, Vedanthangal, Ranipet, Tirunelveli, Sattur, Pudukottai, and, Gudalur. At present 10 hotels – Sriperumbudur, Pudukottai, Ranipet, Tirunelveli, Coonoor, Mettupalayam, Kotagiri, Mettur Dam, Virudhunagar, and, Sattanur Dam – are being operated by the private hoteliers under franchise agreement. An effort should be made to let/ lease out the loss-making units discussed in *Table 5.0b* immediately.



**Table 5.0b**  
**Loss making Properties of TTDC (in lakh)**

Sl. No.	Region of Location	Hotels/ Units	Turn Over	Profit
1	Chennai	➤ Ranipet	12.50	1.79
		➤ Melmaruvathur	27.80	0.06
		➤ Tiruthani	18.07	0.55
		➤ Drive-in-Restaurant	38.72	6.22
2	Madurai	➤ BH Kolavai Lake	2.53	1.04
		➤ HTN Madurai - I	86.72	0.09
		➤ Madurai – II	76.90	8.06
		➤ Palani	14.54	0.49
3	Tirunelveli	➤ Courtalam	28.57	0.07
		➤ Sathur	8.90	1.75
4	Uthagai	➤ Tirunelveli	7.43	5.21
		➤ HTN Coimbatore	72.31	11.91
		➤ Uthagai	118.07	3.13
		➤ Salem	19.05	8.58
		➤ YH Coonoor	9.45	1.40
		➤ YH Mudumalai	5.68	2.62
5	Tiruchirapally	➤ Trichy	64.90	0.37
		➤ Chidambaram	33.86	10.39
		➤ Nagapattinam	14.49	2.28

Source: Department of Tourism, Government of Tamil Nadu.

The youth hostels constructed by the TTDC at major tourist destinations have the facility of dormitory accommodation for the convenience of budget tourists. Paying guest accommodation is currently not available but stands a good potential and acceptability in the state. Dormitory type accommodations are too few and far between. More such accommodations need developed.

### 5.1.2 Travel and Transport

Tamil Nadu ranks second in terms of transport network. The state utilises all the three modes of major transporting facilities in an effective manner. The state is well connected globally by means of international seaports and airports (*Map 5.1*).



### ***5.1.2.1 Airways***

Chennai's Meenambakkam airport, 12 km from the city centre, receives both domestic and international flights. The Kamaraj Domestic terminal and the Anna International terminal, both at Meenambakkam, offer quality facilities. Chennai airport is connected with 15 countries with more than 60 direct flights every week.

The presence of an international airport at Chennai and domestic airports at Chennai, Salem, Trichy, Coimbatore, Madurai, Neyveli, and Tuticorin make several parts of the state easily accessible. Increased industrial activity has given rise to an increase in passenger traffic as well as freight movement, which has been growing at over 18% per year.

#### ***1. Chennai***

Kamaraj National and Anna International Airport are situated at Tirusulam about 17 km from city. The two terminals are in extensive usage and are busy terminals. The Chennai airport is a well maintained airport.

#### ***2. Coimbatore***

Coimbatore has an airport. The airport is essentially used for domestic flights between important cities in the country.

#### ***3. Madurai***

Madurai has a domestic airport, 6 km from the main city. There are connecting flights to Chennai, Bangalore, Kochi and Trichy.

#### ***4. Thiruchirappalli***

Trichy has an airport, 5 km from the city. It is operational for domestic flights. Indian Airlines connects Trichy with Chennai, Sharjah, Kuwait and Colombo.

### ***5.1.2.2 Railways***

Headquartered at Chennai, the Southern Railway's present network extends over a large area of southern part of Indian peninsula, covering the states of Tamil Nadu, Kerala, Pondicherry, a major portion of Karnataka and a small portion of Andhra Pradesh.



Tamil Nadu has a total railway track length of 6,693 km and there are 690 railway stations in the state. Main rail junctions in the state include Chennai, Madurai, Trichy, Salem, Coimbatore, etc.

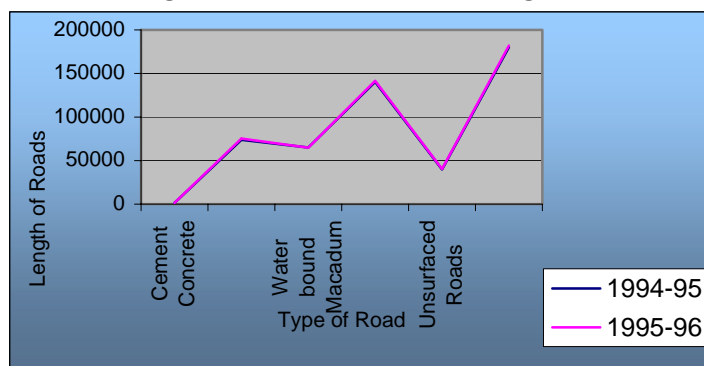
In Chennai, the Central Railway Station is 5 km from the city centre and trains from almost all cities of India halt here. Broad gauge train services link the city with New Delhi, Mumbai, Kolkata, Kochi, Thiruvananthapuram, Hyderabad, Bangalore, Coimbatore, Lucknow, Guwahati and other important cities. The metre gauge train services cater to the south of Chennai, including Madurai, Rameshwaram, Tirunelveli and Tuticorin. The railhead for metre gauge services is situated at the Egmore station.

### 5.1.2.3 Roadways

The length of total road network in Tamil Nadu, taking together both surfaced and unsurfaced roads, is nearly 1.82 lakh km (*Table 5.1a*). This is depicted in *Fig 5.3*. The break-up of different categories (National Highway, State Highway, Major District Roads, Other District Roads, Sugarcane Roads, Local Body and Other category Roads, and lastly, Forest Roads) of roads is shown in *Fig 5.4*.

The state highways department had envisaged a target of 18207 km road length in 2001 comprising of NH, SH, and MDR against which the achievements were 17911 km, meaning thereby there stood a gap/shortfall of 296 km road length. The details are shown graphically in *Fig 5.5*.

*Fig 5.3: Roads and Road Lengths*

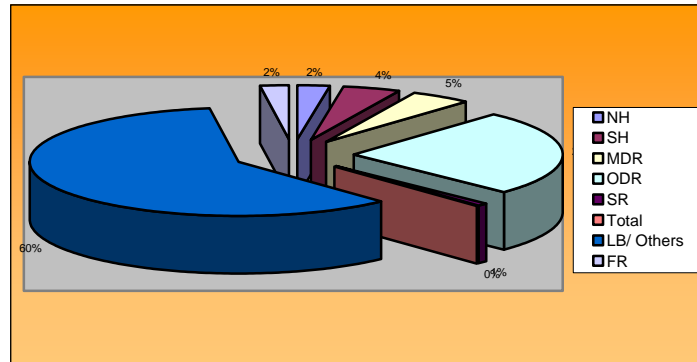


Source: Statistical Handbook of Tamil Nadu, 1999.



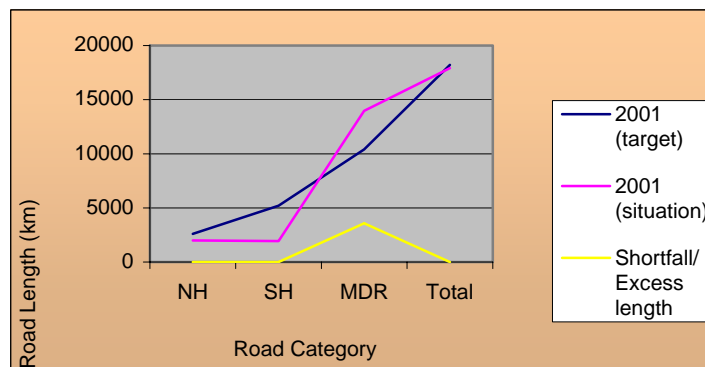


**Fig 5.4: Details of Roads in Tamil Nadu**



Source: State Highways Department, Tamil Nadu, 2002.

**Fig 5.5: Targets and Achievements in 2001**



Source: State Highways Department, Tamil Nadu, 2002.

Private bus operators link the important cities whereas the government buses ply the entire south. The inter-state buses run by State Express Transport Corporation connects Chennai with Karnataka, Kerala and Andhra Pradesh.

#### **5.1.2.4 Sea Ports**

The state has two major all-weather ports at Chennai and Tuticorin. Besides this, there are two intermediate ports located at Cuddalore and Nagapattinam. There are as many as eight minor ports at Colachel, Ennore, Kanyakumari, Pamban, PY-3 Oil Field, Rameshwaram, Thiruddadaiyur, and Valinokham – all of which are capable of handling over 32 million metric tonnes of cargo annually.

Tamil Nadu has a long sea coast between Chennai and Kanyakumari. There exists good scope of taking up the development of East Coast



Region (ECR) from Chennai and Kanyakumari via Mamallapuram, Pondicherry, Karaikal, Nagapattinam, Rameshwaram, and Tiruchendur. People, tourists included, can be expected to travel between different destinations on the beach stretch.

To begin with, short-distance cruise/ ferry services can be operated between the following destinations:

- Chennai – Mamallapuram
- Chennai – Pondicherry
- Karaikal – Nagapattinam
- Tiruchendur – Kanyakumari
- Kanyakumari – Kovalam in Kerala

The current ferry service at Kanyakumari can also be run longer between the current place of origin to Kanyakumari temple via Thiruvallavur Statue and VMR.

### 5.1.3 Other Infrastructure

#### 5.1.3.1 Education

There is sufficiently good number of educational institutions in Tamil Nadu (*Table 5.1a*). As per the results of Sixth All India Educational Survey, conducted in 1993-94, all schools can be categorised depending upon the area, level of education and management. It is found that most number of schools is operated and maintained by the local bodies, be it in rural or in urban areas. This is followed by schools runs by private parties with aid from different sources. Quite a few schools are run by the government. There are some schools that are run unaided by the private parties (*Table 5.1b*).

**Table 5.1b**  
**Number of Schools in Tamil Nadu**

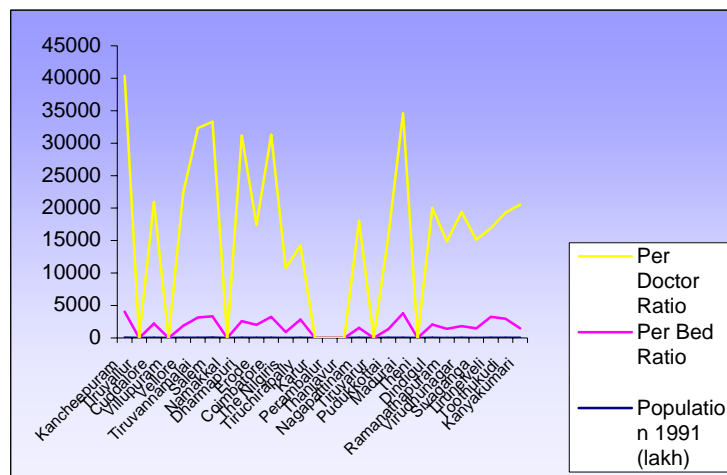
Level	Government		Local Bodies		Private Aided		Private Unaided		Total	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
Primary	215	1641	1982	21297	1219	3630	49	52	3465	26620
Upper Primary	63	277	514	2938	748	1113	35	21	1360	4349
Secondary	359	1811	122	72	326	363	234	98	1041	2344
Hr. Secondary	378	633	81	40	555	290	228	45	1242	1008
Grand Total	1015	4362	2699	24347	2848	5396	546	216	7108	34321

Source: Sixth All India Educational Survey, 1993-94.

#### 5.1.3.2 Health Facilities

The Nilgiris district is supposed to be having the best ratio as regards number of people per bed (909 persons/ bed) as against 3987 ppb for Kancheepuram, 3749 ppb for Madurai, 3293 ppb for Salem and so on. As far as population per doctor ratio is concerned, The Nilgiris district again has the best ratio of 9861 persons/ doctor, and again Kancheepuram figures as the worst (36352 ppd). **Fig 5.6** shows the details.

**Fig 5.6: Population, Beds and Doctors Ratio**

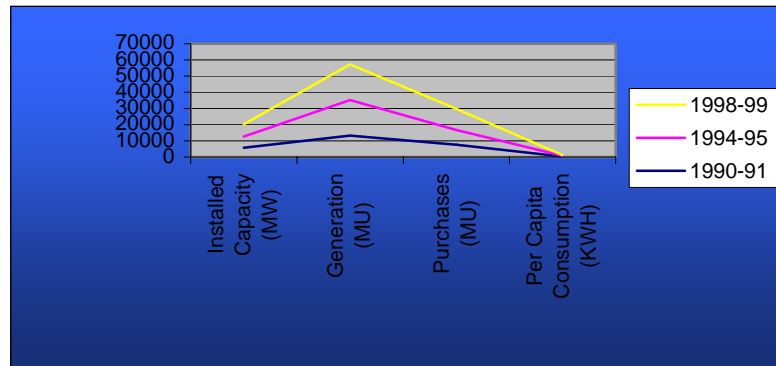


*Source: Policy Note on Medical and Public Health, 1999-2000.*

### 5.1.3.3 Energy

The energy scenario in Tamil Nadu has shown continuous improvement, in terms of installed capacity, generation, purchases and per capita consumption, ever since 1990. The installed capacity has improved from 5744 MW in 1990-91 to 7596 MW in 1998-99. It's generation has improved from 13219 MU in 1990-91 to 22095 MU in 1998-99. The purchases have improved from 7574 MU to 13031 MU during the corresponding years. It is interesting to note that the per capita consumption of energy has gone up from 332 KWH to 452 KWH between these years (*Fig 5.7*).

**Fig 5.7: Energy Scenario in Tamil Nadu**



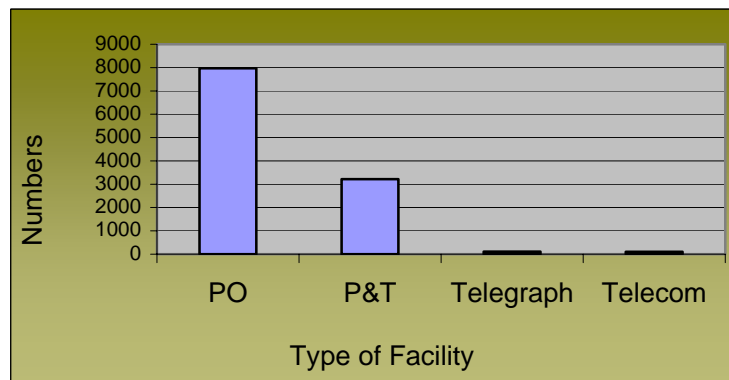
Source: TNEB, Statistics at a Glance, 1998-1999.

#### 5.1.3.4 Communication

There is a good number of communication facilities in Tamil Nadu. This include the following (as shown in **Fig 5.8**):

- Post Offices doing postal business alone
- Post Offices doing Post and Telegraph business
- Telegraph Offices
- Telecom Centres

**Fig 5.8: Post and Telegraph Offices - 1999-2000**



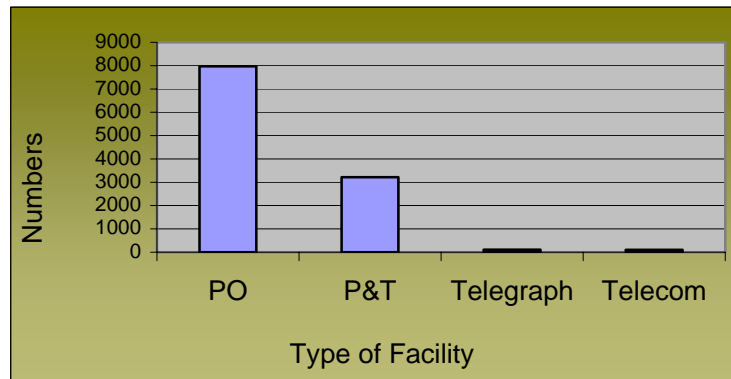
Source: Chief Post Master General, Chennai,  
Chief General Manager Telecom, Chennai.

#### 5.1.3.5 Banks



There is an even distribution of commercial banks in all districts across Tamil Nadu. A total of 4707 banks are operating in the state, comprising of 1872 branches in rural areas, 1216 in suburban areas, 900 in urban centres, and 719 in metropolitan area (*Fig 5.9*).

**Fig 5.9: Commercial Banks**

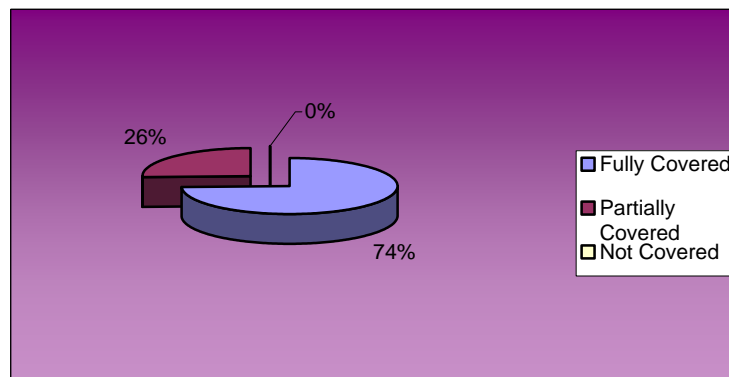


Source: Statistical Handbook of Tamil Nadu, 1999.

#### 5.1.3.1 Water Supply

The status of rural water supply in the state is such that almost 75% of rural populace is fully covered, i.e. habitants are provided with national norms of 40 lpcd of supply, and the remaining 25% populace is partially covered, i.e. habitants are supplied water less than 40 lpcd (*Fig 5.10*).

**Fig 5.10: Status of Water Supply**



Source: Tamil Nadu Water Supply and Drainage Board.









## 5.2 Quality of Service

A qualitative statement, based on market studies (primary surveys), as regards the availability of different infrastructure and the level/ quality of their service has been compiled in the form of tables (*Tables 5.2, 5.3, and 5.4*). The discussion in the foregoing section is based on this qualitative statement.

The bottlenecks at the state level have been identified as – lack of accommodation (51%), water supply and sanitation (46%), poor connectivity (43%), power supply (37%), lack of life garbage disposal (30%), lack of travel booking (16%), and insecurity (8.3%) – in that order, as depicted in *Fig 4.9*.

### 5.2.1 Accommodation

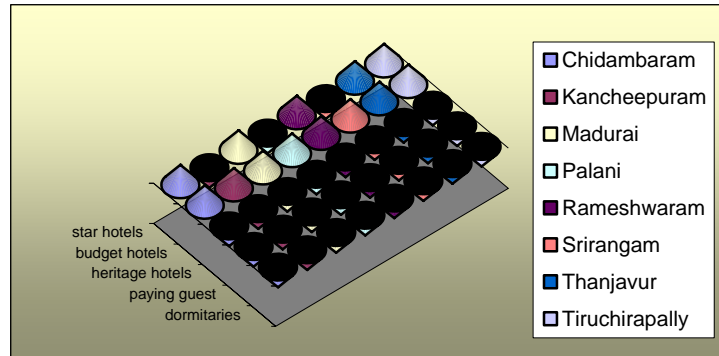
The various kinds of accommodation facilities in the state have been analysed. The categories identified for this purpose are – star hotels, budget hotels, heritage hotels, paying guest accommodation, and dormitories.

The market survey indicates that there is a shortage of accommodation, particularly the budget hotels, paying guest accommodation, and dormitories during the tourist season across the state. Nevertheless, budget hotels are the maximum in number at all places of tourist interest in the state. Most of the budget hotels are lying vacant and waiting for a customer, on reduced tariff, for major part of the year. Even though the tariff goes up with the onset of the tourist season, most of them find market with the outburst of tourists. The number of tourists is larger than can be accommodated in these hotels in several tourist destinations particularly at Kanyakumari and Ooty.

The following *Figs 5.11 – 5.15* graphically show the condition of accommodation at different tourist destinations – pilgrim-, scenic beauty-, heritage-, adventure-, and leisure destinations.



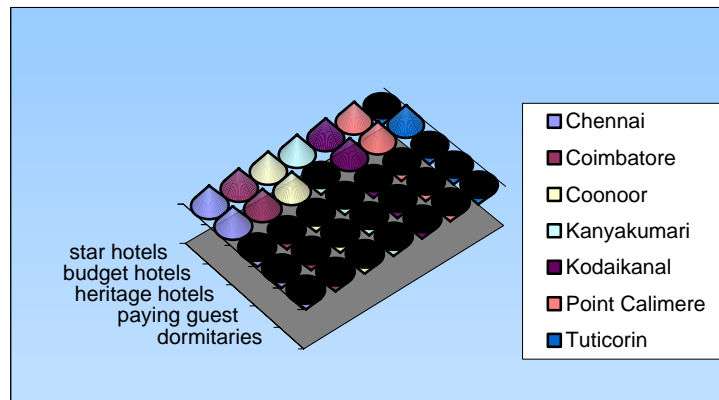
**Fig 5.11: Condition of Accommodation at Pilgrim Destinations**



Source: Results of Market Research by the CES.

**Fig 5.11** demonstrates the absence of heritage hotels, paying guest accommodations, and dormitories at pilgrim destinations; the budget hotels are available at all the surveyed locations; the star category hotels are absent from a few locations. The situation as regards the heritage hotels, paying guest accommodations, and dormitories in destinations of scenic beauty (**Fig 5.12**), heritage (**Fig 5.13**), adventure (**Fig 5.14**), and leisure (**Fig 5.15**), is similar to that of pilgrim destinations.

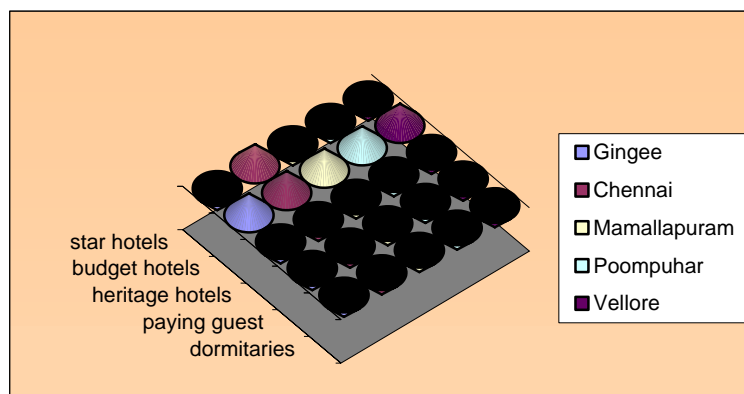
**Fig 5.12: Condition of Accommodation at Destinations of Scenic Beauty**



Source: Results of Market Research by the CES.

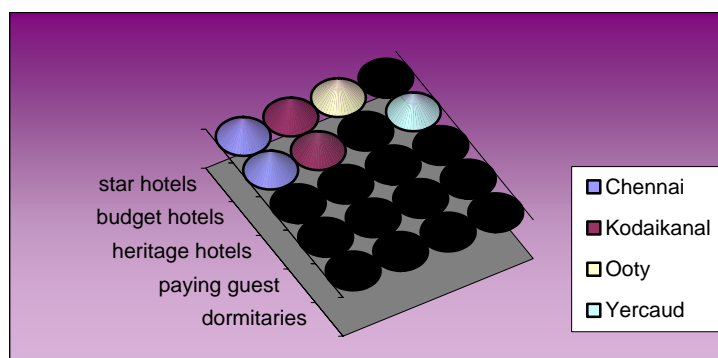


**Fig 5.13: Condition of Accommodation at Heritage Destinations**



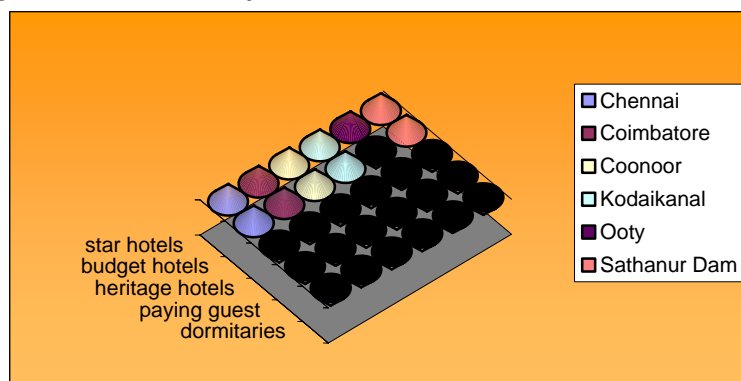
Source: Results of Market Research by the CES.

**Fig 5.14: Condition of Accommodation at Destinations for Adventure Tourism**



Source: Results of Market Research by the CES.

**Fig 5.15: Condition of Accommodation at Leisure Destinations**



Source: Results of Market Research by the CES.



### 5.2.2 Travel and Transport

The travel and transport situation (condition) at tourist destinations across the state, as per the market survey, is graphically depicted in **Figs 5.16 – 5.20**.

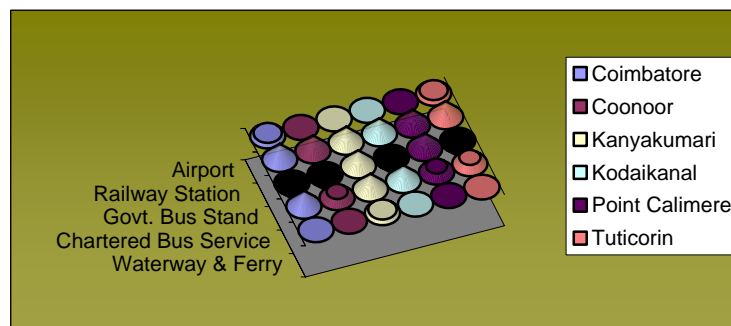
Among the pilgrim destinations (**Fig 5.16**), only Madurai and Trichy have an airport catering to domestic requirements. All destinations do have a broad gauge railway facility. As regards the government bus stand, those at Chidambaram, Madurai, and Trichy appear to be congested; the rest are spacious. Kancheepuram and Srirangam, quite like other pilgrim destinations, do offer a chartered bus service to tourists but the frequency is less. Among the pilgrim destinations, only Rameshwaram has a port.

**Fig 5.16: Condition of Transport Infrastructure at Pilgrim Destinations**



Source: Results of Market Research by the CES.

**Fig 5.17: Condition of Transport Infrastructure at Destinations of Scenic Beauty**



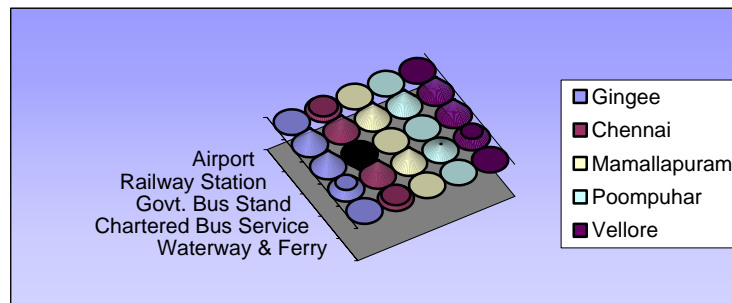
Source: Results of Market Research by the CES.

Among the destinations of scenic beauty (**Fig 5.17**), Coimbatore has a domestic airport. Broad gauge railway facility is available at all locations. The government bus stand is congested at Coimbatore, Coonoor, Kodaikanal, and



Tuticorin whereas it is spacious at Kanyakumari, and Point Calimere. Although the chartered bus service is available at all locations of scenic beauty, the service is frequent at Coimbatore, Kanyamukari, and Kodaikanal; Coonoor, Point Calimere and Tuticorin have less frequent service. Kanyakumari is perhaps the only location offering ferry service to tourists to visit VRM and Tiruvalluvar memorial. Tuticorin has a port.

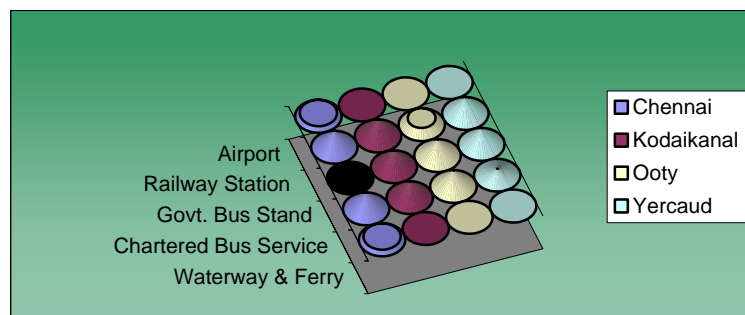
**Fig 5.18: Condition of Transport Infrastructure at Heritage Destinations**



Source: Results of Market Research by the CES.

Among the locations of heritage and historical monuments (**Fig 5.18**), only Chennai has a well-maintained international airport. All locations are connected with a broad gauge railway line. The government bus stands at Gingee and Vellore are spacious where the Chennai bus stand appears to be crowded and congested. Although the chartered bus service is available at all locations; it is frequent at Chennai and Mamallapuram; Gingee, Poompuhar, and Vellore have less frequency. Waterways and ferry service is not available at any places other than Chennai that has a port.

**Fig 5.19: Condition of Transport Infrastructure at Destinations for Adventure Tourism**



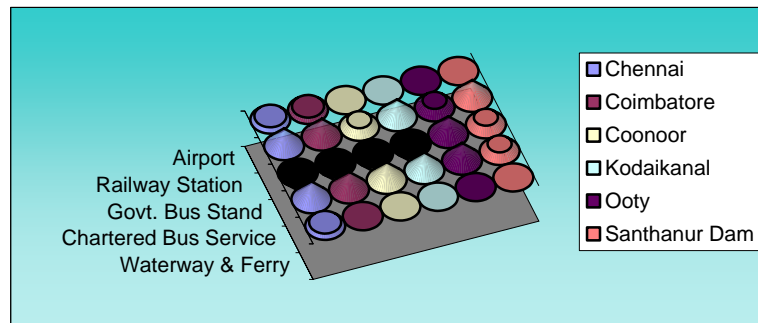
Source: Results of Market Research by the CES.

As discussed in locations of heritage and historical monuments, Chennai, which appears here too (**Fig 5.19**), has an airport catering to international



demand and requirement. Ooty has a meter gauge rail connectivity; the others are connected by a broad gauge facility. Except for Chennai, all other locations have a spacious bus stand owned by the government. Yercaud has fewer chartered buses as compared to other stations which have a frequent service. Chennai is the only port.

**Fig 5.20: Condition of Transport Infrastructure at Leisure Destinations**



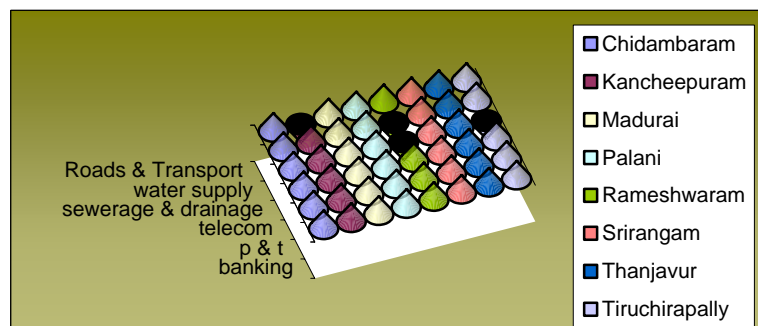
Source: Results of Market Research by the CES.

Among the places offering leisure facilities, Coimbatore and Salem posses a domestic airport, apart from the international airport at Chennai (**Fig 5.20**). Coonoor and Ooty have a meter gauge rail connectivity. Ooty and Salem have a spacious bus stand, unlike Chennai, Coimbatore, Coonoor and Codaikanal. All stations offer a frequent chartered bus service to the tourists.

### 5.2.3 Other Infrastructure

The infrastructure such as water supply, sewerage and drainage, post & telegraph, telecommunication, and banks are covered in this section. **Figs 5.21 – 5.25** graphically depict the quality of service of the infrastructure.

**Fig 5.21: Condition of Infrastructure at Pilgrim Destinations**



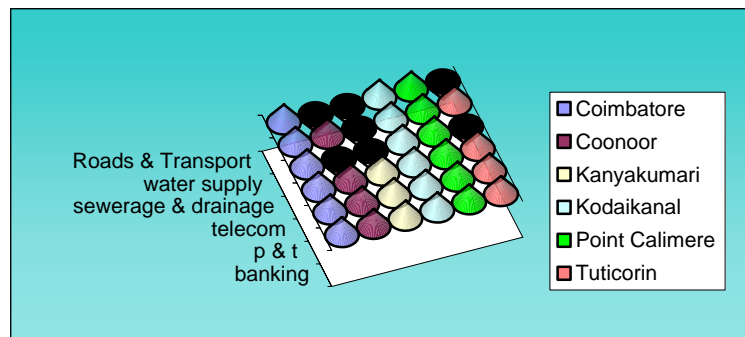
Source: Results of Market Research by the CES.



All the pilgrim destinations enlisted above (*Fig 5.21*) are well connected by road etc. the levels of service and satisfaction, however vary between them. Where most locations have a satisfactory level/ quality of service, Kancheepuram, as suggested by the results of the market survey conducted by the CES, has less satisfactory road and transport. This is primarily because the roads are narrow and the surface in and around Kancheepuram, poor.

As regards water supply among pilgrim destinations, only Rameshwaram has a shortage of potable water. Sewerage and drainage conditions at Rameshwaram and Trichy are less than satisfactory. There is no problem on account of telecommunication system, post and telegraph, and banking.

**Fig 5.22: Condition of Infrastructure at Destinations of Scenic Beauty**

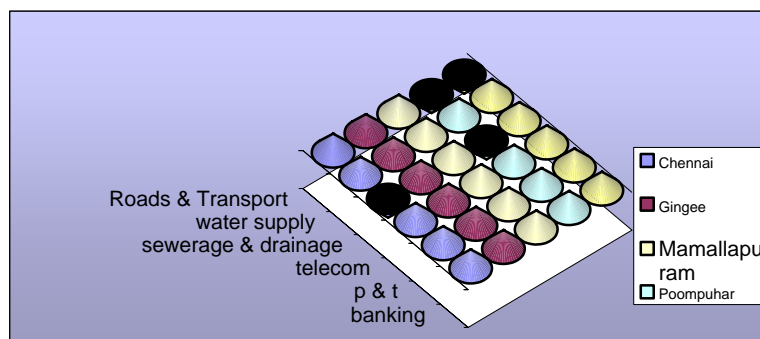


Source: Results of Market Research by the CES.

Among the destinations of scenic beauty (*Fig 5.22*), Coonoor, Kanyakumari, and Tuticorin have a less satisfactory road and transport facilities compared to other locations such as Coimbatore, Kodaikanal, and Point Calimere. Also Kanyakumari is faced with acute shortage of drinking water which is brought from a location 15 km away, and supplied through a tanker. The quantity of the supply seems insufficient and there is an urgent need for a more frequent and reliable water supply. Sewerage and drainage conditions at Coonoor, Kanyakumari and Tuticorin are less than satisfactory. The places are less than maintained and there are dumps at several road intersections. The scene on other infrastructure fronts appears satisfactory.



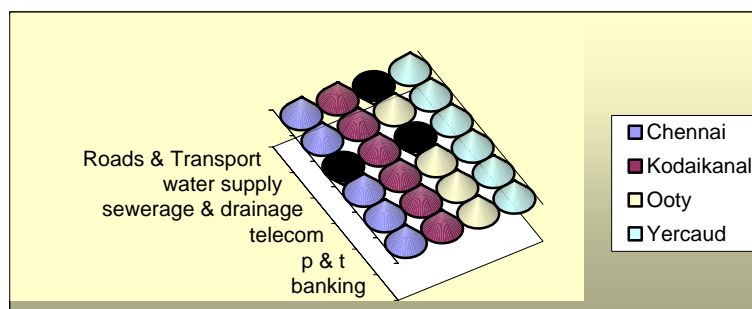
**Fig 5.23: Condition of Infrastructure at Heritage Destinations**



Source: Results of Market Research by the CES.

Poompuhar and Vellore are said to be having less than satisfactory road and transport facility (**Fig 5.22**). Sewerage and drainage at Chennai and Poompuhar requires more maintenance. Although Chennai is better than several other important cities in the state, there are certain areas that require more maintenance. Other infrastructure at destinations of heritage and historic monuments is satisfactory.

**Fig 5.24: Condition of Infrastructure at Destinations for Adventure Tourism**

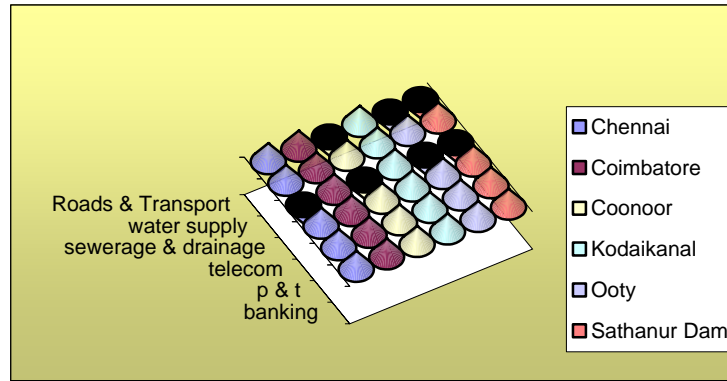


Source: Results of Market Research by the CES.

Among adventure destinations (**Fig 5.24**), only Ooty seems to be having constraints in terms of roads and transport sector. Some roads are narrow and the traffic load/ pressure is more, particularly during the peak season.



**Fig 5.25: Condition of Infrastructure at Destinations for Leisure Tourism**



*Source: Results of Market Research by the CES.*

There are constraints in roads and transport sector in leisure destinations (**Fig 5.25**) such as Coonor, Ooty and Sathanur Dam. Other constraints faced by these destinations, as also by Chennai, are in terms of sewerage and drainage. The scene in other spheres is pretty satisfactory.



## Chapter 6

# Strengthening Tourism

Tourism plays an important role in the socio-economic development of any country. It is also one of the major sources for earning the foreign exchange. Strengthening of the existing infrastructure can promote tourism and serve the local community too. Tourism promotion also generates employment in urban as well as rural areas, which may arrest the large-scale migration of rural mass to urban centres and in turn help avoid formation of more slums.

Tamil Nadu, with its picturesque hills, beaches, waterfalls, wildlife sanctuaries, temples, ancient monuments, places of worship for all faiths and centres of art and culture has lot to offer to the domestic and international tourists. An effort has been made to identify areas requiring improvement including those currently not so developed or popular but with sufficient potential for attracting tourists. Emphasis needs given on development of adequate infrastructure in the already popular- as well as potential tourist destinations.

### 6.1 WTO's Bali Declaration

**The Bali Declaration deals with barrier-free tourism for people with disabilities.**

ESCAP organized the Regional Training Workshop on Promotion of Accessible Tourism (24-28 September 2000) in conjunction with the Asia-Pacific Conference on Tourism for People with Disabilities (24-27 September 2000). The Workshop was co-funded by the Department of Economic and Social Affairs (DESA), United Nations, New York, through its Development Account Project H: Capacity building and institutional development for equalization of opportunities for persons with disabilities. The Workshop-cum-Conference was held at Denpasar, Bali, Indonesia, under the auspices of the Ministry of Culture and Tourism and the National Social Welfare Board, Government of Indonesia. It was organized by the Community Based Rehabilitation Development and Training Centre, Solo, Indonesia, and co-sponsored by ESCAP, the Nippon Foundation and the Indonesian Society for the Care of Disabled Children. The hosting of both events constituted a contribution of the Government of Indonesia to regional cooperation in support of the Asian and Pacific Decade of Disabled Persons.

The Conference was organized to provide a forum for the discussion of major issues related to accessible tourism for people with disabilities, with a view to identifying key policy and strategy elements for promoting barrier-free tourism. The proposal for such a Conference had been discussed at the Eighteenth Session of the Regional Interagency Committee for Asia and the Pacific Subcommittee on Disability-related Concerns held in November 1999.



The Workshop-cum-Conference was attended by a significant number of participants from Australia, Cambodia, China, India, Indonesia, Japan, Malaysia, Philippines, Sri Lanka, Thailand and Viet Nam. The participation included persons with disabilities, tourism officials, tourism industry representatives and human resources development experts from hospitality management institutions.

There were three resource persons from Peru, Singapore and South Africa. Their expertise covered the following areas: promotion of the rights of persons with disabilities, and citizens' participation on accessibility issues, training persons with disabilities as trainers on the conduct of access surveys, access-related awareness raising among professionals responsible for the design and maintenance of the built environment, barrier-free design and its strategic application.

**The recommendations of the conference are as follows:**

**6.1.1 Issues**

People with disabilities and older persons are growing groups and consumers of tourism services. Families with young children are beginning to travel more. These three groups have similar needs for accessible tourism. However, the majority of tourism service providers in the ESCAP region do not, as yet, understand the economic and social significance of early action to create barrier-free tourism.

The built environment (buildings, streets, parks, public transportation and communication infrastructure) has a major impact on the quality of tourism experience, especially concerning its safety, convenience, efficiency and enjoyment aspects. There is insufficient integration of the planning and development of the built environment and tourism development, both within and across countries.

To create tourism that caters to the full range of consumer needs, there is a need to improve the usability of transportation, accommodation, tourism sites and services, and tour programs.

**6.1.2 Promotion of tourism for all**

***6.1.2.1 Guiding principles***

Persons with disabilities have equal right of access to all tourism infrastructure, products and services, including employment opportunities and benefits that the tourism industry can provide. The tourism industry should provide the same choices for all consumers to ensure the full participation of persons with disabilities, and protection of the individual's right to travel with dignity.



Tourism master plans, policies and programmes should incorporate the principle of universal access to tourism infrastructure, products and services. Furthermore, access improvement in tourism benefits many other groups, including older persons and families with young children. The inclusion of universal design in tourism development can create environments, products and services that are useable by a wide spectrum of consumers, irrespective of their experience, knowledge, skills, age, gender, as well as their physical, sensory, communication and cognitive abilities. Thus the spirit of barrier-free tourism means the reduction of all physical and non-physical barriers and dangers so that they do not adversely affect tourism experiences and activities.

With regard to tourism access improvement, it is important for all concerned to take into consideration the rights and needs of diverse user groups, including single disability groups, persons with multiple disabilities, and women and girls with disabilities.

#### **6.1.2.2 Strategic actions**

##### ***(a) People with disabilities and disabled persons' organizations should***

- Develop empowerment programmes focusing on skills for advocacy and negotiation with the tourism industry;
- Acquire skills in appraising tourism facilities, programmes and services, and in recommending action to raise their quality, as appropriate;
- Learn to conduct access surveys;
- Document and share information on the quality of tourism components and user experiences (accommodation, transportation, tourism sites and services, tour programmes, and information and communications systems);
- Create local access guides and maps for in-country and foreign visitors;
- Serve as resource persons or advisors to training institutions and policy-making bodies concerned with tourism services;
- Communicate rights and needs in an effective manner to people encountered in the course of travel, especially those who are unaware and inexperienced concerning disabled persons or discriminatory in their behaviour;
- Strengthen craft production and marketing skills among persons with disabilities as an economically viable interface with the tourism industry;
- Support disabled persons in acquiring training and employment in the tourism industry.



***(b) Government authorities should***

- Train immigration officers and ministry of foreign affairs staff concerned with visa applications on disabled person-friendly procedures to be observed in a systematic manner;
- Work towards uniform disabled person-friendly immigration procedures at the sub regional level;
- Improve the accessibility of immigration offices to facilitate travel document application by all tourists, including tourists with disabilities;
- Exempt from customs duty all assistive devices required by disabled persons for supporting their activities of daily living, including computers required by blind persons;
- Update annually a list of items that should be exempted from customs duty;
- Simplify customs clearance procedures for all assistive devices required by disabled persons for supporting their activities of daily living, including computers required by blind persons;
- Train customs officers on ways of communicating with disabled persons, especially with deaf and hard of hearing persons.

***(c) Tourism service providers should***

- Develop in-house programmes to raise awareness, sensitivity and skill levels to provide more appropriate services for persons with disabilities;
- Communicate more with disabled persons and their organizations to exchange accurate and reliable information for strengthening tourism services to better meet diverse consumer needs;
- Encourage tourism service providers to make their websites accessible for disabled persons, especially blind persons;
- Involve disabled persons with the requisite experience and skills in conducting access surveys of premises and to serve as resource persons and advisors in improving tourism services;
- Introduce barrier-free tourism into the agendas of their regular meetings;
- Introduce accessibility as a criterion in the ranking of hotels and restaurants.



***(d) Tourism training institutions should***

- Include in training curricula (for all levels) the following contents concerning a client focus that respects the rights and needs of diverse consumer groups, including persons with disabilities: attitude, knowledge and skills development, as well as cross-cultural understanding and appreciation;
- Develop and use training modules for sensitizing front-line service staff to relate, in an appropriate manner, with disabled travellers.

***(e) Inter-governmental organizations should***

- Foster inter-country exchange and networking concerning experiences and practices on endeavours towards barrier-free tourism;
- Identify, inter-regionally and within the ESCAP region, best practices in the promotion of barrier-free tourism for wider reference and possible adaptation in the ESCAP region;
- Facilitate, in cooperation with sub regional organizations, inter-country discussion towards the adoption of uniform disabled person-friendly immigration procedures;
- Work towards the lifting of discriminatory and restrictive conditions, such as the requirements of an accompanying person and medical certification, that are imposed on travellers with disabilities;
- Explore possible means of granting accreditation to tourism industry establishments that are accessible by disabled persons;
- Develop an outline of core contents for training tourism personnel;
- Develop training content and capability to strengthen passenger services at transport interchanges (bus, railway, ferry, ship and air plane terminals);
- Promote the application of universal design principles to improve the accessibility of tourism sites, especially cultural, heritage and pilgrimage sites.

## **6.2 Strategy for Tourism Promotion**

The strategy for promotion of tourism to be adopted for Tamil Nadu shall be as follows:

- To achieve a growth rate of 12% in both arrival of tourists and their spending;



- To increase the length of stay of tourists in Tamil Nadu considerably, so that additional revenue can be earned;
- To provide infrastructure of high standard for high spending tourists, so that to earn more revenue by appropriate marketing within the country;
- To invite private sector, corporate sector, oil companies for increasing certain tourist infrastructure facilities like golf, adventure tourism, cruises, star hotels, resorts, charter tours, group tours, heli-taxi etc.;
- To have a single window project approval cell in the Tourism Department to facilitate private investment, which is hitherto non-existent. A simplified project approval scheme will facilitate massive investments by private NRIs and multinational companies who will also bring tourist groups with the business interest of marketing their facilities to foreigners;
- To incorporate hospitals and educational facilities available in Chennai, as a supplementary factor for Tourism Development;
- Yoga, ayurveda, naturopathy will also be highlighted for specific interest tourist groups;
- The major festivals besides music, dance festival will be publicised to develop cultural tourism;
- To develop in tandem with allied departments like HR and CE, Transport, Rural Development, Municipal Administration, Water Supply, Department of Art and Culture, NGOs involved in tourism and cultural activities;
- To have tourism police force in all major tourist centres to ensure tourist safety and security;
- To conduct publicity campaigns in all major Cities in India and participate in major foreign travel marts;
- To provide new terminal at Chennai Airport, with the help of the Ministry of Tourism and Civil Aviation, on the lines of Singapore and Frankfurt, so that many international flights and chartered flights will land at Chennai. As Chennai falls midway between east and west, it will be a successful position;
- The hill stations, water falls and large coastal stretch will be given wide publicity and developed for eco-tourism and adventure tourism;
- Human Resources Development – to keep pace with the challenging task ahead and competition between states necessary training will be imparted to officers, staff and guides. This will make them aware of the changing needs of tourism and new development in other countries. Tourism Department will be strengthened in such a way to equip for the requirements and could be regarded as an important organisation;
- Conducting Familiarisation tours for travel writers and media crew (like TV and Discovery Channel) – This helps in cost effective publicity. An advertisement in good overseas media costs more when compared to the exchange value. But the articles, write-ups and visual coverage by these travel writers/ TV will have a better coverage, impact and wider reach;
- Creation of infrastructure facilities of international standards at major tourist centres;



- Setting up of Sound and Light Show at Kancheepuram, Mamallapuram, Thanjavur;
- Guide Training Course; and,
- Opening of Tourist Offices at various state capitals in India and important foreign countries.

The detailed marketing strategies are outlined as part of Chapter 11.

### 6.3 Product Development

This section includes discussion on the ongoing projects that are currently being implemented by the concerned department, as also those that stand good potential for development and attracting tourists in the future.

#### 6.3.1 Ongoing Projects

The central government extends financial assistance every year to the projects recommended by the state government after duly prioritising them every year. The state government accords sanction of its share according to project needs of each scheme. These schemes are thus implemented with the financial assistance from the state and central governments.

For the ongoing year 2001-2002, the GoI has prioritised 30 schemes for a sum of Rs.800.50 lakh (GoI share Rs.519.00 lakh; state share Rs.281.50 lakh). The GoI has released a total sum of Rs.357.55 lakh, during 2001-2002 towards the first-/ second-/ final instalments including the projects pending since 1985. Out of the total amount, a sum of Rs.212.79 lakh was released by the Ministry of Tourism, GoI, New Delhi, during the months of January and February 2002.

The GoI assisted schemes to be taken up for implementation during 2002-2003 are given in **Annex 6.1**. Details of centrally assisted schemes likely to be completed during 2002-2003 are given in **Annex 6.2**. Priority will be given for Eco- and Village tourism, providing basic amenities, erection of glow signboards etc.

A sum of Rs. 5 crore was sanctioned during the year 2001-2002 for the provision of infrastructure at important tourist spots covering 15 districts. The details of schemes and funds allocated are given in **Annex 6.3**. Provision of infrastructure at tourist places in rest of the districts shall be undertaken during the year 2002-03.



### **6.3.1.1 Boat Houses**

The boat houses are a major tourist attraction. The boat house at Kolavai Lake in Chengalpattu was restructured by giving a facelift during December 2001, thereby increasing its turnover from Rs.5,000.00 to Rs.40,000.00 per month. At present ten boat houses are in operation by TTDC at important tourist spots. During the year 2001-2002 funds were sanctioned for the upgradation of boat houses as follows:

- Muttukadu (Rs. 20.00 lakh + Rs. 4.00 lakh)
- Kodaikanal (Rs. 4.00 lakh)
- Kolavoi lake (Rs. 15.00 lakh)
- Mudaliar Kuppam (Rs. 16.00 lakh) (Edaikazhinadu)

During the year 2002-2003, new boat houses are proposed to be set up as follows:

- Alamparai and Edaikazhinadu on the East Coast Road in Kancheepuram district
- Adyar River near Kotturpuram Bridge in Chennai
- Nainarkulam in Tirunelveli district

### **6.3.1.2 Fairs and Festivals**

During the year 2001-2002 the following festivals were introduced on a regular basis –

- Dance festival at Madurai during the month of January;
- Arunanjali festival at Thiruvannamalai during March;
- Dances of India festival in Chennai during March; and,
- Silk festival at Kancheepuram during the month of October.

Foreign tourists visiting India are attracted to the ancient monuments – forts, structures depicting architecture of different ages, ancient temples, music, dance and drama – all an integral part of Tamil Nadu. In order to promote the cultural tourism in the state, the following festivals have been identified as annual events, so that foreign travel agencies can as well organise package tours in advance:

<i><b>Festival</b></i>	<i><b>Place</b></i>	<i><b>Month</b></i>
➤ Sandanakkoodu festival	Ervadi	March
➤ Chithirai Full Moon festival	Manora	May
➤ Chithirai Full Moon festival	Poompuhar	May
➤ Car Festival	Tiruvarur	May



➤ Chithiras Visu festival	Tirunelveli	May
➤ Kattabomman Vizha	Panchalankurichi	July
➤ Aadspapperukku festival	Kooduthurai	July/Aug.
➤ Aadipperukku festival	Hogennakkal	July/Aug.
➤ Aadipooram festival	Melmaruvathur	July
➤ Saral Vizha	Courtallam/Palamathi	July
➤ Kandhuri festival	Nagore	Aug./Sep.
➤ Velankanni Madha festival	Velankanni	Aug/Sep.
➤ Pongal festival	all tourist spots	January
➤ Tea & Tourism festival	Ooty/Coonoor	January
➤ Mango festival	Krishnagiri	June
➤ Dance festival	Mamallapuram	Jan./Feb.
➤ Natyanjali festival	Chidambaram	Feb/March
➤ Chithirai festival	Madurai	Apr./ May
➤ Summer festival	Ooty, Kodaikanal, Yercaud, Kolli Hills, Pachamalai, Yelagiri	May - June

The calender of festivals/ festivities in the form of an attractive brochure for the benefit of tourists should be printed in large numbers and lavishly circulated to far and wide places across the country as well as the identified market segments abroad so as to enable them decide their itinerary in advance.

#### ***6.3.1.3 Development of Arulmigu Kaitasanathar Temple, Kancheepuram***

Considering the cultural heritage and importance of Kancheepuram, efforts are being made to develop Kancheepuram as a major pilgrim centre. The scheme of improvement of environs around Arulmigu Ekambareswarar temple is under progress. During this year, it is proposed to develop Arulmigu Kailasanathar Temple and its surroundings at a cost of Rs.40.00 lakh with the assistance of GoI. Similar pilgrim centres will be identified and developed with assistance of the GoI in due course.

#### ***6.3.1.4 Development of Gingee (Senji)***

Gingee is a famous historical monument located in Villupuram district. During 2002-2003, infrastructural facilities have been proposed to be provided at Gingee at a cost of Rs.46.00 lakh with the financial assistance of GoI.



### ***6.3.1.5 Sound and Light Program***

The sound and light show at Tirumalai Naicker Mahal, Madurai, which had remained suspended since August 1999 was resumed with effect from December 2001. It is also proposed to set up similar sound and light shows at Kancheepuram and Mamallapuram, with effect from 2002-2003; and subsequently at Kanyakumari, Kodaikanal, Thanjavur, and Ooty.

### ***6.3.1.6 Development and upkeep of Beaches***

Beach tourism is popular the world over. The 1000 km long coastline has to be tapped properly and put into use aesthetically. In this direction, during 2001-2002 a sum of Rs.10.25 lakh was sanctioned for the development of beach at Thoothukudi. The development of Nagapattinam Beach with the GoI assistance at a cost of Rs.15.00 lakh will be taken up during the year 2002-2003. Cleaning work at Marina and Elliots beaches in Chennai has been initiated. Similarly, other important beaches need be developed during 2002-2003 with active involvement of the NGOs.

### ***6.3.1.7 Guide Training***

With the objective of utilising the services of qualified guides and providing authenticated information to tourists, it has been proposed to train a minimum of 60 guides through Anna Institute of Management during 2002-2003.

### ***6.3.1.8 Village Tourism***

It is a new concept in the field of tourism. The villages in Tamil Nadu are a treasure of unadulterated culture, fine arts, martial arts, handicrafts, herbal cures etc. The tourists, particularly foreign tourists, show keen interest in watching the day-to-day activities of Indian villages. Therefore, Village Tourism stands a good chance of development and popularity among domestic and foreign tourists. This shall also help in popularising the rich cultural heritage of Tamil Nadu. A total of 6 villages, as follows, have been identified for development during the year 2002-2003. Nevertheless, more such villages need be identified for development in the future.

- Thiruvadavur in Madurai district
- Purisai in Thiruvannamalai district
- Sirunkundram in Kancheepuram district
- Suthamalli in Tirunelveli district



- Tirumalaikeni in Dindigul district
- Deivacheyaipuram in Thoothukudi district

#### ***6.3.1.9 Jungle Lodges***

A jungle lodge at Kodiakkarai (Point Calimere) in Nagapattinam district at an estimated cost of Rs.34.45 lakh has already been conceptualised and is in progress. Construction of more lodges of this type looks viable.

#### ***6.3.1.10 New Tourist Offices***

In order to accelerate the growth in tourism in the state, it is necessary to create awareness among the public and tourists by disseminating information. The government should undertake the exercise of setting up/ opening more tourist offices, say, at the rate of two (2) offices every year, in cities/ towns and locations where these are currently not there and there exists scope and potential for tourism development. This shall be done within the state of Tamil Nadu as well as outside.

### **6.3.2 Potential Products**

The area of product development in the travel and tourism sector envisages opening up of new and innovative approaches in travel and tourism services, which includes development of cultural-, adventure-, and religious tourism.

A lot of attention needs devoted to the development of cultural tourism in India, along with the efforts of state tourism bodies and cultural agencies. It organises crafts festival, fairs (discussed elsewhere in this Chapter), and rural crafts exhibitions where artisans from all over the state participate and display their traditional art and craft. Organising the cultural evenings by inviting persons of eminence from the fields of music, dance, theatre, films etc is also a novel way of promoting cultural tourism.

Adventure tourism is recognised form of tourism which finds a lot of takers particularly the youth and all those people having a spirit of adventure. The various activities that constitute adventure tourism include hang-gliding, para sailing, rock climbing, hot air ballooning, white water rafting, trekking and mountaineering, and lots more.

- Eastern- and Western Ghats, particularly Nilgiris have a very good potential for developing hang gliding, trekking and mountaineering;
- Para sailing, white water rafting can be explored at Marina beach in Chennai, at Mamallapuram, and at Kanyakumari;



- Rock climbing and hot-air ballooning are possible even at Mamallapuram.
- Heli-taxi services between selected destinations
- Short-distance cruise services (indicated in Section 5.1.2.4, Chapter 5)

Religion has been one of the main motivational factors for people to travel to far off places and is therefore a major factor promoting travel and tourism. Keeping this in mind different religious sectors have been identified, as follows, whose development should be taken on priority basis by improvement in existing infrastructure such as accommodation, transport facilities etc. –

- Chidambaram
- Madurai
- Rameshwaram
- Srirangam, and
- Thanjavur

These destinations should be showcased for better marketing of religious tourism in the state.

#### **6.3.2.2 Kiosks Near Marina Beach**

A good number of tourists, both domestic and foreign, is attracted to the beach. The beaches have an attractive look about them in the evenings during summers, and in the noon/ afternoons during winters. The local people, residing in close by locations visit the beach as a matter of routine. A significant number of people earn their living by selling various consumables and drinks, or by offering some petty rides to children on a hawking basis. There are several flexible stalls/ stands erected by such hawkers on their own.

It is proposed that kiosks/ sheds along with some infrastructure, such as power, drinking water, brick paths etc., should be erected/ constructed. This can be done with private participation.

An entry ticket of a minimum amount, say Rs. 2.00 per person can also be introduced at the beach. This shall help collect some revenue towards development/ maintenance costs, as well as help in keeping the beggars and other unwanted elements away from the beach.

#### **6.3.2.3 Kiosks Near Other Beaches**

There should be provided few kiosks/ stalls at all beaches where bare minimum requirements of tourists and other visitors, such as ineral



water, sea shells, fried fish, other snacks, small rides for children etc. are satisfied.

An entry ticket of Rs. 2.00 per person can also be introduced at the beaches towards development/ maintenance costs.

#### **6.3.2.4 Chennai Haat**

There is a good scope of organising *haat*, initially on a weekly or bi-weekly basis along the Marina beach without much investment. Popular and marketable products including saris, handlooms, handicrafts, cut stones, other rural products from across Tamil Nadu as well as the country, can be marketed in the *haat*. These *haats* should have cafeteria depicting the cuisine from all over the country. Quite like *Dilli Haat*, there should be entry ticket to *haat*.

The frequency of the *haat* can be revised/ increased on the basis of its performance/ acceptability. Once successful, the *haat* shall be moved/ shifted to another location so that the beach is not disturbed. The idea to begin the *haat* close to the beach is to encash the marketability of an already popular location. Also there should be fast food joints at the *haat*.

#### **6.3.2.5 Urban Haats at Other Locations**

Urban *haats*, as suggested at Chennai, should be organised at other important tourist centres such as Chidambaram, Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Madurai, Mamallapuram, Mudumalai, Thanjavur, Thiruchirapally, Tirunelveli, and Udhamandalam (Ooty).

The *haats* should be started initially on an experimental basis for say, once or twice a week. The products should be same as in the case of Marina beach *haat*. The days and timings of the *haats* should not clash with the schedule of the other proposed cultural programs to avoid competition.

#### **6.3.2.6 Beaches at Kanyakumari**

There is scope for development of a few beaches in and around Kanyakumari. These beaches are:

- Thengaipattanam beach
- Thikkurichi beach
- Sanguturrai beach



- Sottavalai beach
- Kanyakumari-Koavalam beach

Although Kanyakumari falls in Tamil Nadu, but it is close to Kerala too. Therefore tourists visiting both the states make a point to over Kanyakumari for witnessing the meeting of three seas, and the sunrise and sunset. Once developed, these shall help in attracting more tourists and retaining them for longer durations. Further, these beaches should be connected by ferry service.

#### ***6.3.2.7 Development of Lesser known Destinations***

There are several potential destinations that are not very popular among tourists as on date. Nevertheless, these can be expected to attract a good number of tourists once developed. These destinations are:

- Javadhu hills, Jhiruvannamalai district
- Gangaikondachozhapuram, Ariyalur district
- Pilavakkal dam, Virudhunagar district
- Kolli hills, Namakkal district
- Suruli falls, Theni district
- Kumbakarai falls, Theni district
- Pambar dam, Dharmapuri district
- Kelavarapalli reservoir, Dharmapuri district
- Krishnagiri reservoir, Dharmapuri district
- Pulianchola, Tiruchirappalli district
- Yelagiri, Vellore district
- Dharasuram
- Kodumbalur
- Kazhugumalai
- Krishnapuram
- Srimushnam

During 2002-2003 more number of lesser-known destinations (hill stations and other tourist spots) are proposed to be identified and developed.

#### ***6.3.2.8 Adventure Water Sports***

Tamil Nadu, with its approximately 1000 km long East Coast and vast stretch of water spread areas in lakes has tremendous potential to promote adventure water sports.



TTDC has taken the lead in this sector by promoting adventure water sports at Muttukadu in association with private sector from 27<sup>th</sup> September 2001. Eight varieties of adventure water sports (water ski, wake boards, knee boards, jet ski, water scooter, banana boats, wind surfing and tube ride) have been introduced at this place. Similar sports are proposed to be introduced in Kolavoi Lake in Chengalpattu, Ooty and Kodaikanal during the year 2002-2003. Similarly, para sailing in the Marina Beach has been introduced on regular basis. Hang gliding at St. Thomas Mount were also to be introduced with effect from May 2002 onwards.

#### ***6.3.2.9 Garden of Peace***

It has been announced by the state Governor that on the line of the Statue of Liberty symbolizing the spirit of American freedom and democracy, there shall be a established a Garden of Peace, a statue that shall symbolise communal, religious and cultural harmony – on the outskirts of Chennai city. This complex is proposed to house a convention hall, meditation hall with symbols of all religions, a library and a bookstore devoted exclusively to books relating to different religions. Designs for a suitable statue are proposed to be invited from leading Architects and Sculptors.

#### ***6.3.2.10 Health and Rejuvenation Centre***

South India offers good opportunities for practicing yoga. Ayurvedic health clinics are also gaining in reputation and popularity. Tourists have been noticed to be looking/ asking for such health clinics. Tamil Nadu should borrow this concept from the neighbouring state of Kerala and take a major leap in adopting the concept and establishing such clinics at all important tourist destinations. Tourists would get more attracted towards these destinations and in the interest of getting ayurvedic treatment etc. shall prolong their stay at such destinations thereby serving the cause of tourism industry. Proper propaganda for all such facilities is also called for.

Such centres are suggested at Chennai (2 numbers), Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Madurai, Mamallapuram, Mudumalai, Ooty, Thanjavur, Tiruchirapally, and Tirunelveli.

#### ***6.3.2.11 Ethnic Village***

The Tourism Department has proposed to set up Ethnic Village (mega tourism project) on the East Coast Road. This project will contain a



mini India representing and depicting all the prominent states of India in miniature form (reflecting the culture and heritage of India), convention centre, shopping arcade, disney land, ethnic village (reflecting the heritage of Tamil Nadu), handicrafts emporia of all states, art gallery, yoga centre, spiritual kendra, food court, tourist information centre, golf course and helipad.

The land lying between Muttukadu and Mamallapuram (about 632 ha) on the East Coast Road has been identified by the state Tourism Department for this purpose. These lands are *patta* lands belonging to temples and charitable trusts coming under the control of Hindu Religious and Charitable Endowments Department. The Special Commissioner and Commissioner for Hindu Religious and Charitable Endowments Department has therefore been requested to place the land at the disposal of the Tourism Department on long term lease basis i.e. 35 years.

#### **6.3.2.12 Cultural Programs**

Apart from the light and sound shows proposed elsewhere, schedules should be chalked out for organising frequent dance and music programs at all important tourist destinations, and in the TTDC hotels (Hotel Tamil Nadu) so as to keep the tourists busy and engaged, thereby delaying their departure. Artists shall find increased avenues for performing and earning.

These programs should be planned in a manner that they do not contradict/ clash with other programs such as the days urban *haats* are organised.

#### **6.3.2.13 Informal Schools**

For the reason that arts and crafts are both popular and famous in the state, it is proposed to develop schools for informal education/ training of art and craft activity. These activities shall be:

- Basketry
- Kolam
- Weaving

The informal schools shall operate on informal lines from the home, and would further the cause of the art, craft, and tradition of the state. These would also generate additional employment for women.



#### ***6.3.2.14 Package Tours***

Package tours are offered by many tours and travels agencies besides the TTDC. Several circuited destinations have been identified where more such tours can be organised.

Provisions should be made to accommodate the physically disabled tourists in the package tours. Special tours can also be conducted exclusively for the people with disabilities. Such tourists should be provided with guides and support staff that can –

- communicate in the language they understand, in the case of deaf and dumb; and,
- lend physical support, in the case of both deaf and dumb, and walking handicaps.

#### ***6.3.2.15 Tourism Police***

The task of Tourism Department does not end with attracting tourists. It should be equally concerned about adequate security to the tourists at tourist destinations. To ensure this, it is proposed to introduce tourism police in the state.

To begin with the tourism police is proposed to be posted at Mairidilapuram and Kanyakumari on an experimental basis. This scheme can be extended to other tourist destinations depending upon its success in due course of time.

### **6.4 Augmentation of Infrastructure**

#### **6.4.1 Infrastructure Improvement**

##### ***6.4.1.1 Kanyakumari***

Indian main land ends at the meeting point of three seas down south. Tourists are interested in viewing the sunrise and sunset at this place. The city is well connected by road and rail. The nearest airport facility is available at Thiruvananthapuram in Kerala, 100 km from Kanyakumari. Among the most pertinent problems of the city are:

- Non availability of drinking water. Potable water is supplied by the concerned government department by tankers. Owing to the proximity to the sea, all water happens to be saline. There is an



immediate need for making proper arrangements for erecting water supply lines and storage tanks in the city.

- There is a need for an airport for there is a large number of tourists, particularly foreign tourists who want to travel to the place more frequently and comfortably.

The state government also proposes to develop the overall infrastructure of Kanyakumari during 2002-03 under the scheme of product/ infrastructure/ destination development with assistance from the Government of India.

#### **6.4.1.2 Tiruchendur**

It is one of the six abodes of Lord Subramanya and the only one located on the seashore. A large number of pilgrims visit the place. The seashore is very dirty full of rubbish along it. This needs cleaned and maintained for an aesthetic look. Road from Kanyakumari to Tiruchendur is a single lane road with very poor surface condition. The lane should be converted into a 2-lane road and better surface.

#### **6.4.1.3 Courtallam**

Monsoon, happiness, waterfalls and Courtallam go hand in hand. The water falls on rocks and tiny droplets are sprinkled into the air giving a fog-like appearance. The breeze carries this fog. The phenomenon is called *saral* in Tamil. This is the only spa of its kind in the south. During the *saral* festival, tourists come in large number from far and wide to participate in the ritualistic bathing. The falls are known for their therapeutic value.

There is a need to provide additional lodging facilities under the department of tourism.

#### **6.4.1.4 Kodaikanal**

Kodaikanal is one of India's most beautiful hill stations and visited by tourists in large numbers throughout the year. Upper class hotel facilities/ accommodation needs provided.



#### ***6.4.1.5 Rameshwaram***

Rameswaram happens to be one of the most sacred towns of India. The famous pilgrim centre needs additional beach cottages of single unit.

The state government has proposed the development of overall infrastructure in Rameshwaram with central assistance of Rs. 600 lakh during the year 2002-03 under the product/ infrastructure/ destination scheme.

#### ***6.4.1.6 Yercaud***

The state government has proposed the development of overall infrastructure in Yercaud with central assistance of Rs. 500 lakh during the year 2002-03 under the product/ infrastructure/ destination scheme.

#### ***6.4.1.7 Paying Guest Accommodation***

In addition to augmenting the existing accommodation at the various tourist destinations across the state of Tamil Nadu, the paying guest accommodation can offer an added attraction to the tourist to enjoy the locales etc. by staying in a homely atmosphere. A exhaustive exercise as to identifying all such accommodations at different locations needs carried out and proper information among the tourists circulated. This can also be done by carrying out a separate publication in the form of a brochure. Tarrif rates and grading of all such accommodations should also be done. All interested parties for building this facility may not be selected. An exercise as regards their condition, location, access, etc. needs done before having enlisted them for this service.

The bed and breakfast scheme shall offer warm living conditions to the tourists while providing revenue earning (value addition) opportunities to the local people. These shall also help in national integration and interaction of different cultures etc.

#### ***6.4.1.8 Improvements in Road Stretches***

Some road stretches have been identified for improvement as given in the following table:



**Table 6.1**  
**Suggested improvements in Road Stretches**

Sl. No.	Description	Length in km	Name of Road	Condition Road
1	Madurai to Kavalkinaru via Viruthunager, Tirunelveli, Nangunari, Valliyoor	210	National Highway	2-lane road in good condition.
2	Kaval Kinaru to Kanyakumari via Anjugramam (without touching Nagercoil)	23	National Highway	Single lane road in good condition. May be upgraded to 2-lane.
3	Kanyakumari to Nagercoil via Susedaram	20	National Highway	Single lane road in good condition. May be upgraded to 2-lane.
4	Kanyakumari to Tiruchendur via Valliyoor, Samugarangapuram, Satankulam	91	Major District Road	Single lane road in very bad condition. Should be upgraded to 2-lane road.
5	Tiruchendur to Tirunelveli via Srivaikundam, Sydunganallur	58	State Highway	Single lane road upto a distance of 42 km from Tiruchendur and 2-lane road for balance 16 km. Road is in good condition.
6	Tirunelveli to Courtallam via Alangulam, Tenkasi	60	State Highway	2-lane road in good condition.
7	Courtallam to Madurai via Rajapalayam, Tirumangalam	160	National Highway	2-lane road in good condition.
8	Madurai to Rameswaram via Ramanathapuram	167	National Highway	2-lane road in good condition.
9	Madurai to Kodaikannal via Kodai Road, Bathalakundu	120	Upto Kodai Road - NH road Kodai Road to Kodaikannal - Major District Road	Single lane road in good condition.
10	Madurai to Thakkady Dam via Uslepetti, Theni, Kambam, Kumuli	220	National Highway	2-lane road in good condition.
11	Tuticorin to Rameswaram via Tharuvaikulam, Vaippar, Soorankudi, Sayalkudi, Earvadi, Keelakarai, Ramanathapuram, Mandabam	261	Major District Road	Single lane road in very bad condition. Should be upgraded to 2-lane road.

*Source: Results of the Primary Survey conducted by CES.*



#### ***6.4.1.9 Heli-Taxi services***

The executives of corporate houses and high spending tourists often express their desire to tour the state at a short notice. To support this elite requirement, Deccan Airways is operating Heli-Taxi service for group tourists on specific request. This service can be further popularised by sufficient and chosen means of advertisement. To begin with, special travel offers on concession basis can be introduced between Chennai – Kanyakumari, Chennai – Ooty, and Ooty – Kanyakumari.

#### ***6.4.1.10 Passenger Ship Services***

The results of market research have indicated that there is a good number of foreign tourists travelling Tamil Nadu from countries such as Singapore and Malaysia. There can be good scope for operating passenger ship services to these destinations that would result in additional foreign tourists of middle and lower incomes in sufficiently large numbers.

Feasibility studies and details of such operations may however be explored by a detailed study.

#### ***6.4.1.11 Tie-up with Railways***

In order to providing the tourists a comfortable sojourn to Tamil Nadu and back, a special arrangement with the railway authorities needs made. A special quota for such tourists between Chennai and few prominent metropolitan cities in the country can be provided. TTDC can be assigned the responsibility of providing/ maintaining this service. A rail service, on the lines of Palace on Wheels can also be introduced. This train may either run within the state of Tamil Nadu alone or between selected destinations across different states in South India.

### **6.4.2 Barrier-free Environment for the Disabled**

Proper steps should be taken as regards provision of infrastructure for the disabled people so that more such people are attracted as tourists. Tourism shall help provide them rejuvenation. Special package tours can be conducted as discussed elsewhere and guides/ other physical support for taking care of the physically handicapped people provide.



Infrastructure and facilities such as special transport arrangements, traffic signals, accommodation, guides, etc. should be developed to support the tourists with physical disabilities.

## 6.5 Employment Potential

Tourism broadly defined<sup>1</sup>, is regarded as the world's largest and one of the fastest growing industry, accounting for over 1/3<sup>rd</sup> of the value of total world-wide services trade. Highly labour-intensive, it is a major source of employment generation, especially in remote and rural areas. Tourism demand, both domestic and international, is directly related to income levels, and therefore has prospered with global wealth.

Tourism and general travel accounted for 10.7% of world-wide GDP in the year 1996, and is predicted to increase to 11.5% by 2006<sup>2</sup>. International tourism, by comparison, is smaller. 7% of the world's population shall be travelling internationally, even by the year 2020, compared with 3.5% in 1996<sup>3</sup>.

Some of the important features of tourism and travel industry in India are outlined as under –

- The hotel and tourism industry is the major contributor to sustainable human development, employment generation as well as environmental regeneration particularly in backward areas. Employment generated by this sector has been about 9.4 million persons accounting for nearly 2.4% of the total labour force in the country in the year 1995-96.
- This sector is presently India's third largest export industry after gem and jewellery and readymade garments. The estimated foreign exchange earnings from hotel and tourism sector in the year 1995-96 was over Rs. 9186 crore and the same was expected to get doubled by the turn of the ongoing millennium.
- Another important feature of this sector is its contribution to national integration, which is of immense importance to India. Every year nearly 100 million domestic tourists visit various parts of India and get better understanding of the people living in other parts and the cultural diversity of India.

According to estimates by WTTC, tourism as a whole employed one in ten workers world-wide, making it the world's largest employer. It is however difficult to assess the impact of tourism on employment for defining and measuring tourism itself is a

<sup>1</sup> World Tourism Organisation (WTO).

<sup>2</sup> World Travel and Tourism Council (WTTC).

<sup>3</sup> WTO.



problem. This is due to the fact that only few services sectors are exclusively devoted to tourism.

Tourism involves economies of scope rather than economies of scale, due to the fact that many different sectors of the economy – most of which are only partially concerned with tourism – must cooperate together closely in respect to such aspects as distribution systems and advertising<sup>4</sup>.

The most significant feature of the tourism industry in India is its capacity to generate large-scale employment opportunities particularly in remote and backward areas. It offers enormous potential for properly utilising the natural attractions like landscape, mountains, beaches, rivers, etc. which would otherwise remain either idle or under-utilised. It also applies to a multitude of man-made attractions like monuments, palaces, forts and unique rural and city environments.

Another feature of tourism industry is that it employs a large number of women, both educated and uneducated as the fair sex has the reputation of being more hospitable and receptive to domestic and foreign visitors. Tourism promotes national integration, fosters understanding among various sections of the society apart from its constructive role in developing international understanding, and peace and promotion of trade and commerce. Above all, tourism tries to project quintessence of our culture so as to give our people a sense of unity and identity and broadening their intellectual, emotional and cultural horizon and a sense of belonging and pride. Tourism also serves to encourage the preservation of monuments, heritage properties and helps survival of art forms, crafts and culture.

The proposed development of paying guest facility at the different tourist destinations is expected to provide opportunities of revenue earning for the concerned group of people. To those already having a source of income, this would provide opportunities of value addition.

The organisation of fairs and festivals, light and sound shows, dance and music programs, urban *haats* etc. on a regular basis at the identified locations shall provide engagement to craftsmen, artists, artisans etc. on a regular basis thereby offering them opportunities of a gainful, continuous, and a sustained employment, and value addition if already employed.

It has been proposed to train and engage guides at tourist destinations for the benefit of the tourists. These guides shall not only help in serving the tourists and providing them good and genuine help and support, they shall thereby be made to earn a good, gainful and sustained employment. This shall offer a good opportunity to women to

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<sup>4</sup> An unnamed Swiss.



earn a living of their own and become independent by way of becoming tourist guides.

Women can also be engaged in looking after the show rooms and shops of handicrafts, saris, handlooms, and other products. Women not only add to the face value of the product but, on more occasions than not, prove to be better marketers. This is proposed so as to offer increased employment opportunities to them. The informal schools for arts and crafts (basketry, kolam, and weaving) suggested as part of product development would help women as regards employment and value addition.

Ayurveda based health and rejuvenation centres/ parlours are popular among domestic tourists. They are more so among the foreign tourists. Proper steps should be taken to open up more of such options at least at major tourist destinations to attract the tourists and retain them for longer periods of time.

People with disabilities should also be given good chance to earn and support themselves. Provisions (reservations) in the 5-year Plan, tourism plan, and other such plans should be made for employing and supporting the handicapped people.



## Chapter 7

# Environmental Management Plan

Tourism development at both the national and international levels can make positive contributions to a nation provided the supply is well planned and of high standard, protects the cultural heritage, values of the place and people simultaneously with natural, social and human development. It indirectly indicates that in no way the carrying capacity of a particular tourist site/ place should be over utilized and over stressed.

Tourism has to be related to this, not that tourists should be indiscriminately injected into a particular site that has limited or no carrying capacity. Tourism must be directly correlated to the resources that are available and this aspect needs be closely looked into. It is the demand of time that tourism should be developed and managed from the resource point of view so that it is compatible with the environment and does not harm/ degrade it. Only then can sustainable development be achieved.

### 7.1 Socio-Cultural Impacts

Tourism can bring benefits as well as problems to the local society thereby affecting the cultural pattern. Although more difficult to measure compared to the measurement of economic or environmental effects, the socio-cultural impacts are major considerations in developing tourism in many places. These impacts can prove to be critical in countries like India and states such as Tamil Nadu that have long and established social and cultural traditions.

#### 7.1.1 Socio-Cultural Benefits

Tourism can yield positive results provided it satisfies the requirements of sustainable eco-development and is managed scientifically and gainfully. Socio-cultural benefits include the following:

- i. Cross-cultural interactions resulting from tourism catalyze and improve the living standards of people by way of improved provisions and/ or access to facilities and infrastructure. Tourism helps provide gainful employment and value addition thereby enhancing the living standard of people.
- ii. The historical and cultural patterns of Carnatic music, dance, drama, dress, art and craft, customs, ceremonies, life styles, traditional economic activities and architectural styles of the state are important



attractions to tourists. Tourism helps not only continue with age-old culture and traditions but also provides local inhabitants with increased options and means for earning their livelihood and value addition by way of exhibiting their culture, art and craft etc., and performing dance, drama and other arts.

- iii. Historical monuments and buildings of excellence including religious buildings – museums, courts, cathedral, forts etc. – have been a big tourist attraction. Tourism helps develop and maintain such monuments from the entry fee, camera fee, parking fee, and so on.
- iv. Tourism renews the sense of pride for local inhabitants in their culture when it is appreciated by outsiders and foreigners.

### **7.1.2 Socio-Cultural Problems**

Tourism, simultaneously with offering benefits, poses socio-cultural problems if environmental, ecological, and sustainability aspects of development are not attended to. Some of the problems are –

- i. Overcrowding by tourists and loss of convenience for residents leads to resentment and sense of hostility toward tourism. During the peak seasons, physical and social infrastructure including restaurants, shopping and transportation facilities become overcrowded and the local inhabitants are left to face with the inconvenience.
- ii. Cultural degradation and lessening of a sense of cultural identity – Deterioration of important heritage and historical monuments and beaches as a result of overuse by tourists.
- iii. Demonstration effect on residents, especially young people imitating the tourists in terms of behaviour and dressing that will adversely affect the culture of the state. Misunderstanding and conflicts between tourists and the local people may arise out of language, culture and custom clashes.
- iv. Social problems of drug abuse, excessive alcoholism, crime and prostitution may increase by increase in tourist flow.

### **7.1.3 Prevention of Problems**

As a matter of policy, tourism should be developed gradually over time so that the society can adapt it, get educated, participate and enjoy the change. Local people should be made to participate in planning and development of tourism



so that they can bring new ideas, support and influence the decisions, and in turn be a part of it. Following are some of the measures for control of socio-economic impacts:

- i. Conserve the art and culture of the state including dance, music, drama, craft, and dress. These should not be allowed to deteriorate by way of presentation and commercialisation.
- ii. Preserving the existing distinctive local architectural styles should be the focus, simultaneously with encouraging the development of modern tourist facilities and infrastructure.
- iii. Ensure a convenient access of local inhabitants to places of tourist attractions, amenities and facilities without bias.
- iv. Provide inexpensive or subsidised facilities for local residents to use. Residents may be allowed to pay lower admission fees to attraction features than those paid by foreign tourists.
- v. Public awareness programmes about tourism may be organised, utilising radio, television, newspapers, magazines and public meetings to combat agitation by NGOs against tourism.
- vi. Inform tourists about the local society - its customs, dress codes, acceptable behaviour in religious and other places, courtesies to observe in taking photographs, tipping policies, and any local problems.
- vii. Train employees to work in tourism effectively, including language and social sensitivity training where needed.
- viii. Apply strict control on drugs, crime and prostitution.

## 7.2 Beach Pollution Scenario

Some of the environmental impacts which are likely to be faced by the beach tourist spots due to the various recreational activities planned for the development of tourist infrastructure are discussed in the following paragraphs. Coastal zones are among the most attractive areas to tourist. Consequently, tourism constitutes an additional development pressure in areas already heavily used for ports and harbours, commercial fisheries and urban expansion. Also, the tendency for developers to seek out new and unspoiled sites away from the already congested beaches and towns, contributes to the trend toward urbanization of entire coastlines. The environmental



effects of seasonal population increase can be particularly significant along the coast.

Some of the beaches of Tamil Nadu which are likely to be affected due to the development of these recreational facilities are Kovilam (Cavelong) beach, near Kanyakumari, Thenngaipattun beach, Thikkurielu beach, Sangutarn beach and Sottaralai beach. These also includes some of the beaches like Pulicat, Poompuhar and Kurusadal, which are eco-sensitive due to its wildlife activity (bird life) archaeological/historical ruins and in the context of island tourism.

Tamil Nadu has a long coastline comprising of the Coromandal Coast on the northern half and fisheries coast on the southern half. Some stretches of the coastline comprises of forest at Pichavaram, Prominent bird sanctuaries at Pulicat lake and Vedanthangal. The fisheries coast is a major tourist attraction since it has some of the most important pilgrim centres in India. They have substantially built up areas but have good stretches of beaches still relatively undisturbed.

But the beaches of Tamil Nadu are facing multifaceted problems of pollution. There are many reasons that cause pollution to the beaches. Haphazard and rapid developments along the beaches genuinely causing hazards to the beach areas in many places. A large number of shacks and hotels were constructed violating existing Coastal Zones Regulation. The increasing population and concentration of tourists generate a huge quantity of solid and liquid wastes. In the absence of proper treatment and disposal, these wastes lead to environmental degradation and pollution. Marine pollution caused by movement of oil tankers and barges pollute the beach eco-system considerably. Every year tonnes of effluents released from oil tankers moving through Bay of Bengal to Far East and Japan get deposited in Tamil Nadu coastline causing degradation of the beaches. The dumping of rejects along the coastline affected Tamil Nadu beaches severely. Violating the Environment Protection Act the rejects are dumped along the coast and sometimes directly into the sea. Sand removal from dunes in the beaches caused harm to its ecology to a substantial extent. The total effect of all these has become alarming in terms of polluting the beaches of Tamil Nadu.

The present situation of beach pollution asks for a remedial measure to be taken to control the pollution scenario on an urgent basis.

### **7.2.1 Positive Environmental Impacts**

Tourism generates revenue and pay for conservation of important natural habitats of wildlife, including riverine environment, and development of parks, historical monuments protected and reserve forests and parks, because these are major attractions for tourists.



Tourism helps improve the environmental quality of the area as tourists like to visit places that are attractive, clean and non-pollutant. Well sited and designed tourist facilities, themselves can contribute to the attractive appearance of both urban and rural environments. Improvement of infrastructure, especially of water supply and sewage and solid waste disposal, also contribute to improved environmental quality.

Tourism helps in revival of dying arts and crafts. It is due to enhanced tourism only that all our rare artistic wealth is finding its way to prosperous countries through both legitimate and illegitimate channels.

### **7.2.2 Negative Environmental Impacts**

Tourism can generate several types of negative environmental impacts if the tourism development is not well planned, developed and managed.

- i. Development of mountainous tourist spots will evolve construction and development of Roads and Highways through forest areas. This in turn is likely to increase the vehicular traffic along with the pedestrian in this region. This activity is likely to create environmental disturbances, which will directly have an adverse impact on the surrounding vegetation and mountain ecology. This does not mean that road in the hills are not important, but they need to be constructed in coherence with the terrain, nature of geological functions etc.
- ii. Development of Tourism indirectly has an impact on the wildlife, which is likely to be affected due to large scale hunting, by the invasion of tourists into natural habitat for photography and filming etc. The impact on large-scale mammals and birds is apparent. If tourism is to be handled on a sustainable basis we must pay attention for the maintenance of tourism infrastructure and its maintenance as well as of the protection of the wildlife. Large-scale invasion of tourists to national parks, wildlife sanctuaries and reserve forests also affects the feeding and breeding habitats of the wild animals.
- iii. Another major impact of increased tourist activity is that large scale of tourist developments also bring a large number of people together which leads to detrimental effect to the eco-system as a whole. The influx of large number of tourists is also likely to increase the piles of litter and garbage. These will attract rodents,



which in turn draw bigger animals and birds which alters the entire habitat.

- iv. With the increase in the number of tourists due to availability of better infrastructure facilities, the needs and demands of the tourists also increases. Thereby there is an increase in the demand of wildlife souvenirs, skins, ivory ornaments, horns, tails, key rings made from hooves, so on and so forth. This has resulting the indiscriminate slaughtering of wild animals along with the birds for the above said purposes.
- v. Water pollution resulting from improper development of sewage and solid waste disposal systems for hotels and other facilities. There has been severe pollution of river, lake and beaches from sewage outfall lines, and of ground water by seepage of waste material. Sewage disposal is also effected either through septic tanks and absorption pits or as in tourist projects, disposal of waste water through biochemical treatment plants, into the sea which may have detrimental effects on the maritime fauna in areas of disposal owing to certain substances that may be contained in the disposed effluent.
- vi. Air pollution resulting from excessive use of internal combustion vehicles (cars, taxis, buses, motorcycles, etc.) in tourism areas.
- vii. Noise pollution generated by a concentration of tourists and tourist vehicles.
- viii. Visual pollution resulting from poorly designed hotels and other tourist facilities, badly planned layout of facilities, inadequate landscaping of facilities, use of large and ugly advertising signs etc.
- ix. Ecological disruption of natural areas by overuse and misuse by tourists and damage to archaeological and historic sites by overuse or misuse by tourists.
- x. Water supply is in most cases gained from bore holes in the ground. At the same time, in the area, absorption pits are used for disposing off effluent or percolation to the ground in areas irrigated by treated water from biochemical system, as stated at point (i) above. The danger of polluting underground water, if such practice is intensified, is imminent.



- xi. Garbage disposal seems to be the most acute problem contributing to soil and environmental pollution. Scanty service for collection exists and therefore every hotelier solves the problem by burying the waste in ditches. During the monsoon, when sunshine is rather poor, contamination of the adjacent area is possible.
- xii. Environmental hazards and land use problems resulting from poor planning, siting and engineering of tourist attractions and facilities, could be serious.
- xiii. Erosion of the beach and disfigurement of the coast are witnessed because protective walls have been erected along the beach. In certain cases buildings have been erected close to the water-front. Some erosion of the beaches is also observed at the points where small rivers meet the sea where, during the tide, seawater penetration in land may take place.
- xiv. The extraction of sand from the beaches, though under control by the authorities in popular beaches, may still exist in remote areas, which has resulted in erosion and disfigurement of the coast.

On the other hand it can be seen that with the boom of tourist traffic into those areas where there is poor planning, the tourist traffic, itself becomes counter productive to the tourist industry. Whereas on the contrary it can be seen that, through the increase in tourism is a boom for the economic development of a nation, it cannot survive on its own. Tourism economic development and environment should go hand in hand and a symbiotic relationship should exit between these three aspects. Tourism should not affect our eco-system for whatever they are worth. The equilibrium between these three aspects is very delicate and their relations should not be strained further by adding of other new elements for whatsoever reason may be so.

### **7.2.3 Measures for Mitigation**

The following measures could be taken for effectively controlling beach pollution.

- i. Enforcing legal measures to stop dumping wastes on beaches or directly into the sea.
- ii. Controlled dumping of excess catch by large trawlers on the estuaries and creeks near beaches.



- iii. Removal of shacks and hotels constructed on the beaches violating existing Coastal Zone Regulations.
- iv. Banning sand removal from dunes for reaffirming proper coastline for Tamil Nadu.
- v. Plantation of trees, mainly palm and coconut, at 50 m from the high tide line (HTL) mark and beyond for a depth of minimum 100 m towards hinterland.
- vi. Diversion of tourists towards hinterland from beaches for controlling excessive concentration of tourists in the beaches.
- vii. Banning of use of plastic bags and disposable items on the beaches.
- viii. Banning cooking and eating food items on the beaches.
- ix. Creating provisions for controlled disposing of solid wastes on the beaches.
- x. Strict enforcement of the bans and introduction of penalty for violating pollution controlling measures.

### **7.3 Environmental Impacts Due to New Projects**

The state government of Tamil Nadu has taken up adequate positive steps in providing for an extensive range of tourist attractions across the state that would cater to tourist demand. Several new projects/ attractions have been identified by the Consultants, as discussed in Section 6.3 of Chapter 6. Each project may pose some sort of a threat to the environment, however big or small it may be. The following paragraphs focus on the possible threats/ challenges to the environment.

#### **7.3.1 Pilgrimage Destinations**

Socio-cultural considerations are particularly important in environmental assessment to tourism projects. Various tourist activities on archaeological sites may conflict with local religious beliefs. The influx of large number of foreigners (tourist or migrant workers) into a local cultural site of archaeological religious importance is likely to generate clash of contrasting life styles that result and have serious impact on existing local culture. There is also the risk of exploitation of indigenous culture, music and folklore. Related developmental activities associated with tourism development like



hotel construction may also cause displacement and involuntary resettlement. Indirect linkages between tourism and local cultures, business, resident populations and work force are potential problems. Failure to recognise them can diminish project benefits as well as inflict adverse socio-economic impacts on the local population. For example commercialisation of traditional artisans can lead loss of authenticity with results for the artisans and possibly for buyers as well.

### **7.3.2 Locations of Scenic Beauty and Adventure Tourism**

With its planned new tourist infrastructure development, wildlife, adventure, and village tourist destinations are likely to be faced with the problem common to many tourists destinations in developing countries with the certain inclusion of a tourist population into a under developed area of special interests and attraction which can permanently damage the area of interest if the development is not treated with great care. Introduction of Recreational Tourism activities like golf course, tennis court and other such sporting activities like water sports, hang gliding, trekking and rock climbing has a great potential of degrading the fragile ecosystem which houses some of the endemic species of wildlife which exist in coherence.

Controlled tourism should be promoted in these areas for excess tourism shall pose excess pressure on water supply, thereby generating excess wastewater and solid wastes which the existing facility will not be able to cater to, thereby effecting the fragile ecosystem. The wildlife may also be affected by large influx of people at the critical time of migration, feeding, breeding and nesting. Whereas on the other hand eco-tourism projects can combine conservation of natural and cultural sites with economic and recreational benefits. Their success depends on informed site selection, sound design and follow up of the operating guidelines which take into account the sensitivity and capacity of the resources which form the tourist attraction. Consequently a major concern in planning and other types of development and analysing their impacts is to avoid far closing tourism development options by degrading resources especially well suited to it. Comprehensive environmental and land use planning can identify options and alternatives over the long term and balance single and multiple use concepts. Consequently tourism constitutes an additional development pressure in areas already used for various recreational activities. The environmental effects of seasonal population increases can be particularly significant on the river sites, from its aquatic life point of view.

### **7.3.3 Other Tourist Destinations**

The sites having potential for cultural tourism, health and rejuvenation etc. are being developed from tourism point of view. So utmost care should be taken



that while planning for any kind of tourism activity the sensitivity and carrying capacity of these locations should be thoroughly accessed to avoid foreclosing of tourism development options by degrading resources especially well suited to it. The visual as well as the physical impact due to the construction of structures should also be considered. Construction and designing of the structures should be in harmony with the surrounding natural environment and socio-cultural context. The impact of tourism infrastructure on resource value for their aesthetics view should be especially addressed. Tariff for water, sewerage and other services for the tourist should be framed that it should not burden the local community.

#### 7.4 Potential Negative Impacts and Their Mitigation

Some of the potential negative impacts, which are likely to be generated due to the tourism activities as, discussed above and their mitigation measures are as follows:

Potential Negative Impacts	Mitigation Measures
<b>Direct</b>	
Beach mining of sand for construction	➤ Control of construction activities
Destruction of aggregate materials used for construction	➤ Submission of plows in accordance with local ordinance on beach sand mining
Destruction of wetland forests, other unique/sensitive habitats or cultural, historical and archeologically important sites	➤ Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition ➤ Base development phase on an inventory of resources
Erosion resulting from uncontrolled clearing, infrastructure construction such as roads and marinas	➤ Develop erosion and sediment control plans
Loss of free environmental services from natural systems and degradation of air, water, land resources	➤ Carrying capacity should be defined so that target tourist population can be sustained without over burdening existing infrastructure and resources
Water pollution from inappropriate sewage or solid waste disposal <ul style="list-style-type: none"><li>➤ Marine effluent disposal</li><li>➤ Residential sewage disposal</li><li>➤ Marinas</li><li>➤ Infiltration to ground water</li></ul>	➤ Allowance made for use of existing municipal regional collection and disposal system or construction of on-site sewage treatment plant ➤ Liquid waste should not be



	<p>discharged into rivers or other sensitive areas</p> <ul style="list-style-type: none"> <li>➤ Verify local capacity to monitor and enforce pollution regulations</li> </ul>
Solid and liquid waste disposal creates nuisance conditions adjacent to amenities	<ul style="list-style-type: none"> <li>➤ Appropriate waste disposal options required to manage potential problem</li> <li>➤ Landfill versus incineration alternatives as well as waste minimization will be considered</li> </ul>
<p>Access problems created</p> <ul style="list-style-type: none"> <li>➤ Traffic congestion</li> <li>➤ Noise</li> <li>➤ Minor and localized air pollution</li> <li>➤ People density greater than services available</li> </ul>	<ul style="list-style-type: none"> <li>➤ Access problems minimized by integrated planning to reduce traffic and pedestrian congesting, noise</li> </ul>
Nesting and breeding of Marine & Terrestrial Aquatic life if any	<ul style="list-style-type: none"> <li>➤ Beach monitoring for protection of endemic and rare species with beach zoning and development guidelines to preserve the natural beach environment from primary dune seaward</li> <li>➤ Restricting night activities as nesting beach during breeding season and incubation period for endemic and rare species if any</li> </ul>
Displacement of human population	<ul style="list-style-type: none"> <li>➤ Plan and implementation Programme of compensation and resettlement</li> </ul>
<b>Indirect</b>	
Conflicts with other resource use such as fisheries, agriculture	<ul style="list-style-type: none"> <li>➤ Conceive tourism development in framework of national, regional, local socio-economic development plans to integrate new objectives into development strategies</li> </ul>
<p>Stress to capacity to manage the forest or related environment</p> <ul style="list-style-type: none"> <li>➤ Legislation and polling constraints</li> <li>➤ Agency support lacking</li> <li>➤ Staffing and financial resources to mitigate impacts absent/reduced</li> </ul>	<ul style="list-style-type: none"> <li>➤ Comprehensive legislative action frequently required to address direct and indirect impacts and their monitoring and evaluation</li> <li>➤ Staffing and equipment support must be budgeted, including whatever training necessary to mitigate impacts and monitor the</li> </ul>



➤ Inadequate training in environmental management	environmental protection plan or other mitigation plan
Multiplier effect on other industries causes increased stress on natural resources or services (craft-market, vendor, taxi driver, suppliers, farmers/fisherman)	<ul style="list-style-type: none"><li>➤ Provide adequate infrastructure and services support to meet physical, social and economic needs of the region</li><li>➤ Recognize that over building may be a persistent problem</li></ul>
Congestion, over crowding	<ul style="list-style-type: none"><li>➤ Design (urban areas and transport network etc.) according to carrying capacity of natural setting</li></ul>
Natural hazards peculiar to developed site such as coastal storms, flooding, landslides earthquakes, hurricanes, volcanoes, may stress infrastructure and reduce long term benefits	<ul style="list-style-type: none"><li>➤ Design facilities to (a) meet best possible specifications for natural hazard amelioration (b) take advantage of natural resources such as wetlands ability to buffer storms or absorb treated wastewater</li></ul>



## Chapter 8

# Planning and Development Control

The IV and V 5-year Plans have witnessed expansion and improvement of tourist facilities. The VI Plan has been a major landmark in the history of Indian tourism. The first ever Tourism Policy of the country was announced during 1982 which specified the development objectives and provided an Action Plan based on 'travel circuit' concept for maximizing the benefits of tourism. During the VII Plan (1985-90), tourism sector was accorded the status of an industry. The development plan for tourism during the VIII 5-year Plan was based on the National Action Plan for tourism. A major component of the Action Plan was the development of special tourism areas and intensive development of selected circuits. The Tourism Synergy Programme enlisting the activities of various agencies and private sector and State Governments was prepared in 1993, and it was further modified and converted into National Strategy for the development of tourism during the year 1996. The VIII and IX Plans gave a new direction, meaning and co-ordination to the endeavours of the centre and states for accelerated tourism promotion.

India has witnessed a steady increase of international tourist traffic during the period of over four decades. The tourist traffic has increased from just 16,289 in 1951 to 26,41,157 in 2000, registering a compound annual growth rate of about 6.4% over the previous year.

The number of tourists in 1990 was 95.5 lakh as against 237.7 lakh in 2000, which shows that tourism in Tamil Nadu is poised for a tremendous growth in the years to come. The untapped tourism potentials are to be exploited fully and profitably.

The state lays much stress on attracting more number of tourists and provision of good infrastructure facilities at all tourist destinations. The role of private sector in tourism promotion has to be recognised, encouraged and steps should be taken for their involvement not only in hospitality sector but also transport and innovative themes.

The thrust areas of the IX Plan have been – infrastructure development, entrepreneurship development and generation of employment opportunities, enhanced tourist facilitation, human resources development, research and computerisation, environment and cultural preservation, provision of incentives, monitoring and evaluation, and, strengthening of organisation. There has been an expenditure of Rs. 42.28 crore as against an outlay of Rs. 30.00 crore during the IX Plan.

The X Plan envisages a tourist growth rate of 10% to 12% from the present 7% to 9%. It is proposed to give a new fillip to tourism growth in the state and develop tourism as a major economic activity, as well as a field of employment generation. Hence the infrastructure and



publicity plans for this year and coming years will be to achieve a high growth rate, even more than the target of 12%. The total X Plan outlay has been fixed at Rs. 375 crore.

## 8.1 Spatial Planning

A 'Tourism Act' should be enacted and introduced in all the states. This Act should focus on, besides definitions etc, scope and description of all relevant activities relating to the tourism industry.

All activities concerning/ relating to the tourism industry should be registered and permits to such operators issued. These permits should be liable to cancellation upon violation of norms/ rules/ controls.

Special attention should be given to preparation and strict implementation of zoning/ sub-division regulations, and building bye-laws so as to keep the urban and architectural development (building height, coverage etc.) under check. The visual image and aesthetic appeal of a place help in attracting tourists time after time.

As regards actual tourism facilities, adequate consideration needs be given to lodging and food, as well as local transportation. In spite of having tremendous potential, the hotel and tourism industry has been faced with several constraints as under –

- Exorbitant prices for land, particularly Chennai;
- Lengthy and difficult land acquisition process;
- Innumerable government regulations for procuring clearances and heavy burden of government taxes;
- High project cost and long gestation periods;
- Frequent rise in operational costs due to hike in rates and taxes;
- High room tariffs, which are not affordable to growing in middle class;
- Acute shortage of skilled man power;
- Inadequate infrastructure like roads, water, electricity, transport, telecommunication facilities etc;
- Increasing use of interest; and,
- Increasing pollution arising out of tourism.

Of the above factors, the cost of land has become a highly prohibitive factor. The construction and operation of hotels, therefore, becomes highly capital intensive. Acquisition of land is a difficult task too, due to complicated land acquisition laws.

Taking into consideration the above constraints, it is suggested that a separate land bank is set up with the primary objective of land acquisition and land assembly. This bank should be responsible for all land acquisition and assembly in the state of Tamil Nadu. Its feasibility and exact role, however, need assessed.



As regards room tariffs, high land cost and heavy burden of government taxes make the hotel industry a costly affair. It may also force new projects to charge substantially higher tariffs compared to the existing ones. For high cost of rooms and taxes, the middle class people are unable to stay in such hotels. Higher room tariffs coupled with high taxes only repel tourists/ customers.

Poor state of tourism infrastructure is also responsible for dampening the growth of hotel industry. Therefore, creation of adequate infrastructure for hotel and tourism will be more meaningful only if minimum basic amenities and infrastructure such as roads, electricity, water, transport and communication, airports, etc – which foreign tourists take for granted, are provided.

## 8.2 Development Control

The tourist centres are to be kept trim and tidy, free from unauthorised encroachment and dumping of garbage. The pathways are littered with waste papers and discarded food covers. The public convenience like toilet and clean drinking water should be available for the visitors. The tourists, particularly foreign tourists experience such difficulties in places like Kanyakumari and Hogenakkal. Immediate remedial measures are called for in providing necessary facilities.

It has been proposed to constitute a local committee under the chairmanship of the District Collector and with representatives of concerned Departments .in order to monitor the upkeep of the centres and to issue necessary instruction. The Department of Tourism has to make a financial provision to take up the work during X 5-Year Plan.

The cycle rickshaw, auto-rickshaw and taxi operators are often found behaving in unpalatable manner and they collect fares and charges according to their whims and fancies. It is proposed to introduce accreditation system in consultation with the Transport and Police Departments so that non-*bonafide* operators can be eliminated.

Some development control issues are discussed hereunder:

- i. Each Hotel or other development should have adequate sewage system. As it is the practice now, biological treatment plants should be the minimum requirement. Such plants have compulsory tertiary treatment process adopting the following standards of treated water:
  - biological oxygen demand (BODS) 10 mg/l
  - suspended solids (SS) 10 mg/l
  - turbidity 3 NTU

Control of the operation of the system should be exercised regularly to



safeguard satisfactory results. Water treated to be reused for irrigation of the gardens contributing in economies on water consumption.

- ii. Boreholes for water supply to be abandoned as soon as connection with piped water is effected. In new projects such connection is made available prior to the operation of the hotel.
- iii. On completion of the construction of any tourist facility the whole site should be properly landscaped in a manner compatible with the environmental character of the surroundings. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructure services, i.e. electricity, telephone, road access, water, etc.
- iv. Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural.
- v. Areas of archaeological value and historic buildings or sites to be declared monuments to be adequately protected from:
  - damages because of lack of adequate maintenance
  - other building activities taking place in adjoining areas
  - destruction on natural environment surrounding each area

Further, accessibility to these sites and other nature reserves should be provided and in cases this is available, it should be improved.

- vi. The use of speed boats and other engine operated means for water recreation in lakes and in rivers should be controlled so that noise or water pollution from oil spills is avoided. Large boats and other vessels in deep waters should also be controlled so that danger of pollution through their effluent or oil spills is again eliminated.
- vii. Rivers and seas should also be protected from similar dangers of pollution. Dumping of waste into the river and sea should be prohibited.
- viii. Industrial activities should be under constant control and check so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology which is environmentally sound should be encouraged.
- ix. In order to ensure an upgrading of the quality in tourism accommodation, it is recommended that hotel regulations expand to include minimum requirements in space used by the public, i.e. lobbies, sitting halls, restaurants, etc.



according to requirements of each class. Also, minimum qualification for the manager in each class to be defined.

- x. Each hotel must have an adequate garbage storage facility or incinerator for the destruction of garbage, respectively, as the case may be. It is essential that garbage disposal is not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.
- xi. Special training programmes and educational institutions should be promoted so that services offered by hotels correspond to their classification.

### **8.2.1 Visitor Management**

Whether or not the number of tourists to an area constitutes sufficient of a problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be managed in some way. This may be no more than arranging the safe transfer between an arrival Departure point viz. railway station, bus stand and airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can be used to minimise the tourist's adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behaviour with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

## **8.3 Conservation of Heritage**

The beggars' nuisance is another impediment that foreign tourists often abhor. The pestering beggars and their unpalatable acts at Heritage Centres like Mamallapuram have to be arrested. In this respect, the Police Department has to be sensitised to this problem and make them co-operative with the tourist offices.

There has been a constant demand for a separate police wing and posting at important Heritage centres so that the visiting tourists are hassle-free and their safety is also ensured. We have been very frequently requesting the Ministries of Tourism as well as Surface Transport, Government of India to relax the restrictions of the rules of CRZ so that hotel industry can have more opportunities in raising hotels and the projects half-way through be completed.



## Chapter 9

### Investment Plan and Sources of Funding

The Consultants have worked out the cost of envisaged tourism based infrastructure in the 20-year perspective tourism plan for the state of Tamil Nadu. A summary of the financial and sectoral plan for investment of the sizable capitals has been detailed out below to facilitate the creation of facilities and amenities to cater the needs of projected flow of tourist traffic.

#### 9.1 Investment Plan and Fund Requirement

The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development, as per broad estimates, an aggregate sum of Rs 1727 crore would be required for the 20 year Tourism Plan for the Perspective Year – 2022, bifurcated into three (I, II and III) phases. These phases shall be as follows:

	<i>Phase</i>	<i>Start year</i>	<i>End year</i>
➤	Phase I	2003	2007
➤	Phase II	2008	2012
➤	Phase III	2013	2022

The classification of capital expenditure has been done in various sectors as - basic infrastructure, tourism support infrastructure, tourism product development, human resource development, and promotion and marketing. The fund requirement of the potential products, infrastructure and market development under these heads has been covered vide *Annexes 9.1 – 9.5*. A summary of the financial and sectoral plan, indicating phasing of funds requirement for the perspective plan is given in *Table 9.1*.

*Table 9.1*  
**Financial Plan and Phasing of Funds Requirement**

Sector	Phase I (Rs in Lakh)	Phase II (Rs in Lakh)	Phase III (Rs in Lakh)	Total (Rs in Lakh)
<b>Basic Infrastructure</b>	24570	28015	34660	87245
<b>Tourism Infrastructure</b>	28620	4235	3870	36725
<b>Tourism Product Development</b>	10600	1600	3140	15340
<b>Human Resource Development</b>	3870	3180	6360	13410
<b>Promotion and Marketing</b>	5000	5000	10000	20000
<b>Total</b>	<b>72660</b>	<b>42030</b>	<b>58030</b>	<b>172720</b>

*Source: Results of Financial Analysis done by CES.*



The state government is looking for Central assistance of the tune of Rs. 1600 lakh during 2002-03 for overall development of infrastructure at Kanyakumari, Rameshwaram, and Yercaud under the scheme product/ infrastructure/ destination development scheme as discussed on pages 18-19 of 24 in Chapter 6. This requirement shall be over and above the investment plan suggested discussed in foregoing text.

The annual requirement of funds for respective sectors has been indicated in **Table 9.2**.

**Table 9.2**  
**Annual Requirement of Funds**

(Rs in Lakh)

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	HRD	Promotion and Marketing	Total
<b>Phase I</b>						
2003	4914	5724	2340	774	1000	14752
2004	4914	5724	2140	774	1000	14552
2005	4914	5724	2140	774	1000	14552
2006	4914	5724	2140	774	1000	14552
2007	4914	5724	1890	774	1000	14252
<b>Sub Total</b>	24570	28620	10600	3870	5000	72660
<b>Phase II</b>						
2008	5603	847	320	636	1000	8406
2009	5603	847	320	636	1000	8406
2010	5603	847	320	636	1000	8406
2011	5603	847	320	636	1000	8406
2012	5603	847	320	636	1000	8406
<b>Sub Total</b>	28015	4235	1600	3180	5000	42030
<b>Phase III</b>						
2013	3466	387	314	636	1000	5803
2014	3466	387	314	636	1000	5803
2015	3466	387	314	636	1000	5803
2016	3466	387	314	636	1000	5803
2017	3466	387	314	636	1000	5803
2018	3466	587	314	636	1000	5803
2019	3466	387	314	636	1000	5803
2020	3466	387	314	636	1000	5803
2021	3466	387	314	636	1000	5803
2022	3466	387	314	636	1000	5803
<b>Sub Total</b>	34660	3870	3140	6360	10000	58030
<b>Total</b>	<b>87245</b>	<b>36725</b>	<b>15340</b>	<b>13410</b>	<b>20000</b>	<b>172720</b>

Source: Results of Financial Analysis done by CES.



## 9.2 Funding Mechanism

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of the following:

- i. Central financial assistance to the state government for developing tourist facilities and product development;
- ii. Institutional assistance; and,
- iii. Package of incentives for promoting private investment in the tourism sector.

### 9.2.1 Central Financial Assistance

The Ministry of Tourism extends financial assistance to states/ UTs for augmentation of tourist infrastructure facilities, production of publicity material and for celebration of certain identified fairs and festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the state/ UT governments, and in respect of the projects that are short-listed for consideration during that particular year.

#### 9.2.1.1 Criteria for Central Assistance

Central financial assistance is based on the following criteria:

- i. Tourism potential of the place in terms of unique attractions and the volume of present traffic
- ii. Inclusion of the place in the travel/ water-way circuits, list of specified areas identified by the Ministry for intensive development or in the list of pilgrim destinations identified for development of infrastructure facilities in cooperation with charitable institutions, trusts or local bodies.
- iii. Existing shortage of tourist facilities at the place as established by feed back from tourists, travel intermediaries, tourist offices or as per master plans prepared for its development.
- iv. Past performance of the state/ UT in timely implementation of projects sanctioned by the central government.
- v. Priority assigned to tourism by the state/ UTs and their capacity to absorb central assistance i.e., financing state/ UT components of the assisted projects.
- vi. Projects in potential tourist places where basic amenities and infrastructure like roads, transport, water, electricity, sewerage, telecommunication facilities etc., are available and they can be developed with minimum investment.



- vii. Proposals where all preliminary formalities for taking up of the projects (like land acquisition, approval of plans etc.) have already been completed and the work can be started immediately after sanction of the project.

#### ***9.2.1.2 Pattern of Financial Assistance***

Specified projects taken up for financial assistance under various schemes of the ministry are assisted either under normal funding pattern or under 'equity' pattern. In normal funding, while the Ministry of Tourism the cost of land meets the cost of construction/acquisition of the asset up to the amount prioritised for it, external facilities, furnishing, etc. are met by the state/ UT governments. Projects of developmental nature are assisted under normal funding pattern.

All commercially viable projects and projects of state/ UT Tourism Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the state/ UT governments or Tourism Development Corporations and the balance 60% funded by loan assistance from financial institutions.

#### ***9.2.1.3 General Guidelines for Infrastructure Projects***

- i. Proposals should be duly approved by the state/ UT Secretary/ Director (Tourism) and submitted in the prescribed proforma;
- ii. In case the project is approved, central assistance is released to the concerned state/ UT Director, Tourism/ MD, Tourism Development Corporation who is responsible for ensuring effective and timely utilization of the funds.
- iii. Only proposals, which have been short-listed for consideration during the relevant year, are entertained.
- iv. The state/ UT government should make available details (project costs, dates of sanction, reasons for non-utilization etc.) of the Central Govt. funds remaining unutilised with them for the projects sanctioned more than a year back.
- v. Proposals should be self-contained covering all the information necessary for their consideration and approval.
- vi. While projects costing upto Rs. 50.00 lakh can be executed by any state/ UT government agency, those costing above Rs 50.00 lakh and upto Rs 1.00 crore should be executed by state/ UT



PWD or Construction Corporation, State Tourism Corporation (with construction wing). Project costing Rs 1.00 crore and above would be executed only by CPWD, if specific no objection is not given by it.

- vii. In cases of infrastructure projects, the states/ UTs should provide approach road, water & sewerage system, electricity, transport, telecom and other essential facilities (if not already available) in the proposed project site. The government should also meet, the liability on site development, compound wall/ fencing of the site, architect's fee, tentage/ agency charges (where CPWD or ASI is not the executing agency), furniture and furnishing, normal recurring and non-recurring expenditure (like staff salary, normal repairs and maintenance etc.) liability on account of time and cost over-runs of the project would also be met by them.
- viii. The assets created will remain the property of Government of India with the right of inspection but they will be given to the state/ UT government for operation and management on payment of Re 1.00 p.m.
- ix. The state/ UT government would be free to charge for the facilities/ services provided and surplus revenue earned from the project would be used for creation of additional facilities of for improvement of the facilities already created.
- x. The state/ UT will not sub-lease of assets to a third party without specific approval of the ministry.
- xi. The state/ UT governments should follow the cordial formalities (like competitive tendering, expenditure guidelines etc) prescribed in the relevant rules and regulations of the Govt.
- xii. State/ UT governments are not free to change the location or scope of the project after the central government approves it.
- xiii. Funds released for a specific purpose should be utilised strictly for the same purpose and as per the terms and conditions attached thereto.
- xiv. The state/ UT government should start the work on the project within 6 months from the date of project within a maximum period of one year.
- xv. The state/ UT government will make available to the Ministry of Tourism in the first week of April and October every year reports on the physical and financial progress of the project.



#### ***9.2.1.4 Development of Tourist Destinations and Major Projects***

Composite projects for identified tourist destinations/ infrastructure would be considered for central financial assistance. Funding for major projects that cost over 1.00 crore would be considered subject to there being a proper Master Plan. Funds would be provided for identified components such as:

- i. Internal small link roads, internal water supply, internal drainage and waste disposal systems/ signage,
- ii. Landscaping and development,
- iii. Development, conservation and restoration of heritage properties,
- iv. Construction of ropeways,
- v. Development of tourist bus stands, tourist parking areas,
- vi. Development of picnic spots,
- vii. Lighting of monuments,
- viii. Health and rejuvenation centres,
- ix. Toilets,
- x. Budget accommodation/ paying guest accommodation/ dormitories

The upper limit for assistance is Rs 2.00 crore for each project and the sanctioned amount is released in a phased manner.

#### ***9.2.1.5 Equity Scheme***

This scheme is mainly intended to provide assistance to state/ UT governments and Tourism Development Corporations for taking up projects that are commercially viable. Assistance under the scheme is provided on merits on case-to-case basis. The salient features of the scheme are as under:

- State/ UT governments or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.
- The equity capital would be up to 40% of the project cost
- Assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned state/ UT government as a grant
- The concerned state/ UT government or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost.



- As per the present norms adopted by the financial institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

After the financial institution has approved the project for loan assistance, the state/ UT government would approach the Ministry of Tourism for approval of its share of the project cost in principle. The central assistance that may be approved would be released in two installments viz. 50% after the state/ UT government/ Tourism Development Corporation as the case may be has brought in its share of the project cost and the financial institution has released at least 50% of the term loan sanctioned by it and the balance after disbursement of the full loan by the Financial institution and assessment of the physical and financial progress of the work.

#### ***9.2.1.6 Assistance for Promotion and Publicity***

In addition to assistance for creation of tourist infrastructural facilities, the Ministry of Tourism also extends financial assistance to States & UTs under the following two schemes boosting their promotion and publicity efforts.

##### ***1. Assistance for Production of Literature***

The features of the scheme are:

- i. Literature to be produced by the state/ UT government should not be the same or similar to those produced by the Ministry of Tourism;
- ii. Adequate amount of material should be produced and a specified quantity the same should be given to the Ministry of Tourism for its use;
- iii. Competitive tendering system has to be followed;
- iv. Assistance will be upto 50% of the total cost of production excluding sales tax.

##### ***2. Assistance for Promotion of Fairs & Festivals:***

Under the second scheme, assistance upto 50% of the expenditure incurred on creation of permanent/semi permanent structures, setting up of stage, production of posters and pamphlets and release of advertisements in two national newspapers subject to an overall ceiling of Rs. 5.00 lakh per festival is extended by the Ministry of Tourism. The assistance is given only for celebration of



certain selected festivals, which are important from tourism angle. The assistance is subject to the following conditions:

- i. The state/ UT government should give a brief write-up on the tourist importance of the festival.
- ii. The state/ UT governments should follow all the formalities such as competitive tendering etc. prescribed in the rules before incurring any expenditure.
- iii. Only 50% of the approved assistance would be given as advance. The balance amount would be released only as reimbursement after full details of expenditure (including state/ UT components) and utilization certificate for the amount released by MOT and a brief note on the advantages gained as a result of the celebrations are furnished to the MOT within 6 months of conclusion of the fair/ festival.
- iv. No assistance will be given for creation of permanent/ semi-permanent assets in the same place where creation of such assets was financed earlier by the MOT either in connection with the same or a different festival.
- v. Prior approval of the Ministry should be taken before committing any expenditure. No assistance would be extended on ex-post facto basis.

#### ***9.2.1.7 Development of Pilgrim Centres***

The Department of Tourism has formulated a scheme for development of infrastructure facilities in the identified pilgrim destinations, in cooperation with charitable institutions, trusts or local bodies responsible for maintenance of the pilgrim destinations and creation of facilities for pilgrimage tourism. The facilities to be provided under the scheme include toilets, drinking water, food outlets, dormitory accommodation, bathing facilities etc. Under the scheme, central assistance upto 25% of the project cost is extended for creation of additional facilities in the selected pilgrim centres, the balance of 75% being met by the bodies administering the pilgrim places.

Assistance under the scheme is extended subject to the following guidelines apart from the relevant item in the general guidelines applicable for all projects.



- i. The scheme will cover pilgrim destinations of all religions communities that are visited regularly by pilgrim tourists.
- ii. The trusts/ charitable institutions concerned should be registered under the Income Tax Act and should be eligible for tax deduction under section 80 G or other applicable sections of the Act.
- iii. Proposal for financial assistance should be accompanied by audited statements of accounts of the trust/ charitable institution/ local body for the previous three years.
- iv. Assistance will be available only for new projects or additional facilities in the existing projects.
- v. Responsibility for provision of basic infrastructure like roads, water supply, sanitation, sewerage, drainage, parking facilities etc. will rest with the religious trusts/ charitable institutions/local bodies/ state governments.
- vi. Detailed cost estimates and blue prints of the projects should be certified by a qualified engineer.
- vii. Grants given by the Govt. shall be kept in a separate account by the trust/ charitable institution/ local body and it will be operated solely for the purpose for which it has been sanctioned. No diversion of funds for any other purpose is permissible.

### 9.3 Institutional Assistance

The institutional assistance for developing tourism facilities is available from domestic financial institutions viz. TFCI, IFCI, SIDBI, SFCs, HUDCO and multilateral institutions Viz. OECF (now called Japan Bank of International Cooperation (JBIC) etc.

#### 9.3.1 Assistance from Tourism Finance Corporation of India

TFCI is a specialized all India development finance institution to cater to the needs of the tourism and related activities, facilities and services viz. hotels, restaurants, holiday resorts, amusement parks & complexes, safari parks, ropeways, cultural centres, convention halls, transport, travel and tour operating agencies, air, taxi service etc. The salient features of providing assistance by TFCI are:

- Providing all forms of financial assistance for new, expansion, diversification and renovation projects, related activities, facilities and services;
- Providing assistance by way of rupee loans, direct subscription/ underwriting of public issues of shares/ debentures;
- Providing financial assistance to projects with capital cost of Rs 3.00 crores and above; projects costing upto Rs 3.00 crores are financed



by TFCI along with the state level institutions/ banks, major projects are financed with other All India Institutions like IFCI, IDBI, ICICI;

- General norms of assistance are:
  - i. Minimum Promoters' contribution 30% of project cost;
  - ii. Debt : Equity Ratio - 1.5:1;
  - iii. Interest Rate band 13% to 17% pa; and,
  - iv. Repayment period 8 to 12 years.

### 9.3.2 Assistance from Overseas Economic Corporation Fund

OECD is the Japanese government's bilateral Official Development Assistance (ODA) leading agency to governments and governmental institutions. The salient features of OECD assistance are as under:

- Assistance is available to finance upto 85% of the eligible components of the total project cost;
- Items ineligible for OECD finance are:
  - i. Cost of land
  - ii. Compensation/ rehabilitation cost
  - iii. Duties and taxes
  - iv. Interest during construction
- Terms and conditions of the loan to States would be as per the instructions issued from time to time by Ministry of Finance, Deptt. of Economic Affairs regarding loans and advances by the Central Government; and,
- External assistance is passed on to the State Govt. as 70% loan and 30% grant.

## 9.4 Package of Incentives for Promoting Private Investments

For attracting private investment in the tourism sector, the following incentives are available:

### 9.4.1 Priority Status

Hotels and tourism related activities are declared as priority sector for foreign investments. As a result, 100% foreign equity is permissible in the sector and automatic approvals are also granted by the Reserve Bank of India for foreign equity upto 51% and subject to specified parameters.

### 9.4.2 Interest Subsidy

Approved hotels upto 3 star category and heritage hotels outside the 4 metro-cities (Delhi, Mumbai, Calcutta & Chennai) are eligible for interest subsidy ranging from 3% to 5% in respect of loans taken from IFCI, TFCI



and State Financial Corporations. This subsidy increases in the case of hotels constructed in the travel circuits-cum-destinations identified for intensive development under the National Action Plan for Tourism (NAPT).

#### **9.4.3 Capital subsidy for Heritage Hotels**

Capital subsidy of 10% of the project cost or Rs 5.00 lakh whichever is less is available for developing any structure (palace/fort/ haveli etc.) of 75 years or above as a heritage hotel, provided they are located outside the limits of corporations/municipalities and areas having more than 100 hotel rooms.

#### **9.4.4 Concessional Customs Duty**

Customs duty on specified items has been reduced to the level as applicable to project imports i.e. 25% provided the goods imported are required for the initial setting up of the hotel or for any substantial expansion of the hotel. Equipment for adventure sports can also be imported at a concessional rate of duty. Customs duty on specialized food items have also been reduced to 25%.

#### **9.4.5 Income Tax Exemptions**

50% of the profits derived by hotels, travel agents and tour operators in foreign exchange are exempt from income tax under section 80 HHD of the Income Tax Act. The remaining profits in foreign exchange are also exempt if reinvested in tourism related project. Further, hotels located in the hilly areas, rural areas, places of pilgrimage or a specified place of tourist importance will be eligible to 50% deduction from profit/gains if they start operating between 1.4.1997 and 31.3.2002. They will also be exempt from payment of Expenditure Tax for 10 assessment years. In respect of hotels that start operating between the aforesaid period in other places except Delhi, Calcutta, Mumbai and Chennai, the deduction allowed is 30% only (for 10 assessment years).

#### **9.4.6 Import of Essential Goods**

Hotels and travel agents/tour operators and restaurants approved by the Department of Tourism, Government of India are entitled to import essential goods relating to the hotel and tourism industry upto a value of 25% and 10% respectively of the foreign exchange earned by them during the preceding licensing year.

#### **9.4.7 Export Promotion Capital Goods Scheme**

The import of capital equipment (including upto 10% under scheme at 9.4.5 above) by hotels and restaurants, travel agents and tour operators is allowed at a concession rate of customs duty of 10% subject to an export obligation



four times of cost, insurance & freight (CIF) value of the imports to be fulfilled in a period of 5 years. In case of CIF value of the imports of Rs 20.00 crores or more, no duty is payable subject to export obligation to be 6 times the CIF value and the period to be 8 years.

#### 9.4.8 Liberalized Exchange Rate Management Scheme

Hotels, travel agents, tour operators and other organisations connected with the tourist trade are covered under LERMS. Authorized dealers can release foreign exchange for business visits, participation in conferences, seminars, training, etc. with prior approval of the Department of Tourism. Under the Exchange Earners Foreign Currency (EEFC) Accounts scheme (extended to hotels, travel agents, tour operators etc), 25% of inward remittances in foreign exchange can be credited to this account and utilized for specified purposes.

#### 9.4.9 Assistance for Development of International Tourism

Travel agents and tour operators in the country are being given assistance under the scheme for market research, promotional visits abroad etc to develop markets abroad.

#### 9.4.10 Investment Facilitation Cell

This cell has been set up in the Department of Tourism for providing assistance to perspective entrepreneurs, including the following:

- Prepare investment profile for each state;
- Establishing linkages with embassies and other institutions;
- Process investment proposals received from both local and foreign investors and obtain various approvals and clearances from various agencies like FIB, SIA, MOEF etc;
- Assist entrepreneurs in getting import licenses, finance, land etc; and,
- Provide technical assistance.

**Table 9.3**  
**Financial/ Investment Analysis**

(Rs In Lakh)

Sector	Central Financial Assistance	State Financial Assistance	Private Sector	Total
Basic Infrastructure	14700	42900	29645	87245
Tourism Infrastructure	10700	12655	13370	36725
Tourism Product Development	4100	8540	2700	15340
HRD	--	13410	--	13410
Promotion and Marketing	--	20000	--	20000
<b>Total</b>	<b>29500</b>	<b>97505</b>	<b>45715</b>	<b>172720</b>

Source: Results of Financial Analysis done by CES.



## 9.5 Financial/ Investment Analysis

Keeping in view the funding mechanism described above, the tourism plan is proposed for finance from different sources as analysed in **Table 9.3**.

It can be observed from the above analysis that Tamil Nadu Perspective Tourism Plan costing Rs 1,72,720.00 lakh is proposed to be funded to the extent of Rs 29,500.00 lakh under the Central Financial Assistance Scheme, Rs 97,505.00 lakh under the state assistance, and Rs 45,715.00 shall be mobilised from the private sector.



## Chapter 10

### Economic Benefits

Like any tourism development plan, the perspective tourism plan for the state of Tamil Nadu shall have its economic impact. The economic impact that would accrue as a result of implementation of the proposed plan can be categorized as direct, indirect and incidental.

#### 10.1 Direct Benefits

The direct benefits are taken to be the net value addition associated with increased tourist spending in the state due to increase in the number of tourist arrivals in the area. This is calculated by allocating the tourist expenditure to the various sectors that receive them and subsequently applying appropriate ratios of net-value added for each sector. Further, due to the additional facilities and infrastructure being created, the average spending of a tourist would increase as also his length of stay at a site. The spending patterns for tourists are assumed to remain unchanged for the duration of the perspective tourism plan. The money spent by tourists will be received by different segments of the tourism industry, which provide the various services and facilities. These receipts form the direct output of the plan. In addition to these, direct benefits, an entry fee of say Rs. 10.00 per head could be charged for entry to the tourist complexes at the sites. There is scope for imposing charges for the use of various facilities proposed at the sites. However, since the revenue generated can be used for maintenance purposes, this revenue has not been included in the direct benefits computed in **Table 10.3**. The assumptions for computing direct benefits are discussed below.

##### 10.1.1 Average Daily Expenditure and Period of Stay

The average daily expenditure incurred by a foreign tourist and a domestic tourist in Tamil Nadu as envisaged in the State's X 5-year Plan are Rs. 2700.00 and Rs. 750.00 and the average duration of stay of a foreign tourist and a domestic tourist is 7 days and 12 days respectively.

##### 10.1.2 Tourist Arrival Projection

The compound annual growth of tourist traffic has been assumed at 6% for domestic tourist and 5% for foreign tourist on the basis of past trend during 1997-2001. It is expected that the same growth will continue in future without the implementation of the perspective tourism plan. On the commencement of the tourism plan in 2003, it is expected that tourist traffic will show the compound annual growth by 12% for the domestic tourists and an identical



12% for foreign tourists during Phase I, i.e. 2003-2007, as envisaged in the state X 5-year Plan. Subsequently, the compound annual growth rate of 10% has been assumed during Phase II, 2008-2012, and thereafter 8% during Phase III, 2013-2022.

### 10.1.3 Net Value Added

According to pilot survey of domestic tourists undertaken by the Department of Tourism in 1981-82 and foreign tourist survey 1982-83, the pattern of expenditure by domestic and foreign tourist was observed as per **Table 10.1**.

**Table 10.1**  
**Tourist Expenditure Pattern**

Tourism Segment	Foreign Tourist (%)	Domestic Tourist (%)
Accommodation and Food (i.e. Hotel & Restaurant)	53.95	58.2
Shopping	24.84	26.7
Internal Travel	13.63	10.4
Entertainment	2.61	1.8
Other Miscellaneous Items	4.97	2.9
<b>Total</b>	<b>100.00</b>	<b>100.00</b>

*Source: Pilot Survey, Department of Tourism, 1981-82 and 1982-83.*

From the study report on Economic Benefits of Tourism, 1987 of Government of India, Ministry of Tourism, and the Net Value Added/ Receipt Ratio in respect of different segments of tourism industry is worked out per **Table 10.2**.

**Table 10.2**  
**Net Value Added/ Receipt Ratio**

Tourism Segment	Net Value Added/ Receipt Ratio
Accommodation and Food (Hotel & Restaurant)	0.2623
Shopping	0.2623
Transport	0.4075
Entertainment	0.9091
Others	0.9089

*Source: Results of Financial Analysis done by CES.*

The average ratio for all sectors has been worked out at 0.3103. However, as per study by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993, the net value added/ receipt ratio is worked out at 0.3854, which has been used in computing direct benefits in **Table 10.3**.



**Table 10.3**  
**Direct Benefits from Additional Tourist Arrivals**

Year		Tourist Inflow		Additional Tourist Inflow	Direct Receipts	Direct Value Added	Direct Benefit
		Before Plan	After Plan				Sum Columns (5,6)
1		2	3	4	5	6 (Factor 0.3854)	7
2003	Domestic Foreign	267.5 8.5	298.6 9.6	31.1 1.1	3007	1158	4165
2004	Domestic Foreign	283.6 8.9	334.5 10.8	50.9 1.9	4940	1904	6844
2005	Domestic Foreign	300.6 9.4	374.6 12.1	74.0 2.7	7170	2763	9933
2006	Domestic Foreign	318.6 9.8	419.6 13.5	101.0 3.7	9789	3773	13562
2007	Domestic Foreign	337.8 10.4	470.0 15.2	132.2 4.8	12805	4935	17740
2008	Domestic Foreign	358.1 10.9	517.0 16.7	158.9 5.8	15397	5934	21331
2009	Domestic Foreign	379.5 11.4	568.7 18.4	189.2 7.0	18351	7072	25423
2010	Domestic Foreign	402.3 11.9	625.5 20.2	223.2 8.3	21656	8346	30002
2011	Domestic Foreign	426.4 12.5	688.1 22.3	261.7 9.8	25405	9791	35196
2012	Domestic Foreign	452.0 13.2	756.8 24.5	304.8 11.3	29567	11396	40963
2013	Domestic Foreign	479.1 13.8	817.4 26.5	338.3 12.7	32847	12659	45506
2014	Domestic Foreign	507.8 14.5	882.7 28.6	374.9 14.1	36406	14030	50436
2015	Domestic Foreign	538.3 15.2	953.3 30.8	415.0 15.6	40298	15530	55828
2016	Domestic Foreign	570.6 15.9	1029.5 33.3	458.9 17.4	44589	17185	61774
2017	Domestic Foreign	604.8 16.8	1111.9 35.9	507.1 19.1	49249	18980	68229
2018	Domestic Foreign	641.1 17.6	1200.8 38.8	559.7 21.2	54380	20958	75338
2019	Domestic Foreign	679.6 18.5	1296.8 41.9	617.27 23.4	59970	23112	83082
2020	Domestic Foreign	720.4 19.4	1400.6 45.2	680.2 25.8	66094	25472	91566
2021	Domestic Foreign	763.6 20.4	1512.6 48.8	749.0 28.4	72777	28048	100825
2022	Domestic Foreign	809.4 21.4	1633.6 52.7	824.2 31.3	80094	30868	110962

Source: Results of Financial Analysis done by CES.

**Notes:**

1. Tourist projections in Columns 2 and 3 in **Table 10.3** are based on the assumptions given in *Section 10.1.2*.
2. Additional tourist inflow is the difference between tourist inflow, from the existing facilities and tourist inflow after the implementation of the tourism plan 2003 onwards.



3. Direct receipts shown in Column 5 is the direct expenditure of the additional tourist inflow by applying average stay in terms of number of days (domestic tourist 12 days, and foreign tourist 7 days) and average per capita per day tourist expenditure). For instance, for year 2003 (domestic tourist  $31,10,000 * 12 * 750 = \text{Rs. } 2799.00 \text{ crore}$ ) + (foreign tourist  $1,10,000 * 7 * 2700 = \text{Rs. } 208.00 \text{ crore}$ ; Total Rs. 3007.00 crore).
4. Direct Value Added given in Column 5 represents the direct receipts in Column 4 \* factor 0.3854).
5. All numbers in the table are in hundreds; All Rs are in lakh.

## 10.2 Indirect Benefits

The indirect benefits arise out of the multiplier effect of tourists' spending in the state as the different segments of the tourist industry are to purchase various commodities and services from other sectors of the economy to meet the demand of the tourists. The additional output produced in other sectors of the economy by the chain of inter-industry spending, initiated by the expenditure of the tourism industry for its inputs is the indirect output of tourism. The direct receipts are multiplied by appropriate output multipliers and the value added is multiplied by appropriate income multipliers to arrive at the indirect benefits of the proposed investment. The indirect benefits of the perspective tourism plan have been computed in **Table 10.4** by adopting the output multiplier as 1.058 and income multiplier as 1.412 on the basis of the study by Dr. G Raveendran on Tourism, Planning and Measurement Methods, 1993.

**Table 10.4**  
**Indirect Benefits from Additional Tourist Arrivals**

*Rs in Crores*

Year	Direct Receipts	Direct Value Added	Output Col 2 x (Factor 1.058)	Value Added Col. 3 x (Factor 1.412)	Total of Column (4) & (5)
1	2	3	4	5	6
2003	3007	1158	3181	1635	4816
2004	4940	1904	5226	2688	7914
2005	7170	2763	7586	3901	11487
2006	9789	3773	10356	5327	15683
2007	12805	4935	13547	6968	20515
2008	15397	5934	16290	8379	24669
2009	18351	7072	19415	9985	29400
2010	21656	8346	22912	11784	34696
2011	25405	9791	26878	13825	40703
2012	29567	11396	31282	16091	47373
2013	32847	12659	34752	17874	52626
2014	36406	14030	38517	19810	58327
2015	40298	15530	42635	21928	64563
2016	44589	17185	47175	24265	71440
2017	49249	18980	52105	26800	78905
2018	54380	20958	57534	29593	87127



Year	Direct Receipts	Direct Value Added	Output Col 2 x (Factor 1.058)	Value Added Col. 3 x (Factor 1.412)	Total of Column (4) & (5)
1	2	3	4	5	6
2019	59970	23112	63448	32634	96082
2020	66094	25472	69927	35966	105893
2021	72777	28048	76998	39604	116602
2022	80094	30868	84739	43585	128324

Source: Results of Financial Analysis done by CES.

**Table 10.5**  
**Cost Benefit Analysis**

*Rs in lakhs*

Year	Benefits (Direct and Indirect)			Costs (Investments)	Net Incremental Benefits
	Vide Table 10.3 (Col 7)	Vide Table 10.4 (Col 6)	Total		
2003	4165	4816	8981	147	8838
2004	6844	7914	14758	146	14612
2005	9933	11487	21420	146	21274
2006	13562	15683	29245	145	29100
2007	17740	20515	38255	143	38112
2008	21331	24669	46000	84	45916
2009	25423	29400	54823	84	54739
2010	30002	34696	64698	84	64614
2011	35196	40703	75899	84	75815
2012	40963	47373	88336	84	88252
2013	45506	52626	98132	58	98074
2014	50436	58327	108763	58	108705
2015	55828	64563	120391	58	120333
2016	61774	71440	133214	58	133156
2017	68229	78905	147134	58	147076
2018	75338	87127	162465	58	162407
2019	83082	96082	179164	58	179106
2020	91566	105893	197459	58	197401
2021	100825	116602	217427	58	217369
2022	110962	128324	239286	58	239228
<b>Net Present Value (@ 12% p.a.)</b>			<b>471742</b>	<b>798</b>	<b>470941</b>

Source: Results of Financial Analysis done by CES.

**Benefit-Cost Ratio = 591**

The Benefit Cost Ratio of Net Present Value of total benefits and total cost discounted at 12% p.a., at 591 indicates that the perspective tourism plan for Tamil Nadu will be highest economically and beneficial to the state of Tamil Nadu.



## 10.4 Employment Generation

Tourism is highly labour intensive as compared to any other industry. The Economic & Social Commission for Asia and Pacific (ESCAP) study report on 'Economic Impact of Tourism in India' revealed that 1.2 international tourist visits provide employment to one person. Similarly, 17 domestic tourists generate employment for one person. By using these employment ratios and projections of additional tourist traffic and employment multiplier as 1.358 (Refer report by Dr G Raveendran on Tourism, Planning and Measurement Methods, 1993), the projections of direct employment and indirect employment after implementation of the tourism plan, have been computed in **Table 10.6**. In addition, about 25,000 man-years of jobs will be created due to construction activity.

**Table 10.6**  
**Generation of Direct and Indirect Employment**

*Number in Lakh*

Year	Additional Tourist Inflow		Direct Employment			Indirect Employment (Factor 1.358)
	Domestic Tourists	Foreign Tourists	On account of Domestic Tourists	On account of Foreign Tourists	Total	
2003	31.1	1.1	1.8	1.5	3.3	4.5
2004	50.9	1.9	3.0	2.5	5.5	7.4
2005	74.0	2.7	4.3	3.5	7.8	10.6
2006	101.0	3.7	5.9	4.9	10.8	14.6
2007	132.2	4.8	7.7	6.4	14.1	19.1
2008	158.9	5.8	9.3	7.7	17.0	23.0
2009	189.2	7.0	11.1	9.2	20.3	27.5
2010	223.2	8.3	13.1	10.9	24.0	32.5
2011	261.7	9.8	15.4	12.8	28.2	38.3
2012	304.8	11.3	17.9	14.9	32.8	44.5
2013	338.3	12.7	19.9	16.6	36.5	49.5
2014	374.9	14.1	22.0	18.3	40.3	54.7
2015	415.0	15.6	24.4	20.3	44.7	60.7
2016	458.9	17.4	27.0	22.5	49.5	67.2
2017	507.1	19.1	29.8	24.8	54.6	74.1
2018	559.7	21.2	32.9	27.40	60.3	81.8
2019	617.2	23.4	36.3	30.2	66.5	90.3
2020	680.2	25.8	40.0	33.3	73.3	99.5
2021	749.0	28.4	44.0	36.6	80.6	109.4
2022	824.2	31.3	48.5	40.4	88.9	120.7

*Source: Results of Financial Analysis done by CES.*



## Chapter 11

# Implementation Mechanism

### 11.1 Major Elements of Implementation

The Consultants have defined the essential aspect of the planning process, how to carry out the plan's policy and recommendations. The major elements of implementation are discussed hereunder.

#### *11.1.1 Plan Adoption and Allocation of Responsibilities*

After careful review and agreement, the Tamil Nadu Perspective Tourism Plan may be adopted by the state government as its official guide for developing tourism. Through adoption of the Plan, the legal basis for its implementation is established. Also essential for its effective implementation is political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Department of Tourism, Town and Country Planning Department, State Pollution Control Board, Tamil Nadu Tourism Development Corporation (TTDC), Travel and Tourism Association of Tamil Nadu, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the state government bodies and private sector on implementation must be maintained.

#### *11.1.2 Staging and Programming Development*

To achieve the physical development proposals systematically, the first step is to determine the general phasing of development, which has been indicated as immediate phase, short term phase and long-term phase. Within the framework of the recommended phasing, specific projects may be taken up for implementation.

#### *11.1.3 Implementing the Programs*

The programs recommended in the Perspective Tourism Plan need be implemented. These include the training programme for employees in tourism, public awareness programme on tourism, local community participation, marketing development and promotion programme etc. Environmental awareness and its protection programmes must also be pursued. National Park, historic conservation and cultural programmes must also be carried out.



### ***11.1.4 Implementing the Bali Declaration***

The end of the year 2002 shall draw curtains to the ongoing Asian and Pacific Decade of Disabled Persons, as announced by the governments of the Asian and Pacific region as part of the Bali Declaration.

The barrier-free tourism facilities and services would benefit larger numbers of tourists, including parents with young children and multi-generation family travellers, which is not yet recognised in this part of the world. Few apparent reasons for this may be identified as follows:

- i. Absence of explicit government policies and strategies for promoting barrier-free tourism
- ii. Lack of training for tourism personnel on the access rights and needs of tourists with disabilities
- iii. Shortage of tourism programs that are accessible by people with disabilities

The barrier-free tourism is nevertheless becoming an increasingly important feature in a competitive global tourism market and can serve as an effective tool for enhancing the socio-economic benefits of the tourism sector for the overall development of the countries.

Infrastructure that caters to the requirements of the physically disabled tourists have been suggested in Chapter 6. Several other programs such as package tours, provision of tour guides, communicators, employment opportunities to the physically disabled persons have been also been suggested.

## **11.2 Monitoring and Management**

Monitoring should be considered an integral part of plan implementation, so that, problems are detected in their early stages and remedial measures can be taken. The number and characteristics of tourist arrivals should be monitored to see if the market targets are being maintained. Determining tourist satisfaction levels through special surveys of them is especially important. Monitoring the economic, environmental and socio-cultural impacts of tourism, generally, and for specific projects, is essential. Even though time-based targets are to be established, they should be considered flexible based on changing circumstances. During the short term, it is more important to maintain a balance between the development of tourist facilities, services and infrastructure and actual market demand. Over the long run, efforts can be made to catch up and achieve the various market and development targets.



### 11.2.1 Phasing the Development

Of late, much has been happening on the travel and tourism front after identification of industry as a high-priority area, it is being termed as the industry of the 21<sup>st</sup> century. The perspective tourism plan for the state of Tamil Nadu has been prepared for the next 20 years. It has been suggested that the various development activities and the funds required for implementation of these, shall be phased in three stages, two of 5 years each, and the last one of 10 years. Phase I shall be the immediate phase starting with effect from the year 2003 and shall last till 2007. Phase II shall be the next phase, between the years 2008 and 2012. The last Phase III lasts 10 years, from the year 2013 to 2022.

Projects that involve heavy investments in Phase I are top priority (Priority 1) projects; projects involving lesser investments during Phases I and II and second priority (Priority 2) projects; all other projects are Priority 3 projects.

#### Priority 1 projects

- Mega infrastructure scheme: development of tourist zone at Mamallapuram – Muttukadu
- 3\* hotels at Nagore, Velankannu, Thiruvannamalai and Palani
- Paying guest accommodation at Chennai
- 6 new boat houses at Adyar (Chennai), Pulicat, Nainarkulam (Tirunelveli), Alambarai, Muttukadu – II, and Idaikzhmadu
- Improvement of minor dam sites with public facilities and recreational schemes – Thappaiyaru, Vaamar, Palbaru and Krishnagiri in Dharmapuri district, Kaltatai in Kazur district, and Pilavakkal in Virudunagar district
- Beautification of beaches – Marina, Elliot, Nagapattinam, Kanyakumari, Rameshwaram, and Tiruchendur
- Development of national parks/ sanctuaries – Mudumalai, Kukunthai, Indira Gandhi, Guindy National park, Arignar Anna Zoological park, Point Calimere, Gulf of Mannar Marine National park, Vedanthangal Bird sanctuary, Mundamthurai Wildlife sanctuary, Kalakasi Wildlife sanctuary
- Health and rejuvenation centres at Chennai (2 numbers), Coimbatore, Kancheepuram, Kanyakumari, Kodaikanal, Madurai, Mamallapuram, Madumalai, Thanjavur, Tiruchirapally, Tirunelveli, and Ooty
- Adventure tourism activities
- Village tourism
- Eco-tourism activities – Pulicat Lake, Kurusadi group of islands, Kolavas Lake, and Backwater forest at Pichavaram
- Convention centre with 5\* hotel
- Opening up of Tourist offices at 17 state head quarters



- Sound and light shows (4 places)
- Renovation and upgradation of tourist offices

#### **Priority 2 projects**

- Development of lesser known destinations

#### **Priority 3 projects**

- Promotion marketing is to be done consistently throughout the plan period for which the investments likely to be incurred are evenly distributed during the three phases.

### **11.3 Institutional Mechanism**

The proposals and schemes contained in the perspective tourism plan have been proposed/ suggested on the basis of their requirement/ demand taking into consideration their feasibility and sustainability. The statutory powers and other delivery systems to support tourism development (infrastructure development), however, rest and are spread over different government departments/ agencies. The transport systems to facilitate tourist movement are organised by the (Central) Ministries of Civil Aviation, Surface Transport, and Railways. The upkeep and management of tourist attractions like monuments are regulated by Home Ministry. Other infrastructure facilities like land, water, sewerage, electricity, roads are within the purview of State government departments. Tourism development therefore calls for effective coordination of all concerned departments, which is provided by the Ministry of Tourism.

The implementation of the perspective tourism plan would require a decision making to be integrated at higher level. It would demand participation and interaction of experts and the leaders of tourism trade and industry from the private sectors. The approach is to be positive to ensure quality and to optimise the gains of the plan. Thus, on the lines of California Tourism Commission, an Tamil Nadu Tourism Commission/ Board is suggested.

#### **11.3.1 Reasons for Tourism Commission/ Board**

- i. Tourism is a major source of jobs, income and revenue in the state and the expansion of this industry is vital, to the overall growth of the state economy;
- ii. Tourism and recreational industries are important to the state not only because of the number of people they serve and the vast human, financial and physical sources they employ, but because of the benefits



which tourism, recreation and related activities confer on individual and the society as a whole;

- iii. Existing state government involvement in tourism and related activities need to be better coordinated at the state level as well as within local governments and private sectors to maximize the economic and the employment benefits of the industry;
- iv. The entire state could benefit from promotion of lesser-known and under-utilised destinations within the state and additional state resources may be effectively utilised to assist such localities in order that they can participate and accrue benefits from tourism promotion.

### **11.3.2 Structure of the Commission/ Board**

- i. The Commission/ Board to be chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism;
- ii. Five members of the Commission/ Board to be appointed by the government who are professionally active in the tourism industry representing its diverse segments;
- iii. Two members of the Assembly to be nominated as per rules; and,
- iv. Director tourism shall serve as Secretary to the Commission/ Board and provide staff and whatever supportive services necessary.

### **11.3.3 Functions of the Commission/ Board**

The Commission/ Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the state for international and domestic tourists and perform the activities as follows:

- The annual tourism marketing plan to serve as a guide for effective implementation of tourism plan within available resources;
- Include an assessment of the activities and accomplishments of the office of tourism;
- Outline the intended programme of tourism promotion and visitor service activities for the oncoming year;
- Delineate the ways, means and programmes by which tourism shall be promoted, including any cost effective marketing methods and technique to be employed;



- Identify resources as are reasonably necessary, from all sources both public and private, to accomplish these promotion and marketing activities;
- Identify and articulate co-operative or shared cost programmes, or opportunities for these ventures, with private entities;
- Identify licensing opportunities, including licensing agents; and,
- Contain other information, data or recommendations that may be germane to the marketing efforts of the tourism plan.

#### **11.3.4 Framework of Activities of the Board**

- i. Take advantage of particular promotional opportunities as may be presented;
- ii. Facilitate travellers and visitors to and in the state to the maximum extent possible;
- iii. Identify and assist in the development of a user-directed, computer based, public access information system serving the needs of the travelling and tourist public in urban and rural areas in the state;
- iv. Develop and publish research to determine sources and characteristics of present and future visitors to Tamil Nadu and measure the effectiveness of marketing and service programmes;
- v. Represent the state at domestic and international travel trade shows that provide an opportunity to promote a significant amount of travel to and within Tamil Nadu;
- vi. Co-operate with the central government in the development and the promotion of India as a destination for international tourism; and,
- vii. Implement the tourism marketing plan.

#### **11.3.5 Consultancy Services**

Implementation of the perspective tourism plan would entail obtaining the skills of specialist Consultants, as the core team would need to be supported by experts. Under technical competence the following should be examined:

- i. The experience of the firm in a project of this nature;
- ii. The adequacy of the proposed work plan in terms of the demonstrated understanding of the concerned project, responsiveness to the terms of reference and effective management of work;
- iii. The qualifications of the person to be assigned, successful implementation in similar situations, experiences in developing countries, especially India (if the consulting firm is international).



If overseas firms are used, efforts should be made to package assignments so that the experts' time and cost can be shared by other projects in the region, so as to reduce costs on a particular project.

### **11.3.6 Department of Tourism**

The Department of Tourism is the nodal agency in the state of Tamil Nadu for the development of tourist facilities and services in the state. For undertaking the implementation of perspective tourism plan, the Department of Tourism would require to operate in the following areas:

#### ***11.3.6.1 Monitoring and Evaluation Cell***

For ensuring a balanced growth of tourism infrastructure on environmentally sustainable basis and coordinating and monitoring the marketing and promotional plans of overseas offices, a monitoring and evaluation cell should be established.

#### ***11.3.6.2 Investment Facilitation Cell***

A single window mechanism to provide the private investors with the necessary advice and information and facilitate the clearance of various requirements should be created for establishing an Investment Facilitation Cell.

#### ***11.3.6.3 Task Forces***

It would be necessary to constitute separate task forces, to manage the integrated development of various tourist areas under the perspective tourism plan.

#### ***11.3.6.4 Rural Tourism Cell***

A separate Rural Tourism Cell should be constituted so as to assist the elected *panchayats* for identifying locations, preparing detailed plan for development of tourist facilities, and appointing suitable staff to run and manage the rural tourism scheme envisaged under the perspective tourism plan of the state.

#### ***11.3.6.5 Accommodation Reservation***

The right of reservation of accommodation including government department guest houses/ bungalows and circuit houses etc could be governed by the Department of Tourism.



#### ***11.3.6.6 Disaster management Cell***

A separate Disaster Management Cell should also be formed so as to consolidate the various disaster relief agencies undertaking disaster management activities that prevent a disaster reduce the chance of a calamitous event or lessen their damaging effects. Training programmes on management of earthquakes, cyclones and other natural calamities to staff of Department of Tourism with continuity participation will be very useful for effective preparedness for mitigating such events.

### **11.4 Private Participation**

In hotel and tourism industry, the dominance of the private sector can be seen by the fact that the private sector accounts for over 70% of the market share mainly because this industry is highly capital intensive. In tourism, the travel agencies play a vital role. With the passage of time, travel agencies are adapting themselves to meet the diverse needs of travellers. At one time they were only offering ticketing services but today the range includes everything right from arranging hotel accommodation to transportation (by land/ air/ sea), local sight seeing and excursions, entertainment and leisure, recreational facilities, adventure tourism activities etc.

The tourism policy of the Government of Tamil Nadu includes, among others, encouraging private sector investment. Availability of quality accommodation in the state is a pre-requisite for tourism promotion. It is therefore proposed to encourage private entrepreneurs to put up new hotels both in private and government land. The government land will be made available to them at reasonable lease rent. This would give a fillip to the tourism development in the state.

The following areas have been identified for direct participation of the private sector:

- Capacity building in accommodation, particularly paying guest accommodation;
- Organisation of cultural programs/ events, and performances;
- Urban *haats*;
- Unconventional power generation, particularly wind energy;
- Tours and travel services;
- Package tours;
- Tour guides, including guides for the disabled;
- Maintenance of heritage and historical monuments;
- Maintenance of places of scenic beauty;
- Organisation of light and sound shows;
- Policing, etc.



## 11.5 Marketing Strategy

Tourism and general travel accounted for 10.7% of world-wide GDP in the year 1996, and is predicted to increase to 11.5% by 2006<sup>1</sup>. International tourism, by comparison, is smaller. 7% of the world's population shall be travelling internationally, even by the year 2020, compared with 3.5% in 1996<sup>2</sup>. According to the estimates by WTTC, tourism as a whole employed one in ten workers world wide, making it the world's largest employer. It is however difficult to assess the impact of tourism on employment for defining and measuring tourism itself is a problem. This is due to the fact that only few services sectors are exclusively devoted to tourism.

Tourism involves economies of scope rather than economies of scale, due to the fact that many different sectors of the economy – most of which are only partially concerned with tourism – must cooperate together closely in respect to such aspects as distribution systems and advertising<sup>3</sup>.

Some of the important features of tourism and travel industry in India are outlined as under –

- The hotel and tourism industry is the major contributor to sustainable human development, employment generation as well as environmental regeneration particularly in backward areas. Employment generated by this sector has been about 9.4 million persons accounting for nearly 2.4% of the total labour force in the country in the year 1995-96.
- This sector is presently India's third largest export industry after gem and jewellery and readymade garments. The estimated foreign exchange earnings from hotel and tourism sector in the year 1995-96 was over Rs. 9186 crore and the same was expected to get doubled by the turn of the ongoing millennium.
- Another important feature of this sector is its contribution to national integration, which is of immense importance to India. Every year nearly 100 million domestic tourists visit various parts of India and get better understanding of the people living in other parts and the cultural diversity of India.

Of late, much has been happening on the travel and tourism front after identification of industry as a high-priority area, it is being termed as the industry of the 21<sup>st</sup> century. A major constraint in the growth of tourism in India is the lack of adequate infrastructure facilities including the basic amenities. Given the resource constraint, it is not possible for government to undertake any massive investment in creation of tourism infrastructure. Large-scale private investment has therefore to be mobilised to

<sup>1</sup> World Travel and Tourism Council (WTTC).

<sup>2</sup> WTO.

<sup>3</sup> An unnamed Swiss.



achieve any significant improvement in the situation. The perspective plan proposes substantial improvement in infrastructure. Private investments should be encouraged and invited towards achieving this goal.

The Consultants have further identified marketing strategy for Tamil Nadu tourism, as follows:

### **11.5.1 Tourism Units as Export Houses**

Tourism industry has been accorded the status of an export houses. Tourism units earning 6 crore in foreign exchange would be recognised as export houses. Such units are qualified to get benefits that are available to other export houses, such as –

- Special import licence (SIL);
- Free trading of SIL;
- Import of several equipments under the SIL;
- Waiver of bank guarantee for imports;
- Import of cars against foreign exchange earnings; and,
- Income tax exemption under section 80 HHD.

### **11.5.2 The Uniform Tax Structure for Hotel Sector**

A uniform tax structure for the hotel and transport sector, as follows, shall further the cause of tourism industry in the country:

- 5% tax on hotel room tariff of Rs. 1800.00 per person; and,
- 10% tax on hotel room tariff over Rs. 1800.00 per person.

### **11.5.3 Publicity**

Publicity through mass, print and electronic media gives new dimension to promotion and marketing of tourism interests. Effective publicity is vital for attracting tourists. Publicity material such as brochures, posters, maps etc. matching an international quality must be prepared and distributed to all tourists/ tourism enthusiasts through tourist offices and tourist information centres.

An aggressive publicity campaign should be conducted in major Indian cities as well as in potential overseas markets.

#### ***11.5.3.1 Printing of Special folders***

Folders, if already available should be improved, restructured, and updated. These should be printed in a high quality, at an international standard.



Folders for new/ potential destinations should also be prepared to attract the attention of uninformed/ ill-informed tourists.

#### ***11.5.3.2 Folders in Foreign/ Indian languages***

As part of the steps to lure more number of tourists, efforts should be made and resources allocated for printing the special folders for all popular and potential destinations in Indian and foreign languages. An exercise as regards identifying these (Indian and foreign) languages should be taken up before venturing into printing. Some of the languages can be Hindi, Urdu, Bengali, Punjabi, Marathi, Telugu, Tamil, and Kannada. Apart from these, foreign languages can be identified as French, German, and Japanese.

#### ***11.5.3.3 Guide Book on Tamil Nadu***

An authentic guidebook on the state in sufficient details shall help the tourist in deciding/ choosing the destinations, as well as lodging and boarding options.

#### ***11.5.3.4 Publicity Campaign***

The state Tourism Department is engaged in popularising its tourism potential among different Indian states through its tourist offices/ tourist information centres.

Intensive publicity campaigns at state capitals at regular intervals are suggested. These campaigns should include distribution of pamphlets among the enthusiast/ prospective tourist segments, and showcasing of its products, including its dance, cuisine, cinema etc. Sufficient research for identifying market segments should precede the actual campaigns.

#### ***11.5.3.5 Travel Marts***

It has been a trend that much of the foreign exchange earned by the Department of Tourism is contributed by high spending foreign tourists. Such market segments can be targeted by participating in international tourism marts on a regular basis. This shall provide an excellent opportunity for interacting with the counterpart departments and ministries of various countries.



There are about nine leading travel marts, held in various countries during different parts of the year. These are –

- International Travel Mart, Berlin
- World Travel Mart, London
- Pacific Asia Travel Association Convention, Singapore
- Mauritius Travel Mart, Mauritius
- South African Travel Mart, South Africa
- Malaysian Travel Mart/ Japan Association of Travel Agencies, Malaysia
- Kuwait Travel Mart, Kuwait
- American Society of Travel Agencies, America
- Swiss Travel Mart, Switzerland

Some Indian states are already participating in international travel marts to market their state. Tamil Nadu should make its presence felt at such marts to present itself as the ultimate tourism destination in an aggressive and consistent manner.

#### ***11.5.3.6 FAM Tour***

During 2001-2002, a sum of Rs. 6.00 lakh was sanctioned to conduct the familiarisation tour for travel writers. As a maiden venture a familiarisation (Fam) tour was organised during Feb. 2002. Eleven travel writers drawn from six states (Orissa, Madhya Pradesh, Maharashtra, Himachal Pradesh, Gujarat and West Bengal) have participated in the 14-day tour. These travel writers will document articles about the culture and splendours of Tamil Nadu. Already articles have been published in the leading dailies/ magazines of different languages. During this year, it is proposed to invite more travel writers from rest of the states and also from foreign countries. The photo journalists and journalists from India and abroad would be invited for Fam tours.

#### ***11.5.3.7 CD ROM***

CD-ROM containing information about the various tourist destinations in Tamil Nadu has been prepared and released. It is available with all tourist offices, travel trade and travel writers. The CD-ROM is proposed to be upgraded/ updated regularly.

#### ***11.5.3.8 Commercials and Films***

It has been proposed to prepare a documentary film on tourism and telecast through National Geographic, Discovery and BBC Channels



on the Television. The commercial on tourism will be prepared and telecast in leading satellite channels. It will revolutionize Tamil Nadu Tourism in the near future.

#### ***11.5.3.9 Touch Screen***

This advanced state-of-the-art equipment enables the tourists to obtain any information on the state tourism by just having touched the screen. This equipment costing around Rs.3 00 lakh has been installed at two TICs at Chennai. It is proposed to install more touch screens at all tourist offices/ tourist information centres.

#### ***11.5.3.10 Glow sign boards***

To facilitate the visit of tourists to the places of tourist interest, glow-sign boards at vantage points in all the districts of Tamil Nadu are proposed to be erected.

#### ***11.5.3.11 Rationalisation of Tax***

Tourism is a major economic activity and is capable of multiplier effect on the state economy, effort should be made to not only attract the tourists to the state but also to retain them for a longer duration. There is a major segment of pilgrims visiting the state and they are budget tourists (with limited funds) of higher age group. There is concern about the different taxes charged from the tourists in various forms – luxury tax, sales tax, entertainment tax, entry tax etc. An effort to this effect needs made so as to rationalise these taxes in the larger interest of the tourism industry in the longer run.

It is therefore proposed to fix a uniform tax structure of hotels and the transport sector. There can be imposed a 5% tax on hotel rooms that charge a tariff of upto Rs. 1800.00 per person, and a 10% tax on tariff exceeding Rs. 1800.00.

#### ***11.5.3.12 Coordination between Government and the Private Sector***

The respective roles of the government and the private sector should be clearly identified, and the promotional activities undertaken should be meticulously executed and monitored. It is proposed to establish a joint promotion board for coordinating and carrying out promotional activities. The role of *panchayats* in developing rural tourism in the state is to be given a special attention.

**QUESTIONNAIRE FOR DOMESTIC TOURISTS**

[Please put ✓mark in appropriate box]

Questionnaire No. \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_

1. Name: \_\_\_\_\_

2. Nationality: \_\_\_\_\_

3. Sex: ☐ Male ☐ Female

4. Occupation: \_\_\_\_\_

5. Age (in years) 

<20	21-40	41-60	>60
-----	-------	-------	-----

6. Coming from..... Headed to.....

7. Have you visited this place before? ☐ Yes ☐ NoIf yes, 

<1	2	2-5	>5
----	---	-----	----

 times

8. You are accompanied by

☐ None ☐ Family ☐ Friends ☐ Officials

9. Type / Purpose of Visit

☐ Official ☐ Business ☐ Business-Cum- Holidaying ☐ Holidaying

10. Why did you choose to spend your holiday here?

☐ Proximity ☐ Climate ☐ Economy  
☐ Attract ☐ Family interest ☐ Other.....

11. What was the duration of your stay? (no of days)

Single destination 

1	2	2-5	>5
---	---	-----	----

Overall tour 

2	2-5	5-15	>15
---	-----	------	-----

12. Travel Arrangements were made by:

☐ Self ☐ Tour Operator

13. Your tour was planned on the basis of information obtained from:

☐ Family/Friends ☐ Tour Operators ☐ Magazine/ Travel Guide ☐ Other .....

14. How did you arrive here?

☐ By air ☐ By train ☐ By road ☐ A combination of these

15. What is the reason for choosing the above mode of travel?

☐ Economy ☐ Time effective ☐ Comfort  
☐ Availability ☐ A combination of these

16. How much did you spend on travel (Rs/ person)

<500	501-1000	1001-5000	>5000
------	----------	-----------	-------

17. How much did you spend on lodging (Rs/ day)

<100	101-200	201-500	>500
------	---------	---------	------

18. As a tourist, what attracts you most?

☐ Hills/Scenic beauty ☐ Sea ☐ Forest & wild life  
☐ Religious Spots ☐ All

19. How much money did you spend on -

Single destination 

<1000	1001-2000	2001-5000	>5000
-------	-----------	-----------	-------

 Overall tour 

<2000	2001-5000	5001-10000	>10000
-------	-----------	------------	--------

20. Please rank the following on the basis of your expenditure on a scale of 5 -

☐ Travel ☐ Food ☐ Shopping  
☐ Lodging ☐ Entertainment ☐ Site visits  
☐ Other.....

21. What type of facilities you think should be developed /improved in this location?

a. Accommodation ☐ High Class Hotel☐ Medium Hotel☐ Heritage Hotel☐ Guest House/Tourist Bungalow☐ Paying Guest accommodation☐ Dormitory☐ Other.....

b. Food

☐ South Indian☐ North Indian☐ Chinese☐ Other.....

c. Shopping

☐ Shopping Plaza/Mall☐ Local Market for Local Products☐ Handicrafts Market☐ Urban Haat☐ Other.....

d. Entertainment

☐ Water Sports☐ Adventure Sports☐ Cultural Events☐ Casinos☐ Amusement Park☐ Other.....

e. Transport

☐ Road☐ Convenient Local Transport☐ Railway☐ Hire-a-vehicle☐ Chopper☐ Luxury Coach for sight seeing☐ Other.....

f. Any other facilities (Pl. specify)

a).....

b).....

c).....

d).....

22. Rank the following bottlenecks to tourism development

**Location Specific**

- ☐ Poor Connectivity/Remote location ☐ Lack of accommodation  
☐ Lack of Health facilities/first aid ☐ Power Supply  
☐ Water Supply and Sanitation ☐ Lack of Travel booking  
☐ Lack of Garbage Disposal ☐ Insecurity/instability  
☐ Life saving facilities at Beach ☐ Lack of Medical facilities  
☐ Other.....

**State Specific**

- ☐ Poor Connectivity/Remote location ☐ Lack of accommodation  
☐ Lack of Health facilities/first aid ☐ Power Supply  
☐ Water Supply and Sanitation ☐ Lack of Travel booking  
☐ Lack of Garbage Disposal ☐ Insecurity/instability  
☐ Life saving facilities at Beach ☐ Lack of Medical facilities  
☐ Other.....

23. Your suggestions / comments

a).....

b).....

c).....

d).....

24. Would you like to visit again? ☐ Yes ☐ No

25. What else would you like to see &amp; where?

Location

City

State

.....  
 .....  
 .....

.....  
 .....  
 .....

.....  
 .....  
 .....

Thank you

# QUESTIONNAIRE FOR FOREIGN TOURISTS

Annex 1.2  
[Please put ✓/mark in appropriate box]

Questionnaire No. \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_

1. Name: \_\_\_\_\_ 2. Nationality: \_\_\_\_\_

3. Age(in years) 

<20	21-40	41-60	>60
-----	-------	-------	-----

4. Occupation: ☐ Govt. office ☐ Self employed ☐ Student ☐ Male ☐ Female  
☐ Unemployed ☐ Others(Pl. specify)

6. Coming from \_\_\_\_\_ Headed to \_\_\_\_\_

7. Have you visited this place before? ☐ Yes ☐ No  
If yes, 

1	2	2-5	>5
---	---	-----	----

 Times

8. You are accompanied by  
☐ None ☐ Family ☐ Friends ☐ Officials

9. Type/ Purpose of Visit  
☐ Official ☐ Business ☐ Business-Cum-Holidaying ☐ Holidaying

10. Why did you choose to spend your holiday here?  
☐ Suggested by Agent ☐ Climate ☐ Economical  
☐ Word of mouth/Friend ☐ By chance ☐ Magazine/Travel guide  
☐ Other.....

11. Travel Arrangements were made by -  
☐ Self ☐ Tour Operators ☐ Other

12. How did you arrive here?  
☐ By air ☐ By train ☐ By road ☐ By a combination of these

13. What is the reason for choosing the above mode of travel?  
☐ Economy ☐ Time effective ☐ Comfort  
☐ Availability ☐ a combination of these

14. How much did you spend on travel (Rs / person)  

<500	501-1000	1001-5000	>5000
------	----------	-----------	-------

15. How much did you spend on lodging (Rs/ day)  

<100	101-200	201-500	>500
------	---------	---------	------

16. As a tourist, what attracts you most?  
☐ Hills/ Scenic beauty ☐ Sea ☐ Forest & wild life  
☐ Religious Spots ☐ All

17. How much money did you spend  
Single destination 

<1000	1001-2000	2001-5000	>5000
-------	-----------	-----------	-------

 Overall tour 

<2000	2001-5000	5001-10000	>10000
-------	-----------	------------	--------

18. What was the duration of your stay? (no of days)  
Single destination 

1	2	2-5	>5
---	---	-----	----

 Overall tour 

2	2-5	5-15	>15
---	-----	------	-----

19. Rank the following on the basis of your expenditure on a scale of 5 -  
☐ Travel ☐ Lodging ☐ Food ☐ Site visits  
☐ Entertainment ☐ Shopping ☐ Other.....

20. What type of facilities you think should be made developed /improved?

- a. Accommodation ☐ High Class Hotel ☐ Medium Hotel ☐ Heritage Hotel  
☐ Guest House/Tourist Bungalow ☐ Paying Guest accommodation ☐ Dormitory  
☐ Other.....
- b. Food ☐ South Indian ☐ North Indian ☐ Chinese  
☐ Other.....
- c. Shopping ☐ Shopping Plaza/Mall ☐ Local Market for Local Products ☐ Handicrafts Market ☐ Urban Haat  
☐ Other.....
- d. Entertainment ☐ Water Sports ☐ Adventure Sports ☐ Cultural Events ☐ Casinos  
☐ Amusement Park ☐ Other.....
- e. Transport ☐ Road ☐ Convenient Local Transport ☐ Railway  
☐ Hire-a-vehicle ☐ Chopper ☐ Luxury Coach for sight seeing  
☐ Other.....

f. Any other facilities (Pl. specify)  
a) ..... b) .....  
c) ..... d) .....

22. Rank the following bottlenecks to tourism development

- | Location Specific  |   | State Specific   |   |
|--|---|--|---|
| <input type="checkbox"/> Poor Connectivity/Remote location   | <input type="checkbox"/> Lack of accommodation      | <input type="checkbox"/> Poor Connectivity/Remote location   | <input type="checkbox"/> Lack of accommodation      |
| <input type="checkbox"/> Lack of Health facilities/first aid | <input type="checkbox"/> Power Supply               | <input type="checkbox"/> Lack of Health facilities/first aid | <input type="checkbox"/> Power Supply               |
| <input type="checkbox"/> Water Supply and Sanitation         | <input type="checkbox"/> Lack of Travel booking     | <input type="checkbox"/> Water Supply and Sanitation         | <input type="checkbox"/> Lack of Travel booking     |
| <input type="checkbox"/> Lack of Garbage Disposal            | <input type="checkbox"/> Insecurity/instability     | <input type="checkbox"/> Lack of Garbage Disposal            | <input type="checkbox"/> Insecurity/instability     |
| <input type="checkbox"/> Life saving facilities at Beach     | <input type="checkbox"/> Lack of Medical facilities | <input type="checkbox"/> Life saving facilities at Beach     | <input type="checkbox"/> Lack of Medical facilities |
| <input type="checkbox"/> Other:.....                         |   | <input type="checkbox"/> Other:.....                         |   |

23. Your suggestions / comments  
a) ..... b) .....  
c) ..... d) .....

24. Would you like to visit again? ☐ Yes ☐ No

25. What else would you like to see & where?

Location	City	State
.....	.....	.....
.....	.....	.....
.....	.....	.....

Thank you

## QUESTIONNAIRE FOR HOTELIERS

[Please put ✓ mark in appropriate box]

Questionnaire No. \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_

1. Name of Hotel \_\_\_\_\_

3. Types of rooms available

- ☐ Air cooled
 ☐ Air Conditioned
 ☐ Deluxe  
☐ Suites
 ☐ Other.....

5. Please give breakup of employees in your hotel (nos.) -

Front office/reception..... Back office/Management..... Kitchen.....  
 Room Service..... Grade IV..... Other.....

6. What are the facilities available ?

- ☐ Restaurants
 ☐ Bar
 ☐ Marriage/Community Hall  
☐ Lounge/ Lobby
 ☐ Shopping
 ☐ Games room  
☐ Banquet/Conference Halls
 ☐ Health Club
 ☐ First Aid  
☐ Swimming Pools
 ☐ Parking Facilities
 ☐ Air Conditioning /Heating facilities

7. How can you define the different seasons?

\_\_\_\_\_

8. How many tourists have visited your hotel in the past few years?

\_\_\_\_\_

9. What has been the occupancy rate (%) over the last 5 years?

\_\_\_\_\_

10. Please define change in occupancy rate over the last 5 years ?

11. Please give reasons for change in occupancy rate?

- ☐ Change in peoples' attitude
 ☐ Increase in tour sponsorships
 ☐ Change in tourism policy  
☐ Improvement in economic condition
 ☐ Change in travel support from company
 ☐ Instability/Insecurity  
☐ Family Pressures
 ☐ Other.....

12. Do tourists ask for any additional services?

- ☐ Reception on arrival
 ☐ Saloon/Parlour
 ☐ Massage  
☐ Package accommodation
 ☐ Other.....

13. What do you think should be done to attract more tourists?

- ☐ Improved infrastructure
 ☐ Improved accommodation
 ☐ Subsidized tariff  
☐ Amusement facilities
 ☐ Sports
 ☐ Other.....

14. What are the advantages and disadvantages of your hotel (in 3 points only)?

Advantages	Disadvantages

14. Do you have any future plans / programmes to attract more tourists? ☐ Yes ☐ No

15. If yes, please name them -

- ☐ Increased no of rooms
 ☐ Increased food options
 ☐ Expand the hotel chain  
☐ More advertisement
 ☐ Bundle promotions
 ☐ Other.....

Thank you

## QUESTIONNAIRE FOR TOUR OPERATORS/ TRAVEL AGENTS

[Please put ✓/mark in appropriate box]

Questionnaire No. \_\_\_\_\_ Location \_\_\_\_\_ City \_\_\_\_\_

1. Name of Agent / Operator .....

2. What are the types of services/tours offered by you?

- ☐ Site seeing      ☐ Package tours      ☐ Advisory  
☐ Travel      ☐ Logistics      ☐ Other.....

3. Please indicate tariffs for different services?

Seasons	Services	Tariffs
<i>Peak</i>	Site seeing	
	Travel	
	Logistics	
	Package tours	
	Advisory	
	Other	
<i>Non peak</i>	Site seeing	
	Travel	
	Logistics	
	Package tours	
	Advisory	
	Other	

4. Please indicate your strategy during non peak season -

- ☐ Discounted package tours      ☐ Intensive promotions      ☐ Broader area coverage  
☐ Subsided Logistics      ☐ Other.....

5. Please indicate tourists preferred mode of travel (1- 4) -

- ☐ Rail      ☐ Road      ☐ Air      ☐ Combination of these  
☐ Other.....

6. Decision on travel is taken by -

- ☐ Tourist himself      ☐ Helped by Travel agents

7. What is the frequency of the tourists you cater both the seasons?

Seasons	Frequency			
<i>Peak</i>	<50	50-100	101-500	>500
<i>Non peak</i>	<25	25-50	51-100	>100

8. Why do you think tourists should avail of your services?

- ☐ Effective service      ☐ Competitive price      ☐ Range of service  
☐ Scale of service      ☐ Other.....

9. Please indicate the rate of charge in tourists availing your services over the past 5 years?

- ve			No change			+ ve		
>75	51-75	25-50	<25	0	<25	25-50	51-75	>75

10. What do you think are the reasons for such a change?

- a. \_\_\_\_\_ b. \_\_\_\_\_  
 c. \_\_\_\_\_ d. \_\_\_\_\_

11. What in your opinion are potential tourist spots that can be developed & exploited?

- a. \_\_\_\_\_ b. \_\_\_\_\_  
 c. \_\_\_\_\_ d. \_\_\_\_\_

12. Any other suggestion / remark

.....

.....

.....

Thank you

**Annex 4.1**

**Tourist Arrival during Plan Period (in lakh)**

SI No	Name of the Centres	2014			2015			2016			2017			2018			2019		
		D	F	T	D	F	T	D	F	T	D	F	T	D	F	T	D	F	T
1	Chennai	204.64	13.15	217.79	221.00	14.13	235.13	238.63	15.26	253.89	257.66	16.42	274.08	278.22	17.73	295.95	300.48	19.15	319.63
2	Chidambaram	9.83	0.81	10.64	10.62	0.87	11.49	11.44	0.95	12.39	12.36	1.03	13.39	13.35	1.13	14.48	14.42	1.22	15.64
3	Coimbatore	22.81	0.12	22.93	24.63	0.12	24.75	26.60	0.14	26.74	28.73	0.15	28.88	31.03	0.17	31.20	33.51	0.18	33.69
4	Coonoor	3.81	0.00	3.81	4.11	0.00	4.11	4.44	0.00	4.44	4.88	0.00	4.88	5.27	0.00	5.27	5.69	0.00	5.69
5	Courtallam	19.21	0.04	19.25	20.75	0.04	20.79	22.41	0.04	22.45	24.20	0.04	24.24	26.14	0.05	26.19	28.23	0.05	28.28
6	Elagiri	9.00	0.00	9.00	9.72	0.00	9.72	10.50	0.00	10.50	11.34	0.00	11.34	12.25	0.00	12.25	13.23	0.00	13.23
7	Hogenakkal	1.57	0.00	1.57	1.70	0.00	1.70	1.84	0.00	1.84	1.99	0.00	1.99	2.15	0.00	2.15	2.23	0.00	2.23
8	Kancheepuram	24.89	1.11	26.00	26.88	1.20	28.08	29.03	1.31	30.34	31.35	1.41	32.76	33.86	1.52	35.38	36.57	1.64	38.21
9	Kanniyakumari	43.50	1.14	44.64	46.98	1.23	48.21	50.74	1.33	52.07	54.80	1.44	56.24	59.18	1.56	60.74	63.91	1.68	65.59
10	Kodaikanal	68.81	1.59	70.40	74.31	1.72	76.03	80.25	1.86	82.11	86.67	2.01	88.68	93.60	2.17	95.77	101.09	2.34	103.43
11	Kumbakonam	12.02	0.04	12.06	12.98	0.04	13.02	14.02	0.04	14.06	15.14	0.04	15.18	16.35	0.04	16.39	17.66	0.04	17.70
12	Madurai	91.61	2.52	94.13	98.94	2.72	101.66	106.86	2.94	109.80	115.41	3.18	118.59	124.64	3.43	128.07	134.61	3.70	138.31
13	Mamallapuram	24.85	3.02	27.87	26.84	3.26	30.10	28.99	3.52	32.51	31.31	3.80	35.11	33.81	4.10	37.91	36.51	4.43	40.94
14	Mudumalai	2.15	0.21	2.36	2.32	0.23	2.55	2.51	0.25	2.76	2.71	0.27	2.98	2.93	0.29	3.22	3.16	0.31	3.47
15	Nagoor	3.70	0.00	3.70	4.00	0.00	4.00	4.32	0.00	4.32	4.67	0.00	4.67	5.04	0.00	5.04	5.44	0.00	5.44
16	Palani	40.37	0.21	40.58	43.60	0.23	43.83	47.09	0.25	47.34	50.86	0.27	51.13	54.93	0.29	55.22	59.32	0.31	59.63
17	Panchalankurichy	0.15	0.00	0.15	0.16	0.00	0.16	0.17	0.00	0.17	0.18	0.00	0.18	0.19	0.00	0.19	0.22	0.00	0.22
18	Pichavaram	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.06	0.00	0.06
19	Poompukar	0.28	0.00	0.28	0.30	0.00	0.30	0.32	0.00	0.32	0.35	0.00	0.35	0.38	0.00	0.38	0.41	0.00	0.41
20	Rameswaram	50.49	0.00	50.49	54.53	0.00	54.53	58.89	0.00	58.89	63.60	0.00	63.60	68.69	0.00	68.69	74.19	0.00	74.19
21	Salem	14.75	0.00	14.75	15.93	0.00	15.93	17.20	0.00	17.20	18.58	0.00	18.58	20.07	0.00	20.07	21.68	0.00	21.68
22	Thanjavur	15.35	0.00	15.35	16.58	0.00	16.58	17.91	0.00	17.91	19.34	0.00	19.34	20.89	0.00	20.89	22.56	0.00	22.56
23	Tiruchirapalli	39.31	1.31	40.62	42.45	1.41	43.86	45.85	1.52	47.37	49.52	1.64	51.16	53.48	1.77	55.25	57.76	1.91	59.67
24	Tiruttani	23.22	0.21	23.43	25.08	0.23	25.31	27.09	0.25	27.34	29.26	0.27	29.53	31.60	0.30	31.90	34.13	0.32	34.45
25	Tiruvannamalai	22.80	0.00	22.80	24.62	0.00	24.62	26.59	0.00	26.59	28.72	0.00	28.72	31.02	0.00	31.02	33.50	0.00	33.50
26	Trichendur	46.86	0.25	47.11	50.61	0.27	50.88	54.66	0.29	54.95	59.03	0.31	59.34	63.75	0.34	64.09	68.85	0.37	69.22
27	Udagamandalam	68.47	2.86	71.33	73.95	3.09	77.04	79.87	3.34	83.21	86.26	3.61	89.87	93.16	3.90	97.06	100.61	4.21	104.82
28	Velankanni	12.95	0.00	12.95	13.99	0.00	13.99	15.11	0.00	15.11	16.32	0.00	16.32	17.63	0.00	17.63	19.05	0.00	19.05
29	Yercaud	5.25	0.01	5.26	5.67	0.01	5.68	6.12	0.01	6.13	6.61	0.01	6.62	7.14	0.01	7.15	7.72	0.01	7.73
<b>Total</b>		<b>882.70</b>	<b>28.60</b>	<b>911.30</b>	<b>953.30</b>	<b>30.80</b>	<b>984.10</b>	<b>1029.50</b>	<b>33.30</b>	<b>1062.80</b>	<b>1111.90</b>	<b>35.90</b>	<b>1147.80</b>	<b>1200.80</b>	<b>38.80</b>	<b>1239.60</b>	<b>1296.80</b>	<b>41.90</b>	<b>1338.70</b>

*Source : Results of Market Research by the CES.*

D - Domestic  
F - Foreign  
T - Total

*contd.*

**Annex 4.1**

**Tourist Arrival during Plan Period (in lakh)**

SI No	Name of the Centres	2014			2015			2016			2017			2018			2019		
		D	F	T	D	F	T	D	F	T	D	F	T	D	F	T	D	F	T
1	Chennai	204.64	13.15	217.79	221.00	14.13	235.13	238.63	15.26	253.89	257.66	16.42	274.08	278.22	17.73	295.95	300.48	19.15	319.63
2	Chidambaram	9.83	0.81	10.64	10.62	0.87	11.49	11.44	0.95	12.39	12.36	1.03	13.39	13.35	1.13	14.48	14.42	1.22	15.64
3	Coimbatore	22.81	0.12	22.93	24.63	0.12	24.75	26.60	0.14	26.74	28.73	0.15	28.88	31.03	0.17	31.20	33.51	0.18	33.69
4	Coonoor	3.81	0.00	3.81	4.11	0.00	4.11	4.44	0.00	4.44	4.88	0.00	4.88	5.27	0.00	5.27	5.69	0.00	5.69
5	Courtallam	19.21	0.04	19.25	20.75	0.04	20.79	22.41	0.04	22.45	24.20	0.04	24.24	26.14	0.05	26.19	28.23	0.05	28.28
6	Elagiri	9.00	0.00	9.00	9.72	0.00	9.72	10.50	0.00	10.50	11.34	0.00	11.34	12.25	0.00	12.25	13.23	0.00	13.23
7	Hogenakkal	1.57	0.00	1.57	1.70	0.00	1.70	1.84	0.00	1.84	1.99	0.00	1.99	2.15	0.00	2.15	2.23	0.00	2.23
8	Kancheepuram	24.89	1.11	26.00	26.88	1.20	28.08	29.03	1.31	30.34	31.35	1.41	32.76	33.86	1.52	35.38	36.57	1.64	38.21
9	Kanniyakumari	43.50	1.14	44.64	46.98	1.23	48.21	50.74	1.33	52.07	54.80	1.44	56.24	59.18	1.56	60.74	63.91	1.68	65.59
10	Kodaikanal	68.81	1.59	70.40	74.31	1.72	76.03	80.25	1.86	82.11	86.67	2.01	88.68	93.60	2.17	95.77	101.09	2.34	103.43
11	Kumbakonam	12.02	0.04	12.06	12.98	0.04	13.02	14.02	0.04	14.06	15.14	0.04	15.18	16.35	0.04	16.39	17.66	0.04	17.70
12	Madurai	91.61	2.52	94.13	98.94	2.72	101.66	106.86	2.94	109.80	115.41	3.18	118.59	124.64	3.43	128.07	134.61	3.70	138.31
13	Mamallapuram	24.85	3.02	27.87	26.84	3.26	30.10	28.99	3.52	32.51	31.31	3.80	35.11	33.81	4.10	37.91	36.51	4.43	40.94
14	Mudumalai	2.15	0.21	2.36	2.32	0.23	2.55	2.51	0.25	2.76	2.71	0.27	2.98	2.93	0.29	3.22	3.16	0.31	3.47
15	Nagoor	3.70	0.00	3.70	4.00	0.00	4.00	4.32	0.00	4.32	4.67	0.00	4.67	5.04	0.00	5.04	5.44	0.00	5.44
16	Palani	40.37	0.21	40.58	43.60	0.23	43.83	47.09	0.25	47.34	50.86	0.27	51.13	54.93	0.29	55.22	59.32	0.31	59.63
17	Panchalankurichy	0.15	0.00	0.15	0.16	0.00	0.16	0.17	0.00	0.17	0.18	0.00	0.18	0.19	0.00	0.19	0.22	0.00	0.22
18	Pichavaram	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.06	0.00	0.06
19	Poompukar	0.28	0.00	0.28	0.30	0.00	0.30	0.32	0.00	0.32	0.35	0.00	0.35	0.38	0.00	0.38	0.41	0.00	0.41
20	Rameswaram	50.49	0.00	50.49	54.53	0.00	54.53	58.89	0.00	58.89	63.60	0.00	63.60	68.69	0.00	68.69	74.19	0.00	74.19
21	Salem	14.75	0.00	14.75	15.93	0.00	15.93	17.20	0.00	17.20	18.58	0.00	18.58	20.07	0.00	20.07	21.68	0.00	21.68
22	Thanjavur	15.35	0.00	15.35	16.58	0.00	16.58	17.91	0.00	17.91	19.34	0.00	19.34	20.89	0.00	20.89	22.56	0.00	22.56
23	Tiruchirapalli	39.31	1.31	40.62	42.45	1.41	43.86	45.85	1.52	47.37	49.52	1.64	51.16	53.48	1.77	55.25	57.76	1.91	59.67
24	Tiruttani	23.22	0.21	23.43	25.08	0.23	25.31	27.09	0.25	27.34	29.26	0.27	29.53	31.60	0.30	31.90	34.13	0.32	34.45
25	Tiruvannamalai	22.80	0.00	22.80	24.62	0.00	24.62	26.59	0.00	26.59	28.72	0.00	28.72	31.02	0.00	31.02	33.50	0.00	33.50
26	Trichendur	46.86	0.25	47.11	50.61	0.27	50.88	54.66	0.29	54.95	59.03	0.31	59.34	63.75	0.34	64.09	68.85	0.37	69.22
27	Udagamandalam	68.47	2.86	71.33	73.95	3.09	77.04	79.87	3.34	83.21	86.26	3.61	89.87	93.16	3.90	97.06	100.61	4.21	104.82
28	Velankanni	12.95	0.00	12.95	13.99	0.00	13.99	15.11	0.00	15.11	16.32	0.00	16.32	17.63	0.00	17.63	19.05	0.00	19.05
29	Yercaud	5.25	0.01	5.26	5.67	0.01	5.68	6.12	0.01	6.13	6.61	0.01	6.62	7.14	0.01	7.15	7.72	0.01	7.73
<b>Total</b>		<b>882.70</b>	<b>28.60</b>	<b>911.30</b>	<b>953.30</b>	<b>30.80</b>	<b>984.10</b>	<b>1029.50</b>	<b>33.30</b>	<b>1062.80</b>	<b>1111.90</b>	<b>35.90</b>	<b>1147.80</b>	<b>1200.80</b>	<b>38.80</b>	<b>1239.60</b>	<b>1296.80</b>	<b>41.90</b>	<b>1338.70</b>

*Source : Results of Market Research by the CES.*

D - Domestic  
F - Foreign  
T - Total

*contd.*

**Annex 4.1**

**Tourist Arrival during Plan Period (in lakh)**

SI No	Name of the Centres	2014			2015			2016			2017			2018			2019		
		D	F	T	D	F	T	D	F	T	D	F	T	D	F	T	D	F	T
1	Chennai	204.64	13.15	217.79	221.00	14.13	235.13	238.63	15.26	253.89	257.66	16.42	274.08	278.22	17.73	295.95	300.48	19.15	319.63
2	Chidambaram	9.83	0.81	10.64	10.62	0.87	11.49	11.44	0.95	12.39	12.36	1.03	13.39	13.35	1.13	14.48	14.42	1.22	15.64
3	Coimbatore	22.81	0.12	22.93	24.63	0.12	24.75	26.60	0.14	26.74	28.73	0.15	28.88	31.03	0.17	31.20	33.51	0.18	33.69
4	Coonoor	3.81	0.00	3.81	4.11	0.00	4.11	4.44	0.00	4.44	4.88	0.00	4.88	5.27	0.00	5.27	5.69	0.00	5.69
5	Courtallam	19.21	0.04	19.25	20.75	0.04	20.79	22.41	0.04	22.45	24.20	0.04	24.24	26.14	0.05	26.19	28.23	0.05	28.28
6	Elagiri	9.00	0.00	9.00	9.72	0.00	9.72	10.50	0.00	10.50	11.34	0.00	11.34	12.25	0.00	12.25	13.23	0.00	13.23
7	Hogenakkal	1.57	0.00	1.57	1.70	0.00	1.70	1.84	0.00	1.84	1.99	0.00	1.99	2.15	0.00	2.15	2.23	0.00	2.23
8	Kancheepuram	24.89	1.11	26.00	26.88	1.20	28.08	29.03	1.31	30.34	31.35	1.41	32.76	33.86	1.52	35.38	36.57	1.64	38.21
9	Kanniyakumari	43.50	1.14	44.64	46.98	1.23	48.21	50.74	1.33	52.07	54.80	1.44	56.24	59.18	1.56	60.74	63.91	1.68	65.59
10	Kodaikanal	68.81	1.59	70.40	74.31	1.72	76.03	80.25	1.86	82.11	86.67	2.01	88.68	93.60	2.17	95.77	101.09	2.34	103.43
11	Kumbakonam	12.02	0.04	12.06	12.98	0.04	13.02	14.02	0.04	14.06	15.14	0.04	15.18	16.35	0.04	16.39	17.66	0.04	17.70
12	Madurai	91.61	2.52	94.13	98.94	2.72	101.66	106.86	2.94	109.80	115.41	3.18	118.59	124.64	3.43	128.07	134.61	3.70	138.31
13	Mamallapuram	24.85	3.02	27.87	26.84	3.26	30.10	28.99	3.52	32.51	31.31	3.80	35.11	33.81	4.10	37.91	36.51	4.43	40.94
14	Mudumalai	2.15	0.21	2.36	2.32	0.23	2.55	2.51	0.25	2.76	2.71	0.27	2.98	2.93	0.29	3.22	3.16	0.31	3.47
15	Nagoor	3.70	0.00	3.70	4.00	0.00	4.00	4.32	0.00	4.32	4.67	0.00	4.67	5.04	0.00	5.04	5.44	0.00	5.44
16	Palani	40.37	0.21	40.58	43.60	0.23	43.83	47.09	0.25	47.34	50.86	0.27	51.13	54.93	0.29	55.22	59.32	0.31	59.63
17	Panchalankurichy	0.15	0.00	0.15	0.16	0.00	0.16	0.17	0.00	0.17	0.18	0.00	0.18	0.19	0.00	0.19	0.22	0.00	0.22
18	Pichavaram	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.06	0.00	0.06
19	Poompukar	0.28	0.00	0.28	0.30	0.00	0.30	0.32	0.00	0.32	0.35	0.00	0.35	0.38	0.00	0.38	0.41	0.00	0.41
20	Rameswaram	50.49	0.00	50.49	54.53	0.00	54.53	58.89	0.00	58.89	63.60	0.00	63.60	68.69	0.00	68.69	74.19	0.00	74.19
21	Salem	14.75	0.00	14.75	15.93	0.00	15.93	17.20	0.00	17.20	18.58	0.00	18.58	20.07	0.00	20.07	21.68	0.00	21.68
22	Thanjavur	15.35	0.00	15.35	16.58	0.00	16.58	17.91	0.00	17.91	19.34	0.00	19.34	20.89	0.00	20.89	22.56	0.00	22.56
23	Tiruchirapalli	39.31	1.31	40.62	42.45	1.41	43.86	45.85	1.52	47.37	49.52	1.64	51.16	53.48	1.77	55.25	57.76	1.91	59.67
24	Tiruttani	23.22	0.21	23.43	25.08	0.23	25.31	27.09	0.25	27.34	29.26	0.27	29.53	31.60	0.30	31.90	34.13	0.32	34.45
25	Tiruvannamalai	22.80	0.00	22.80	24.62	0.00	24.62	26.59	0.00	26.59	28.72	0.00	28.72	31.02	0.00	31.02	33.50	0.00	33.50
26	Trichendur	46.86	0.25	47.11	50.61	0.27	50.88	54.66	0.29	54.95	59.03	0.31	59.34	63.75	0.34	64.09	68.85	0.37	69.22
27	Udagamandalam	68.47	2.86	71.33	73.95	3.09	77.04	79.87	3.34	83.21	86.26	3.61	89.87	93.16	3.90	97.06	100.61	4.21	104.82
28	Velankanni	12.95	0.00	12.95	13.99	0.00	13.99	15.11	0.00	15.11	16.32	0.00	16.32	17.63	0.00	17.63	19.05	0.00	19.05
29	Yercaud	5.25	0.01	5.26	5.67	0.01	5.68	6.12	0.01	6.13	6.61	0.01	6.62	7.14	0.01	7.15	7.72	0.01	7.73
<b>Total</b>		<b>882.70</b>	<b>28.60</b>	<b>911.30</b>	<b>953.30</b>	<b>30.80</b>	<b>984.10</b>	<b>1029.50</b>	<b>33.30</b>	<b>1062.80</b>	<b>1111.90</b>	<b>35.90</b>	<b>1147.80</b>	<b>1200.80</b>	<b>38.80</b>	<b>1239.60</b>	<b>1296.80</b>	<b>41.90</b>	<b>1338.70</b>

*Source : Results of Market Research by the CES.*

D - Domestic  
F - Foreign  
T - Total

*contd.*

**Annex 4.1**

**Tourist Arrival during Plan Period (in lakh)**

SI No	Name of the Centres	2014			2015			2016			2017			2018			2019		
		D	F	T	D	F	T	D	F	T	D	F	T	D	F	T	D	F	T
1	Chennai	204.64	13.15	217.79	221.00	14.13	235.13	238.63	15.26	253.89	257.66	16.42	274.08	278.22	17.73	295.95	300.48	19.15	319.63
2	Chidambaram	9.83	0.81	10.64	10.62	0.87	11.49	11.44	0.95	12.39	12.36	1.03	13.39	13.35	1.13	14.48	14.42	1.22	15.64
3	Coimbatore	22.81	0.12	22.93	24.63	0.12	24.75	26.60	0.14	26.74	28.73	0.15	28.88	31.03	0.17	31.20	33.51	0.18	33.69
4	Coonoor	3.81	0.00	3.81	4.11	0.00	4.11	4.44	0.00	4.44	4.88	0.00	4.88	5.27	0.00	5.27	5.69	0.00	5.69
5	Courtallam	19.21	0.04	19.25	20.75	0.04	20.79	22.41	0.04	22.45	24.20	0.04	24.24	26.14	0.05	26.19	28.23	0.05	28.28
6	Elagiri	9.00	0.00	9.00	9.72	0.00	9.72	10.50	0.00	10.50	11.34	0.00	11.34	12.25	0.00	12.25	13.23	0.00	13.23
7	Hogenakkal	1.57	0.00	1.57	1.70	0.00	1.70	1.84	0.00	1.84	1.99	0.00	1.99	2.15	0.00	2.15	2.23	0.00	2.23
8	Kancheepuram	24.89	1.11	26.00	26.88	1.20	28.08	29.03	1.31	30.34	31.35	1.41	32.76	33.86	1.52	35.38	36.57	1.64	38.21
9	Kanniyakumari	43.50	1.14	44.64	46.98	1.23	48.21	50.74	1.33	52.07	54.80	1.44	56.24	59.18	1.56	60.74	63.91	1.68	65.59
10	Kodaikanal	68.81	1.59	70.40	74.31	1.72	76.03	80.25	1.86	82.11	86.67	2.01	88.68	93.60	2.17	95.77	101.09	2.34	103.43
11	Kumbakonam	12.02	0.04	12.06	12.98	0.04	13.02	14.02	0.04	14.06	15.14	0.04	15.18	16.35	0.04	16.39	17.66	0.04	17.70
12	Madurai	91.61	2.52	94.13	98.94	2.72	101.66	106.86	2.94	109.80	115.41	3.18	118.59	124.64	3.43	128.07	134.61	3.70	138.31
13	Mamallapuram	24.85	3.02	27.87	26.84	3.26	30.10	28.99	3.52	32.51	31.31	3.80	35.11	33.81	4.10	37.91	36.51	4.43	40.94
14	Mudumalai	2.15	0.21	2.36	2.32	0.23	2.55	2.51	0.25	2.76	2.71	0.27	2.98	2.93	0.29	3.22	3.16	0.31	3.47
15	Nagoor	3.70	0.00	3.70	4.00	0.00	4.00	4.32	0.00	4.32	4.67	0.00	4.67	5.04	0.00	5.04	5.44	0.00	5.44
16	Palani	40.37	0.21	40.58	43.60	0.23	43.83	47.09	0.25	47.34	50.86	0.27	51.13	54.93	0.29	55.22	59.32	0.31	59.63
17	Panchalankurichy	0.15	0.00	0.15	0.16	0.00	0.16	0.17	0.00	0.17	0.18	0.00	0.18	0.19	0.00	0.19	0.22	0.00	0.22
18	Pichavaram	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.05	0.00	0.05	0.06	0.00	0.06
19	Poompukar	0.28	0.00	0.28	0.30	0.00	0.30	0.32	0.00	0.32	0.35	0.00	0.35	0.38	0.00	0.38	0.41	0.00	0.41
20	Rameswaram	50.49	0.00	50.49	54.53	0.00	54.53	58.89	0.00	58.89	63.60	0.00	63.60	68.69	0.00	68.69	74.19	0.00	74.19
21	Salem	14.75	0.00	14.75	15.93	0.00	15.93	17.20	0.00	17.20	18.58	0.00	18.58	20.07	0.00	20.07	21.68	0.00	21.68
22	Thanjavur	15.35	0.00	15.35	16.58	0.00	16.58	17.91	0.00	17.91	19.34	0.00	19.34	20.89	0.00	20.89	22.56	0.00	22.56
23	Tiruchirapalli	39.31	1.31	40.62	42.45	1.41	43.86	45.85	1.52	47.37	49.52	1.64	51.16	53.48	1.77	55.25	57.76	1.91	59.67
24	Tiruttani	23.22	0.21	23.43	25.08	0.23	25.31	27.09	0.25	27.34	29.26	0.27	29.53	31.60	0.30	31.90	34.13	0.32	34.45
25	Tiruvannamalai	22.80	0.00	22.80	24.62	0.00	24.62	26.59	0.00	26.59	28.72	0.00	28.72	31.02	0.00	31.02	33.50	0.00	33.50
26	Trichendur	46.86	0.25	47.11	50.61	0.27	50.88	54.66	0.29	54.95	59.03	0.31	59.34	63.75	0.34	64.09	68.85	0.37	69.22
27	Udagamandalam	68.47	2.86	71.33	73.95	3.09	77.04	79.87	3.34	83.21	86.26	3.61	89.87	93.16	3.90	97.06	100.61	4.21	104.82
28	Velankanni	12.95	0.00	12.95	13.99	0.00	13.99	15.11	0.00	15.11	16.32	0.00	16.32	17.63	0.00	17.63	19.05	0.00	19.05
29	Yercaud	5.25	0.01	5.26	5.67	0.01	5.68	6.12	0.01	6.13	6.61	0.01	6.62	7.14	0.01	7.15	7.72	0.01	7.73
<b>Total</b>		<b>882.70</b>	<b>28.60</b>	<b>911.30</b>	<b>953.30</b>	<b>30.80</b>	<b>984.10</b>	<b>1029.50</b>	<b>33.30</b>	<b>1062.80</b>	<b>1111.90</b>	<b>35.90</b>	<b>1147.80</b>	<b>1200.80</b>	<b>38.80</b>	<b>1239.60</b>	<b>1296.80</b>	<b>41.90</b>	<b>1338.70</b>

*Source : Results of Market Research by the CES.*

D - Domestic  
F - Foreign  
T - Total

*contd.*

## **Bali Declaration on Barrier-Free Tourism for People with Disabilities**

**We, the participants of the Asia-Pacific Conference on Tourism for People with Disability, held at Bali, Indonesia, from 24 to 27 September 2000:**

Recognizing that tourism is a rapidly growing industry in the Asian and Pacific region and that people with disabilities, older persons and families with young children are growing groups of consumers of travel, sports, and other leisure-oriented products and services,

Appreciating that the Community Based Rehabilitation Development and Training Centre (CBRDTC), Solo, Indonesia, under the auspices of the Ministry of Culture and Tourism, and the National Social Welfare Board, Government of Indonesia, and with the co-sponsorship of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), the Nippon Foundation and the Indonesian Society for the Care of Disabled Children (YPAC), have taken the initiative to organize the above Conference, the first of its kind in the Asia-Pacific region, to discuss major issues relating to accessible tourism for people with disabilities, with a view to identifying key policy and strategy elements for promoting barrier-free tourism,

Recalling that the governments of the Asian and Pacific region have declared the period 1993 to 2002 as the Asian and Pacific Decade of Disabled Persons,

Further recalling that the Economic and Social Commission for Asia and the Pacific (ESCAP), at its fifty-sixth session held in Bangkok in June 2000, recognized the need for universal access to transport and tourism facilities for people with disabilities and older persons, and requested the secretariat to support such activities,

Noting that, while barrier-free tourism facilities and services would benefit larger numbers of tourists, including parents with young children and multi-generation family travellers, most tourism service providers in the Asian and Pacific region do not yet recognize the importance of this issue, in the absence of explicit government policies and strategies for promoting barrier-free tourism, as well as a lack of training for tourism personnel on the access rights and needs of tourists with disabilities, and a shortage of tourism programmes that are accessible by people with disabilities,

Noting further that barrier-free tourism is becoming an increasingly important feature in a competitive global tourism market and can serve as an effective tool for enhancing the socio-economic benefits of the tourism sector for the overall development of the countries and areas in the ESCAP region,

**1. Affirm** our commitment to promoting barrier-free tourism in the Asian and Pacific region;

**2. Urge** all parties concerned with tourism policy and practice, including the tourism industry, to strengthen Asian and Pacific tourism infrastructure, facilities, services and programmes by enhancing universal access to meet the needs of all tourism consumers, in consonance with changes in social and demographic trends;

**3. Request** disabled persons and their organizations to develop and implement empowerment programmes focusing on advocacy, facilitation and negotiation so that they may work more effectively with the tourism industry, government authorities and ESCAP to improve existing practices relating to accessibility, as well as to support the tourism industry in introducing universal access principles to ensure tourism for all;

**4. Urge** governments to include in tourism development plans measures for, and to develop action programmes to promote, barrier-free tourism for people with disabilities, older persons and families with young children;

**5. Request** governments of the ESCAP region to cooperate with the tourism industry to adopt and implement measures that respect the rights of persons with disabilities to have equal access to tourism facilities, programmes and services;

**6. Request** governments to strengthen craft production, entrepreneurial and marketing skills among persons with disabilities as an economically viable interface with the tourism industry and as a vehicle for poverty alleviation;

**7. Request** governments to support and strengthen cooperation with ESCAP, International Civil Aviation Organization (ICAO), the World Tourism Organization (WTO), UNESCO, International Air Transport Association (IATA), the Pacific-Asia Travel Association (PATA) and other international tourism organizations, to develop regional and inter-regional initiatives on the promotion of barrier-free tourism;

**8. Urge** ESCAP to extend its technical assistance to governments of the Asian and Pacific region in promoting barrier-free tourism for people with disabilities, older persons and families with young children through, inter alia, the following:

(a) Organization of forums to facilitate inter-country exchange and cooperation on human resources development concerning initiatives to promote tourism for all;

(b) Supporting the development of training materials on disability awareness in tourism education and training for use in government and private sector training programmes.

**DETAILS OF GOVERNMENT OF INDIA ASSISTED SCHEMES**  
**WHICH WILL BE TAKEN UP FOR IMPLEMENTATION DURING 2002-2003**

(Rs. in lakhs)				
Name of the Scheme	GOI share	State Share	Other Sources	Total Project cost
Construction of Yatri Niwas at Tiruvannamalai	39.10	5.00		44.10
Construction of Tourist Lodge at Villupuram	1878	4.75		23.53
Construction of Tourist Complex at Kancheepuram	24.60	6.15		30.75
Improvement of environs around Arulmigu Meenakshi Amman Temple (Phase II)	9.00		3.00	12.00
Improvement of the environs around Five Rathas and Shore Temple, Mamallapuram	15.00	750	5.33	27.83
Improvement of infrastructure at Rameswaram	28.50	28.50		57.00
Introduction of Glass Bottom Boats in Kurusadai Island near Mandapam	18.90			18.90
Public convenience at Kanniyakumari	12.00	4.35	—	16.35
Public convenience near Arulmigu Varadaraja Perumal Temple, Kancheepuram	12.00		4.00	16.00
Public convenience at Guindy National Park, Chennai	9.00		3.00	12.00
Provision of Public convenience at Tiruchendur	16.00		8.00	24.00
Public convenience at Thiruverkadu –Thiruvallur Dist.	12.00	4.00		16.00
Provision of Drinking water facilities at Kanniyakumari	15.00		15.00	30.00
Provision of Aerial Bunched Cable system to replace overhead live wires at Kanniyakumari	25.00		5.00	30.00
Parking lot at Kodaikanal	20.00		10.00	30.00
Parking lot at Thiruthani	20.00		5.00	25.00

Development of parking lot at Kanniyakumari	50.00		50.00	100.00
Development of parking lot at Thirumalai Naicker Mahal at Madurai	16.00		4.00	20.00
Provision of Parking Lot at Mamallapuram	16.00		8.00	24.00
Promotion of Eco- Tourism at Pitchavaram	50.00		5.55	55.55
Forest Lodge at Kodiakkarai	2500	4.45	500	34.45
Refurbishment of Vellore Fort	15.00	7.50		22.50
Modernisation of Sound and Light Show at Thirumalai Naicker Mahal, Madurai	54.65	41.53		96.18
High Mast Light at Thanjavur	20.00		1.50	21.50
Yatri Niwas and Parking lot at Madurai	38.10		14.00	52.10
Landscaping, Walkway and Lighting at Elliots Beach, Chennai	15.00		23.53	38.53
Landscaping, Walkway and Lighting at Nagapattinam Beach	9.00		9.00	18.00
Construction of Yatri Niwas at Elagiri (Vellore Dist)	30.00		10.00	40.00
Development of Ghats and Lakes at Yercaud	7.50		7.50	15.00
Promotion of Village Tourism at Suthamalli in Tirunelveli District	10.00		10.00	20.00
Improvement of infrastructure at Mamallapuram	13.33	6.66		19.99
Production of CD-ROM	1.60			1.60
Provision of Touch Screen	23.50			23.50
Construction of Wayside facilities at Perunthurai	10.00		10.00	20.00
Development of Pulianchola as Picnic Spot, Tiruchirappalli Dist.	17.50	17.50		35.00
Promotion of Village Tourism at Sirunkundram, Kancheepuram Dist.	10.00	10.00		20.00
Development of Monuments - Arjuna Penance, Mamallapuram	11.25	11.25		22.50
Development of Picnic Spot	5.00	5.00		10.00

at Dam, Villupuram Dist.				
Construction of Tourist Reception Centre, Kanniyakumari	45.00	15.00		60.00
Improvement of Boat Jetty and Purchase of Boats for Boat House (Special Tourism Area)	20.00			20.00
High Mast Light at Tiruthani	7.00	3.00		10.00
High Mast Light at Thirukazhukundram	7.00	3.00		10.00
High Mast Light at Thiruvannamalai	7.00	3.00		10.00

**DETAILS OF GOVERNMENT OF INDIA ASSISTED SCHEMES  
WHICH ARE LIKELY TO BE COMPLETED DURING 2002-2003**

(Rs. in lakhs)

Name of the Scheme	GOI Share	State Share	Other Sources	Total Project cost
Public convenience at Hogenakkal	12.00	4.35		16.35
Public convenience at Nagore	12.00	4.00		16.00
Public convenience at Velankanni	12.00		4.35	16.35
Walkway/Pavement along the Beach near Gandhi Mandapam & Swimming Pool in Kanniyakumari	25.00	25.00		50.00
High Mast light at Tiruchirappalli	11.35		2.90	14.25
Improvement of environs at Hogenakkal	13.45		6.60	20.00
Refurbishment of Thanjavur Palace	15.00	7.50		22.50
Improvement of environs around Big Temple, Thanjavur	15.00		7.50	22.50
Construction of Wayside facilities at Vattakottai	20.00	5.00		25.00
Construction of View Tower at Kanniyakumari	30.00	5.00		35.00
Construction of additional rooms in the Wayside facilities at Tiruthani	20.00	5.00		25.00
Integrated development of Vellore Fort	26.00	13.40		40.00
Improvement of environs around Srirangam and Thiruvanaikaval Temples in Tiruchirappalli District	15.00	6.65		21.65
Development of Nature Trails at Yercaud (Salem Dist.) and Elagiri (Vellore Dist.)	4.00			4.00
Improvement of environs around Arulmigu Meenakshi Amman Temple, Madurai (Phase I)	15.00	7.50		22.50
Refurbishment of Rani Managemmal Choultry at Madurai	10.00	5.00		15.00
Improvement of environs around Arulmigu Ekambareswarar Temple, Kancheepuram	15.00	7.50		22.50

**DETAILS OF SCHEMES FOR WHICH FUNDS WERE SANCTIONED  
DURING 2001-2002 FOR PROVISION OF INFRASTRUCTURE**

(Rs. in lakhs)

Sl. No.	Name of the District	Schemes recommended	Amount sanctioned
1.	Thoothukudi	a) Provision of infrastructure at Tiruchendur b) Beautification of Thoothukudi Beach	23.00 10.25
2.	Tirunelveli	Courtallam - Eco Tourism Development	39.00
3.	Theni	a) Rest shed, Park, Light at Suruli Falls b) Amenities at Kumbakarai Falls	12.00 15.00
4.	Karur	a) Amenities at Kattalai Dam b) Amenities at Chettipalayam Tank c) Amenities at Nerur	13.00 10.00 10.00
5.	Ariyalur	Amenities at Gangaikonda Chozhapuram	35.00
6.	Virudhunagar	Improvements at Pilavakkal Dam	20.00
7.	Erode	Improvement at Bhavani Kooduthurai	39.00
8.	Namakkal	Infrastructure at Kolli Hills	20.00
9.	Nagapattinam	Infrastructure at Ramarpatham Shrine, Kodiakkarai (Point Calimere)	15.00
10.	Dharmapuri	a) Development of Park at Pambar Dam b) Maintenance /Garden at Kelavarapalli Reservoir Project, Hosur c) Beautification of Park at Krishnagiri Reservoir project Dam, Krishnagiri	20.00 20.00 20.00
11.	Madurai	Provision of pathway to Hill, rest shed and Toilet at Thiruparankundram	36.00
12.	Sivagangai	Heritage area of Karalkudi Municipality: a) Modern Urinals at two places in Kallukatti area b) Improvement of taxi stand at Kallukatti. c) Parking zone at Kallukatti d) Modern Toilet at Maharnonbu- pottal. e) Compound wall around Maharnonbu-pottal f) Deep bore well with motor and Pump room'at Muthupattinam area	1.00 3.00 1.00 15.00 15.00 5.00
13.	Kancheepuram	a) Construction of visitors Hall at Sirunkundram. b) Improvement at Muttukadu Boat House c) Improvement at Mudaliyarkuppam Boat House d) Improvement at Kolavai Lake	6.00 4.00 16.00 15.00
14.	Salem	Development of Yercaud Lake(I phase)	10.00

15.	Thiruvannamalai	a) Provision of Sodium Vapour Lamps	2.07
		b) Provision of Drinking Water	14.08
		c) Provision of Public convenience	10.00
		d) Improvement of Roads	5.60
		<b><u>Javvadu Hills</u></b>	
		1. Improvement to Komutteri for strengthening the bund and providing revetment	20.00
		2. Providing cement concrete pavement to Komutteri tank bund	
		3. Black tapping surface to Komutteri bund road	
		<b>TOTAL</b>	<b>500.00</b>

### Investment Plan and Phasing of Fund Requirements (Rs in Lakh)

## I. BASIC INFRASTRUCTURE

[illegible]

## Investment Plan and Phasing of Fund Requirements (Rs in Lakh)

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[illegible]

Investment Plan and Phasing of Fund Requirements (Rs in Lakh)

II. TOURISM INFRASTRUCTURE

Sl. No	Development Scheme	Executing Agency	Est. Cost	Financing Pattern			First Phase					Second Phase					Third Phase									
				Central Govt.	State Govt.	Private Sector	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022



### Investment Plan and Phasing of Fund Requirements (Rs in Lakh)

#### IV. HUMAN RESOURCE DEVELOPMENT & TOURISM ADMINISTRATION

[illegible]

### Investment Plan and Phasing of Funds Requirements (Rs Lakhs)

## V. PROMOTION MARKETING

[illegible]