



**Tourism, Culture and  
Religious Endowments Department**

**TOURISM**

**POLICY NOTE  
2019–2020**

**DEMAND No. 29**

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Minister for Tourism

**TOURISM**  
**Demand No.29**  
**POLICY NOTE 2019 – 2020**  
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# **TOURISM, CULTURE AND RELIGIOUS ENDOWMENTS DEPARTMENT**

**Demand No.29**

## **TOURISM**

### **POLICY NOTE – 2019-2020**

#### **Introduction**

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

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

Tourism is commonly referred to as travel to another place within or outside the country. The United Nations World Tourism Organization

(UNWTO) defines Tourists as people “travelling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes.”

Tourism is an integral part of life now. With improved connectivity, quality roads and easy access to tourist attractions, e-booking etc., have made travel easier. Monotony of work, stressful lifestyle and desire to explore new places have necessitated travel and tourism.

## **Tourism in India**

The year 2017 was a remarkable year for India as it received more than 10 million foreign tourist arrivals for the first time, registering 14% growth in 2017 over 2016, as against average growth of 6.8% in the World. Foreign Exchange Earnings (FEE) has shown a growth of 19.1% in US Dollar terms as against a modest growth of 7.5% world-wide during 2017. India's rank in terms of FEE during the year 2017 was 13<sup>th</sup> in the World. Moreover, India stands at 7<sup>th</sup> position in Tourism receipts within

Asia & Pacific region. Further, domestic tourist visits have crossed 1652 million during 2017.

Ministry of Tourism, Government of India is sanctioning funds for the creation of infrastructure in the country under various thematic circuits. The Ministry of Tourism maintained the "Incredible India" campaign for promoting Tourism in India.

### **Tourism in Tamil Nadu**

Tamil Nadu is a state in the south-eastern part of the Indian Peninsula. Tamil Nadu has some of the most remarkable temple architecture in the country and a living tradition of music, dance, folk arts and fine arts. Tamil Nadu is well renowned for its temple towns and heritage sites, monuments, forts, hill stations, waterfalls, national parks, beaches, local cuisine, natural environment and wildlife.

Tamil Nadu has five UNESCO declared World Heritage sites, namely, Shore Temple, Five Rathas, Arjuna's Penance – Mamallapuram, Brahadeeswarar Temple - Thanjavur, Iravatheeswarar Temple - Darasuram,



Brahadeeswarar Temple – Gangaikonda Cholapuram and Nilgiri Mountain Railway. Four International Airports, namely Chennai, Madurai, Tiruchirappalli and Coimbatore and two major ports Chennai & Thoothukudi are the major connecting points which connects the State with rest of the Country and other parts of the World. The well connected road facility to tourist places is a boon for the tourists and all the above facilities has made Tamil Nadu, the most preferable tourist destination in the country.

### **Goals of Tourism Department**

- I. To promote Tamil Nadu as a priority tourist destination at national and international level.
- II. To create more tourism infrastructure and rejuvenate the existing tourism infrastructure in the State.
- III. To provide world class services for the tourists visiting Tamil Nadu.
- IV. To showcase the rich and diversified cultural heritage and monuments of architectural splendour.

- V. To identify and explore the lesser known tourist places for the promotion of tourism.
- VI. To create avenues and generate employment in Tourism Industry.
- VII. To earn foreign exchange for the country.

### **Strategy**

- a. Integrated development of high-priority tourism infrastructure in high potential tourism circuits.
- b. Encouragement of private sector and community participation in tourism.
- c. Participation in Domestic and International Marketing meets, Publicity Campaigns, Exhibitions and conduct of Road shows.
- d. Development of Coastal Tourism.
- e. Improved co-ordination efforts of multiple agencies.
- f. Enhanced connectivity, utilities and tourist services.

- g. Development of Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism, Niche Tourism, etc.,
- h. Promotion of environmentally and culturally sustainable and socially inclusive tourism development.
- i. Development of Eco-Tourism holistically without causing damage to environment and wildlife.
- j. Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of woman and disadvantaged groups.

### **Tourist Visits to Tamil Nadu**

A large number of International and Domestic tourists visit different tourist places of interest in Tamil Nadu. The Countries which constitute major share of tourists are U.S.A, U.K., Canada, Australia, Russia, Germany,

China, Malaysia, Singapore, Japan, Italy, France, Sri Lanka , Oman and Bangladesh.

The domestic and foreign tourist visits in Tamil Nadu have been as follows:-

Year	Domestic	Foreign	Total
	(in Lakhs)		
2015	3334.59	46.85	3381.44
2016	3438.10	47.20	3485.30
2017	3450.61	48.60	3499.21
2018	3859.09	60.73	3919.82

In 2014, 2015, 2016 and 2017 Tamil Nadu State has been ranked first in both Domestic and Foreign Tourist visits. The arrival of both international and inbound tourists have increased considerably during 2018, due to well planned marketing strategy, involving tourism stakeholders to participate in domestic and international travel marts and also road shows.

## **Fairs & Festivals**

Tamil Nadu has various tourist attractions, with age old rich cultural heritage. UNESCO identified heritage monuments at Mamallapuram the Shore Temple, Cave Temple, Arjuna's penance and Five Rathas are the prides of Mamallapuram and has made Mamallapuram a popular destination in Tamil Nadu.

The Indian Dance Festival is being conducted at Mamallapuram in December-January every year since 1992 which attracts thousands of tourists from all parts of India and abroad. Nearly 1,30,000 domestic tourists and 19,000 foreign tourists witnessed the Dance Festival during the year 2018-19.

In Tamil Nadu, during the summer season, people travel to hill stations like Ooty, Kodaikanal, Yercaud, Yelagiri and Valparai and stay there, to experience the cool climate.

As people use to stay in the hill stations to rest and relax, the classical and folk dances are arranged in summer festival as a part of

entertainment. Various other events with sports activities are also organised.

The following festivals have been conducted during 2018-19, to enlighten the tourists of Tamil Nadu's tradition and culture:-

<b>Name of the Festival</b>	<b>Month</b>
Pongal Festival	January
Jallikkattu at Viralimalai, Pudukkottai District	January
Chithirai Tourist Festival, Madurai	April
Tea and Tourism Festival, Udhamandalam	May
Car Festival at Thiagarajasamy Thirukoil, Tiruvarur	May
Neithal Summer Festival at Nagappattinam	May
Kumari Summer Cultural Festival at Kanniyakumari	May
Summer Festival at Kodaikanal / Yercaud / Yelagiri	May
Summer Festival at Ooty	May – June

Summer Festival at Javvadhu Hills	June
Mango Festival, Krishnagiri	June
Summer Festival at Kalvarayan Hills	July
Kurinji Festival at Kodaikanal	July – August
SaaraI Thiruvizha, Courtallam	July – August
Valvil Ori Vizha at Kolli Hills	July – August
Aadipperukku Festival, Hogenakkal	August
SaaraI Festival at Suruli Falls, Theni District	August-September
World Tourism Day Celebration	September
King Raja Raja Cholan Sathaya Vizha, Thanjavur	October
Indian Dance Festival, Mamallapuram	December - January

Tamil Nadu Tourism participated in the Government Exhibitions held at Madurai, Coimbatore, Cuddalore, Tirunelveli, Karur, Salem, Pudukkottai, Theni and Vellore to

showcase the tourism potential, tourism activities and tourism projects among the Tourists and Public.

## **Participation in Domestic and Overseas Travel Marts**

To make Tamil Nadu as the most preferred tourist destination and to increase the tourists footfall in Tamil Nadu, this Department participates in the overseas and domestic travel marts.

### **A) PARTICIPATION IN DOMESTIC TRAVEL MARTS**

With an objective to reiterate Tamil Nadu as world class tourism destination and to focus on inbound tourism through Business meeting, Tourism Department participates in Domestic Travel Marts. These buyer-seller meetings provide an opportunity to promote our State.

Tamil Nadu Tourism participates in the Travel Marts and Tourism Fairs being organized by the other State Tourism Departments and reputed agencies to showcase the tourism potentials of Tamil Nadu.



**During 2018-2019, Tourism Department participated in the following Domestic Tourism Fairs and Events**

<b>Domestic Tourism Fair/Events</b>	<b>Month</b>
Road Show at Hyderabad.	July 2018
India International Travel Mart (IITM), Bengaluru and Chennai.	July- August 2018
Travel & Tourism Fair (TTF), Kolkata, Hyderabad, Ahmedabad	July- September 2018
Indian Association of Tour Operators (IATO) Annual Convention, Vizagapattinam.	September 2018
Indian Global Travel Mart (IGTM), New Delhi.	September 2018
Paryatan Parv, New Delhi.	September 2018
India International Trade Fair (IITF) at Pragati Maidan, New Delhi.	November 2018
Adventure Travel Trade Association (ATTA) Adventure Next, Bhopal.	December 2018

South Asia's Travel and Tourism Exchange (SATTE), Greater Noida, New Delhi.	January 2019
Republic Day Celebrations, New Delhi.	January 2019
45 <sup>th</sup> India Tourist and Industrial Fair, Island Ground, Chennai.	January-March 2019
Chennai Science Festival, Science City, Chennai.	February 2019
Great Indian Travel Bazaar (GITB), Jaipur.	April 2019

## **B) INTERNATIONAL TRAVEL MARTS / PUBLICITY CAMPAIGNS (ROAD SHOWS)**

To promote the varied tourist destinations in Tamil Nadu, Tourism Department has been participating in the International Travel Marts. The tourism stakeholders like Hoteliers, Tour Operators, Wellness Promoters, etc., are participating with enthusiasm in the Tourism pavilion of Tamil Nadu. This has resulted in increased foreign tourist visits. During the year 2018-19, Tourism Department has participated

in the following International Travel Marts and Tourism Fairs:-

<b>Month &amp; Year</b>	<b>Name of International Travel Mart</b>
September 2018	Pacific Asia Travel Association Travel Mart, (PATA) at Langkawi, Malaysia
September 2018	Japan Association of Travel Agents (JATA) Tourism Expo at Tokyo, Japan
October 2018	International Tourism Bourse, Asia (ITB) Singapore
November 2018	World Travel Market (WTM) at London
January 2019	FITUR International Tourism Trade Fair, Madrid, Spain
March 2019	International Tourism Bourse (ITB) at Berlin, Germany

### **PATA Travel Mart 2018 at Langkawi, Malaysia**

PATA, one of the biggest International Travel Mart, is being held every year in one of the Pacific Asian countries. In the PATA Travel

Mart during September 2018 at Langkawi, Malaysia, the Tourism pavilion was decorated with the tourism potentials of Tamil Nadu. Buyers from 53 countries participated in the PATA Travel Mart. Seven co-exhibitors from Tamil Nadu also participated with Tamil Nadu Tourism. Participation in this travel mart will increase the tourist footfalls from Malaysia and nearby countries and will increase their stay in Tamil Nadu.

### **JATA Tourism Expo 2018 at Tokyo, Japan**

JATA Tourism Expo offers business opportunities, which has been globally recognized as an established comprehensive tourism event. Members of Tourism, Hospitality Industry and Government Departments from 136 countries congregated under one roof in JATA Tourism Expo and promoted their destinations and services.

Five numbers of stakeholders from Tamil Nadu participated in JATA Tourism Expo. To market their activities, they participated as co-exhibitors in Tamil Nadu Tourism Pavilion.

Many travel agents, tour operators, travel writers, print and electronic media from Japan had visited Tamil Nadu Tourism stall. They were explained about the abundant tourism potentials of Tamil Nadu. The major tourist destinations in Tamil Nadu were printed in Japanese language and distributed to them, which was appreciated.

### **International Tourism Bourse (ITB), Asia, Singapore**

The ITB showcases MICE (Meetings, Incentives, Conventions, Exhibitions), Leisure and Business Travel. The buyers from Asia, Middle East, United States and Europe attended this event. In this Travel Mart, more than one thousand exhibitors from 127 countries have participated. Under Tamil Nadu Tourism banner, eight tourism stakeholders from Tamil Nadu viz., Travel Agents, Hoteliers, Tour Operators and Wellness tourism promoters had participated with great interest and marketed their products / services.

## **World Travel Market (WTM), London**

127 countries participated in the World Travel Market at London. Eight numbers of tourism stakeholders from Hotel industry and Destination Management Company had participated in the Tamil Nadu Tourism Pavilion. Leading Tour operators, Travel Agents, Industrialists, Cruise operators, Travel Writers, Hoteliers etc., shown keen interest and held discussions with Tourism stakeholders of Tamil Nadu.

## **“FERIA INTERNACIONAL DE TURISMO” (FITUR) 2019 at Madrid, Spain**

176 countries participated in the FITUR International Tourism Trade Fair 2019. Three Tourism Stakeholders from Tamil Nadu participated along with Tamil Nadu Tourism Department. Participation in this overseas Travel Mart will increase the tourist footfalls from Spain and other countries to Tamil Nadu.

## **International Tourism Bourse (ITB) 2019 at Berlin**

180 countries participated in the ITB 2019 at Berlin. Eleven Tourism stakeholders from Tamil Nadu like Travel Agents, Tour Operators, Hoteliers, Wellness tourism promoters had participated in the Tamil Nadu Tourism stall.

## **World Tourism Day Celebrations**

With a view to create awareness on Tourism and its importance, World Tourism Day is being celebrated on September 27<sup>th</sup> every year in all districts of Tamil Nadu. A State level World Tourism Day function was held at Madurai on 26.09.2018 and 27.09.2018. Tourism awareness rally, cleanliness campaign around Meenakshi Temple, cultural programmes and seminar were conducted during the two days celebration.

## **Guide Training**

Guides play a pivotal role in Tourism promotion and are responsible for entertaining the image of the State and the Country, giving factual information, caring for the safety of

tourists and ensuring their comfortable stay. Guide Training programme is being conducted regularly to inculcate knowledge, skills and competence to render quality service to the tourists.

### **Publicity – Advertisements**

For showcasing the tourist potentials of Tamil Nadu in a right way, Tourism Department has been releasing advertisements throughout the year in leading tourism related journals, important magazines, domestic and international in-flight magazines. Digital Tourism advertisement in Airports and Railway Stations is the latest advertisement technique which the Department attempted.

Accordingly, advertisements were released in International magazines and International In-flight magazines viz. Condé Nast Traveller, Travel + Leisure (India and South Asia), Indes (French), Jet Wings International (Jet Airways), Spice Route (Spice Jet Airways), (National and International In-flight magazine), Gulf Air, Digital Tourism magazine (Travel and Tour World).



Advertisements were also released in various Domestic in-flight magazines and travel magazines like Jet Wings (Jet Airways), Subha-Yatra (Air India), Outlook, Outlook Business, Outlook Traveller, Womans Era (Hindi), Grehlaksmi, Travel Heights, Swar Sarita, GrihaShoba, The Week, Lonely Planet, National Geographic Traveller (India), Travel Scapes, Abhiyan (Gujarati).

The electronic media advertisements give positive impact in Tourism promotion and increase the footfall of the tourists both domestic and international. The advertisement strategy adopted in the Department has helped to increase the tourist visits in the State.

Publicity materials like Discover Tamil Nadu booklet, Tourism Passport booklet, Tamil Nadu Map in English and Tamil have been further translated into Japanese, French, German, Chinese and Spanish languages. These are distributed to the visiting tourists and tourism stakeholders in the domestic and international travel marts. Tamil Nadu Tourism films in pen drive were also distributed to the

visitors to the Tamil Nadu Tourism Pavilion put up at the domestic and international travel marts.

**STATE INSTITUTE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (SIHMCT), THUVAKUDI, TIRUCHIRAPPALLI**

The State Institute of Hotel Management and Catering Technology, formerly known as Food Craft Institute situated at Thuvakkudi, Tiruchirappalli was established on 01.10.1981 by Government of India. It was registered under Tamil Nadu Societies Registration Act, 1975 and jointly sponsored by the Government of India and Government of Tamil Nadu.

It has been upgraded from Food Craft Institute to State Institute of Hotel Management & Catering Technology w.e.f 15.12.1998. This Institute is affiliated to National Council for Hotel Management and Catering Technology, Noida, Uttar Pradesh.

The State Institute of Hotel Management and Catering Technology has been functioning at Thuvakkudi, Tiruchirappalli and it conducts a

three year Degree Course in Hotel Management and Catering Technology. It also conducts one and a half year Diploma Courses as well as Certificate Courses in Food Production, Food and Beverage Service, House Keeping, Bakery and Confectionery. Besides the regular programmes, short term programmes are also conducted under Hunar Se Rozgar scheme of Government of India.

The State Government has been sanctioning a sum of Rs.5.00 lakhs every year as recurring grant to the Institute to meet the essential expenditure viz. maintenance, electricity bill, water charges, telephone charges etc.

## **TOURIST SECURITY ORGANIZATION**

The Tourist Security Organization is functioning under the Department of Tourism for extending essential services to the needy Tourists. Safety and security are considered as pivotal services which are determining factors for choosing a Tourist destination to visit peacefully.

This organization has been formed in Tamil Nadu in the year 2010 and the services have been set-up at five tourist places, viz., Mamallapuram, Udthagamandalam, Kodaikanal, Rameswaram and Kanniyakumari. One post of Station Tourist Warden with five posts of Tourist Warden in each of the above five tourist places and one post of Chief Tourist Warden at the Commissionerate of Tourism, Chennai were created. The total strength of Tourist Security Organization is 31.

Tamil Nadu is promoting Tourism by way of ensuring safety and security of both foreign and domestic tourists and by gaining confidence among them.

The objectives of the organization are:-

- To ensure comfortable travel.
- Proper communication on Tourist arrival with their local language to the extent possible.
- To provide required information and guidelines to tourists for visits.
- Assistance during any unforeseen requirements in which a tourist find it difficult to get in a new place or in a crowd.

The performance of Tourist Security Organization has been appreciated by foreign and domestic tourists, local Police and others.

## **Tourism Infrastructure**

### **(i) State Funded Schemes**

Tourism Department is sanctioning funds for the development of basic infrastructure facilities at tourist destinations for the benefit of tourists visiting Tamil Nadu. The major components namely, rest sheds, toilets, approach roads, dress changing rooms, parking lots, drinking water, illumination, signages etc., are provided in the tourist centres.

### **Infrastructure Facilities Schemes- 2018-2019**

<b>Sl.No.</b>	<b>Name of the scheme</b>	<b>Amount Sanctioned (Rs. in lakhs)</b>
1.	Providing of Basic Facilities in Tirunelveli District, Radhapuram Panchayat Union,	106.50

	Kallikulam South Saint Panimayamatha Church, Vijayapathi Viswamithrar Temple, Uvari Kappal Matha Church, Thiruvambalapuram Athangarai Pallivasal Sheik Mohammad Syed Ali fathima darga.	
2.	Tourism Development works at Dam site of Viswakudi Dam in Perambalur District, Veppanthattai Taluk, Thondamanthurai Village.	200.00
3.	Providing Basic Facilities at Nainar Malai Varadharaja Perumal Temple, Namakkal District.	321.53
	<b>Total</b>	<b>628.03</b>

## Development of Roads 2018-2019

<b>Sl.No.</b>	<b>Name of the Scheme</b>	<b>Amount Sanctioned (Rs. in Lakhs)</b>
1.	Providing of Road works at Radhapuram Panchayat Union from Uvari Panchayat, Kappal Matha Church to Anthoniyar Church, South Kallikulam Panchayat Union Saint Athisaya Panimayamatha Church car street and Athisaya Panimayamatha Nagar in Tirunelveli District.	92.39
2.	Providing of pathway from the bottom of the Hill to Top at Nainar Malai Varadharaja Perumal Temple, Namakkal District.	398.02

3.	Providing of pathway from the bottom of the Hill to Top at Arulmigu Subramaniya Swamy Thirukovil, Viralimalai, Pudukottai District.	380.00
4.	Improvement of road at Butterfly Park, Melur Village, Srirangam Taluk in Tiruchirappalli District.	193.58
	<b>Total</b>	<b>1063.99</b>

## **(ii) Government of India Assisted Schemes**

### **PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive)**

The Ministry of Tourism, Government of India has sanctioned a sum of Rs.1,647.67 lakhs for development of Kancheepuram and Rs.560.08 lakhs for development of Velankanni under PRASAD scheme and released a sum of Rs.329.53 lakhs as first installment and Rs.494.30 lakhs as second installment (Total



Rs.823.83 lakhs) for development of Kancheepuram and Rs.112.01 lakhs as first installment and Rs.147.04 lakhs as second installment (Total Rs.259.05 lakhs) for development of Velankanni respectively. Works are nearing completion.

### **Swadesh Darshan Scheme**

The Ministry of Tourism, Government of India (MOT, GoI) has launched the Swadesh Darshan Scheme with a view to develop theme based tourist circuits on the principles of high tourist value of all stakeholders to enrich tourist experience and enhance employment opportunities. The identified Coastal Tourist locations in Tamil Nadu are: i) Chennai - Marina Beach & Besant Nagar Beach ii) Mamallapuram Beach iii) Rameswaram Beach iv) Kulasekaranpattinam v) Kanniyakumari. A sum of Rs. 99.91 crores has been sanctioned and Rs.49.96 crores has been released by the Ministry of Tourism, Government of India to TTDC for the creation of facilities like landscaping, illumination, creation of public convenience, wayside amenities, watch towers,

development of walkway, upgradation of beach front pockets, rescue boats, beach buggies, jetski, ampicraft, Wi-Fi, installation of CCTV Cameras, information signage, erection of first aid kiosks. Works are nearing completion.

### **Swachhtha Pakwada (Cleaning Campaign)**

Under the Swachhtha Pakwada campaign of Government of India, this Department has conducted cleaning campaign in all the 32 Districts of Tamil Nadu. A sum of Rs.3.20 lakhs at Rs.10,000 per district was sanctioned.

### **TOURISM AWARDS**

Tamil Nadu Tourism has received two awards during 2018-2019.

Tamil Nadu has been selected by PATWA (Pacific Area Travel Writers Association) for the category "Best Destination for Heritage-International Travel Award". This international award was received at a function held on 7<sup>th</sup> March 2019 at ITB Berlin Germany. Tamil Nadu has won an award for "Best Performing State in Tourism-2018" from

M/s. India Today Group, New Delhi on 22.11.2018 which was received by Hon'ble Chief Minister of Tamil Nadu.

### **Asian Development Bank – Infrastructure Development Investment Program for Tourism (IDIPT) Project**

The Infrastructure Development Investment Program for Tourism (IDIPT-TN) in Tamil Nadu was prepared with the assistance of Asian Development Bank, for a sum of Rs.288 crore under Tranche-4, consisting of 14 packages of goods and works.

Tendering for 10 packages has been completed and the work have commenced. The remaining 4 packages are under various stages of tendering.

### **Implementation of Announcements made by Hon'ble Minister for Tourism in the Tamil Nadu Legislative Assembly during the demand for 2018-2019**

One Day Awareness Tour has been conducted in 32 Districts of Tamil Nadu for the School students to create awareness about the

Historical tourist centres in Tamil Nadu at a cost of Rs.64.00 lakhs. It evoked great response among the school children. 150 students from each district have been given awareness tour. A total of 4800 students across Tamil Nadu along with 200 Teachers had participated. The students were given bags, caps, food, snacks and water. They were taken to historically important places, museums, beaches, etc., and quiz competitions were conducted for which they responded very well. Prizes were distributed to the winners of the competition.

State level World Tourism Day was celebrated on 26.9.2018 and 27.9.2018 at a cost of Rs.25 lakhs at Madurai.

A sum of Rs.2.57 crore has been sanctioned towards new construction of Tourism Complex and the repairing and renovation of Tourism Complex at Poompuhar, Nagappattinam District. Work will be started soon.

A sum of Rs. 60.20 lakhs has been sanctioned for Renovation and upgradation of Kattabomman Memorial Fort at

Panchalankurichi, Thoothukudi District and the work is in progress.

A sum of Rs.1.41 crore has been sanctioned for providing additional facilities and improvement works at Hotel Tamil Nadu, Krishnagiri, Hosur, Hogenakkal, Ooty, Madurai II, Tiruchendur and Kodaikanal and the works are in progress.

A sum of Rs.75 lakhs has been sanctioned for providing additional facilities and improvement works in the Boat House at Yercaud, Salem District and the works are in progress.

A sum of Rs.37.50 lakhs has been sanctioned for providing new RCC steps with SS handrails in the Boat House at Pykara, Nilgris District and the works are in progress.

### **Tamil Nadu Tourism Development Corporation (TTDC)**

Tamil Nadu Tourism Development Corporation was incorporated on 30.06.1971 with the objective of providing accommodation, conducting various types of tours, running boat

houses and organizing India Tourist and Industrial Fair. There is a chain of 53 hotels and a fleet of 12 coaches under its purview. It is operating Youth Hostels at hill resorts of Ooty, Kodaikanal and Yercaud that cater to students and budget tourists. Some of the Hotels have been leased out / franchised and the rest are managed by TTDC.

### **Hotels Division**

TTDC has been taking continuous efforts to upgrade all the hotels under its purview to meet the expectations and demands of the Tourists / Guests.

The Staff and Managers of TTDC hotels are being imparted training through the two catering Institutions at Chennai and Trichy and also chosen star hotels. Two days sustainable tourism training program was conducted at Hotel Tamilnadu, Madurai Unit-II on 07.07.2018 and 08.07.2018.

### **Boat Houses**

TTDC has been operating Boat Houses at Muttukadu, Mudaliarkuppam, Ooty, Pykara,

Kodaikanal, Yercaud, Pitchavaram and Courtallam.

### **Boat House, Muttukadu**

Muttukadu is a backwater area of the Bay of Bengal located at 36 k.m. from Chennai on the way to Mamallapuram. Muttukadu Boat House is situated on the East Coast Road at Muttukadu, Chennai. It has Motor Boats, Row Boats, Speed Boats and Water Scooters totalling 37 numbers. TTDC is also running restaurant at Muttukadu. The boating spot receives more than 4000 visitors during weekends. The Boat House at Muttukadu has been given facelift with ADB-IDIPT funds. TTDC has purchased two water scooters on 27.02.2019.

### **Boat House, Mudaliarkuppam**

Mudaliarkuppam backwaters is a brackish water lagoon adjacent to the Bay of Bengal on the East Coast Road. This is yet another heaven for migratory birds and ducks. Mudaliarkuppam Boat House is also known as Raindrop Boat House. It is a water sport facility located on the East Coast Road, 36 k.m. from Mamallapuram

and 92 k.m. from Chennai. The Boat House has been developed by TTDC on the Odiyur lake backwaters. It has row boats, pedal boats, single seater kayaks, banana boat, water scooters and motor boat totalling 34 Numbers. Trips are organized to the Beach island located in the Odiyur lake. Tourists are allowed to spend sometime in the island and tents are available for this purpose. There is a snack bar where one can have light refreshment and beverages. The Boat House at Mudaliarkuppam has been given facelift with ADB-IDIPT funds.

### **Boat House, Ooty**

Ooty lake is a major tourist attraction and it is centrally located in an area spanning 85 acres. Boating is the prime attraction at the lake. The boat house offers boating facilities with pedal boats, row boats and motor boats totalling 133 numbers. It also features a garden and a mini train. TTDC has recently provided new SS handrails on the Boat Jetty Shelter for the safety of the tourists and also provided Eco toilet and urinals with Bio Digester at this Boat House for the convenience of the tourists from 17.12.2018.



## **Boat House, Pykara**

Pykara lake is situated about 21 k.m. from Ooty on the Ooty-Mysore road in a picturesque surrounding. Pykara River originates in the Mukurthi Peak. The lake has been developed into a thoroughly enjoyable picnic spot to the visiting tourists.

The boat house on the Pykara reservoir is an added attraction for the visiting tourist. It has motor boats and speed boats totalling 25 numbers and a restaurant is also being run by TTDC. Recently TTDC has provided Eco toilet with Bio Digester at Boat House, Pykara for the convenience of the tourists.

## **Boat House, Kodaikanal**

Kodaikanal lake is the centre of attraction to the tourists. It is a star shaped lake. This man-made lake is located at 3 k.m. away from Kodaikanal bus stand, in a sprawling area of 59 acres. TTDC has been operating two Boat Houses at Kodaikanal. It has row boats, pedal boats and shikkara boats totalling 112 numbers.

Recently TTDC has also provided two numbers of Bio Toilets for the convenience of tourists.

### **Boat House, Yercaud**

Yercaud, the “Jewel of the South” is situated in Shervaroys range of hills in the Eastern Ghats. Yercaud lake situated near the Town bus stand, is a celebrated tourist location for the visitors. Total area of the lake is 28.40 acres and it is 38 k.m. away from the Salem Railway Station. It has pedal boats, row boats and motor boats totalling 55 numbers.

### **Boat House, Pitchavaram**

The Pitchavaram Mangrove Forest near Chidambaram is the World’s second largest Mangrove Forest in Cuddalore District. The area of Boat House is about 5.27 acres and it is separated from the sea by a sand bar. The Mangrove forest cover is permanently prevalent in a few feet of water. It has row boats and motor boats totalling 53 numbers.

## **Boat House, Courtallam**

Courtallam is located in the Western Ghats popularly known as 'spa of the south'. TTDC operates boating services for tourists at Courtallam during season i.e June, July and August. It has row boats, pedal boats and kayak boats totalling 28 numbers.

Wearing of life jackets at all the Boat Houses have been made mandatory, since the safety of the tourists is of prime importance.

TTDC has taken steps to purchase various types of Boats at Boat Houses through ADB fund.

## **Telescope House**

Tamil Nadu Tourism Development Corporation Limited is having Telescope House in Doddabetta at Ooty, Kodaikanal and Yercaud. Recently two numbers of additional Telescopes have been provided in Doddabetta Telescope House at Ooty for the visiting tourists.

Action is being taken to reconstruct Cafeteria at Doddabetta through Forest Department.

## **Transport Division**

TTDC has been operating tours in a time span ranging from half-a-day to 14 days with a fleet of 12 coaches. 38 tours are being organised by TTDC for the benefit of both domestic and international tourists. Among these tours, Thirupathi Tour, 3 days Navagraha Tour, 8 days Tamil Nadu Tour and 8 days East – West Coast Tour are more popular among the tourists. Apart from these tours, TTDC has also been organising Tailor-Made tours and Government employees LTC tours to meet the needs of group tourists.

TTDC has secured 150 Seegra Dharshan tickets per day for all the seven days of the week from Thirumala Thirupathi Devasthanam (TTD) since June 2015.

## **FAIR SECTION**

The 45<sup>th</sup> India Tourist and Industrial Fair 2019 was inaugurated by the

Hon'ble Chief Minister of Tamil Nadu on 09.01.2019 at Island Grounds, Chennai. This year the theme of the tourism is "Tourism and the Digital Transformation".

Based on the theme all the Government departments and Public Sector Undertakings had erected their pavilions in an attractive manner showcasing the various Welfare Schemes and Development Programmes of the State Government through appealing working models and LED screens to the visiting public.

For the first time, Tamil Nadu Prison Department had participated in this fair. The pavilion erected by them was very attractive and created awareness about the activities of the Prison Department. The products made by prisoners like Shoes, Chappals, Oil, Clothes, Sweets, Snacks etc., were sold at reasonable rates, which received good response from the public.

Legal Services Authority, Chennai Division had also erected their pavilion where free legal services were provided to the downtrodden people who sought legal advice.

TTDC has relayed bituminous road inside the Fair grounds at the cost of Rs.50.87 Lakhs. Moreover, garden along with a fountain has been created at a cost of Rs.46.00 Lakhs for the benefit of the tourists and to attract the visiting public.

### **Marketing initiatives of TTDC**

- Tie-up arrangements have been made with Air India, under credit scheme for providing holiday home facilities at TTDC Hotels. TTDC has earned a revenue of Rs.12.13 Lakhs during the period from April 2018 to March 2019.
- Tie-up arrangement also have been made with the following departments under deposit accommodation scheme for providing holiday home facilities at TTDC hotels and TTDC has earned a deposit of Rs.180 lakhs as detailed below:-

<b>Organisation</b>	<b>Rs. (in Lakhs)</b>
Central Excise, Madurai	30.00
ESI, Chennai	70.00
ESI, Madurai	30.00
EPF, Nagercoil	50.00
<b>Total</b>	<b>180.00</b>

### **Holiday Home - Deposit Accommodation Scheme**

- The Central Excise Department, Madurai has deposited Rs.30.00 Lakhs for the Deposit Accommodation Scheme for Two Double Rooms at Hotel Tamil Nadu, Kodaikanal for their use.
- The Employees State Insurance Corporation, Nungambakkam has deposited Rs.70.00 lakhs (Hotel Tamil Nadu, Ooty Rs.35.00 lakhs and Hotel Tamil Nadu, Kanniyakumari Rs.35.00 lakhs) for the Deposit

Accommodation Scheme for a period of three years from 01.05.2017 to 30.04.2020. Two Double Rooms at Hotel Tamil Nadu, Ooty and Hotel Tamil Nadu, Kanniyakumari have been blocked for their use.

- The Employees State Insurance Corporation, Madurai has deposited Rs.30 lakhs for the Deposit Accommodation Scheme for a period of three years from 03.07.2017 to 02.07.2020. Two Double Rooms at Hotel Tamil Nadu, Kodaikanal have been blocked for their use.
- The Employees Provident Fund Organization, Nagercoil has deposited Rs.50 lakhs for the Deposit Accommodation Scheme for a period of three years from 06.12.2017 to 05.12.2020. Two Double Rooms Non A/c and one Family Room at Hotel Tamil Nadu, Kanniyakumari have been blocked for their use.



- Promotional Initiatives are being taken by encouraging leading companies for holding Conferences / Workshops at Beach Resort Complex, Mamallapuram.
- A Marketing wing was created to look after the marketing activities of TTDC hotels, Package tours and boat houses. This wing has been involved in canvassing TTDC tours and hotel packages at Schools, Colleges, Government offices, Private companies, Trade fairs and other public places like beaches, parks, temples to improve the business and increase the revenue for TTDC.

### **E-Governance initiatives of TTDC**

TTDC has earned the proud distinction to have launched the Online Realtime Reservation System for all TTDC hotels across Tamil Nadu for booking of rooms in any hotels on real time basis as well as for booking of any tours conducted by TTDC.

TTDC has earned hike in revenue through these E-booking facilities every year. The

revenue generated through Online Bookings alone is Rs.14.00 Crores during 2018–19 as compared to revenue of Rs.12.80 Crores earned during the previous year.

“Virtual Tours” has been hosted on the website covering 46 Tourist spots in Tamil Nadu. Tourists visiting the site will have the experience of “virtually” visiting these places with 360 degree vision of these places through digital technology.

The “Centralised Reservation System” implemented in all sales counters across Tamil Nadu enable tourists to book rooms in any of TTDC hotels or book any TTDC Tours in any sales counters across Tamil Nadu.

The “Hotel Management System” implemented in all TTDC hotels across Tamil Nadu enable the tourists to check-in, check-out etc., in any of these TTDC hotels at any time.

TTDC has implemented New Boat House Management software with salient feature of capturing the boat riding timings at Boat

Houses of TTDC viz., Ooty, Pitchavaram, Yercaud, Kodaikanal-I and Kodaikanal-II to avoid pilferage in the billing of tickets and to monitor availability of boats.

TTDC has implemented Wi-fi facility in eight TTDC hotels viz., Hotel Tamilnadu – Kanniyakumari, Trichy, Thanjavur, Thiruchendur, Yercaud, Hogenakkal, Kancheepuram and Rameswaram in the year 2018-19 for the benefit of tourists who are staying in TTDC hotels.

TTDC has introduced online ticketing system for Industrial & Trade Fair, Chennai for visitors to book their entrance tickets and mini train ride tickets during the year 2018-2019.

Digital Marketing has been created through Social Media Platforms like Facebook, Twitter, You Tube, Instagram etc., to interact and share current information with tourists. Through this campaign in Facebook, the events of tourism have reached to more than 1.30 crores of people in the year 2018-19.

## **Dividend**

TTDC had declared a dividend of 30% on the equity share capital for the financial year 2017-18 and a cheque for Rs. 3.12 Crore was handed over to the Hon'ble Chief Minister on 18.01.2019.

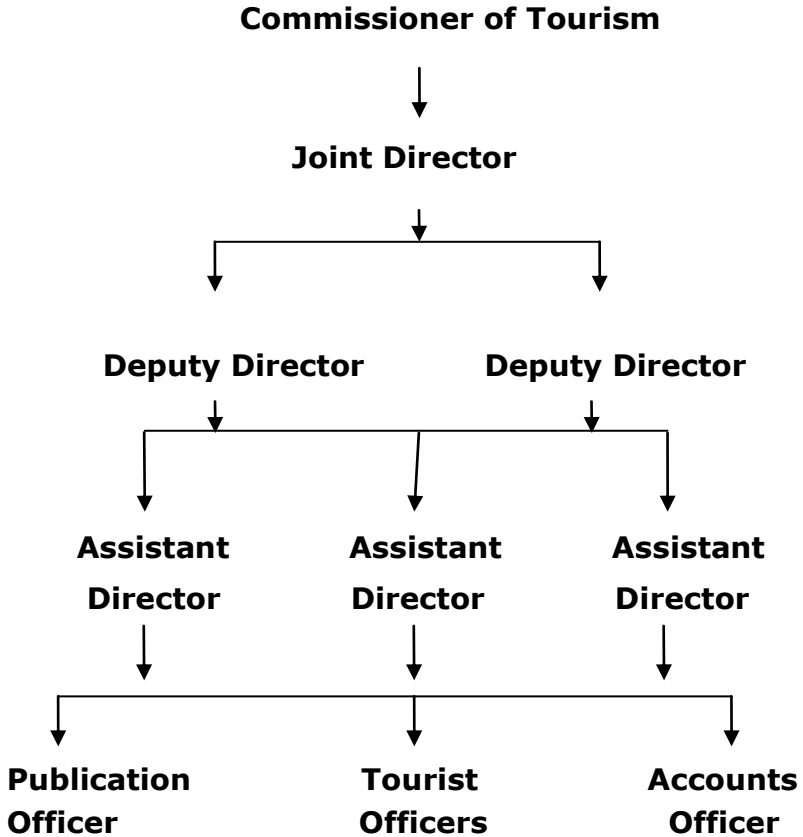
## **Conclusion**

The innovative activities and strategies to promote tourism in an effective manner by the State Tourism Department will be continued. The different stakeholders in the area of Tourism are working actively with the Tourism Department in promoting Tamil Nadu. This will be strengthened further. All steps are being taken to make this State as the most preferred National and International Tourism Destination.

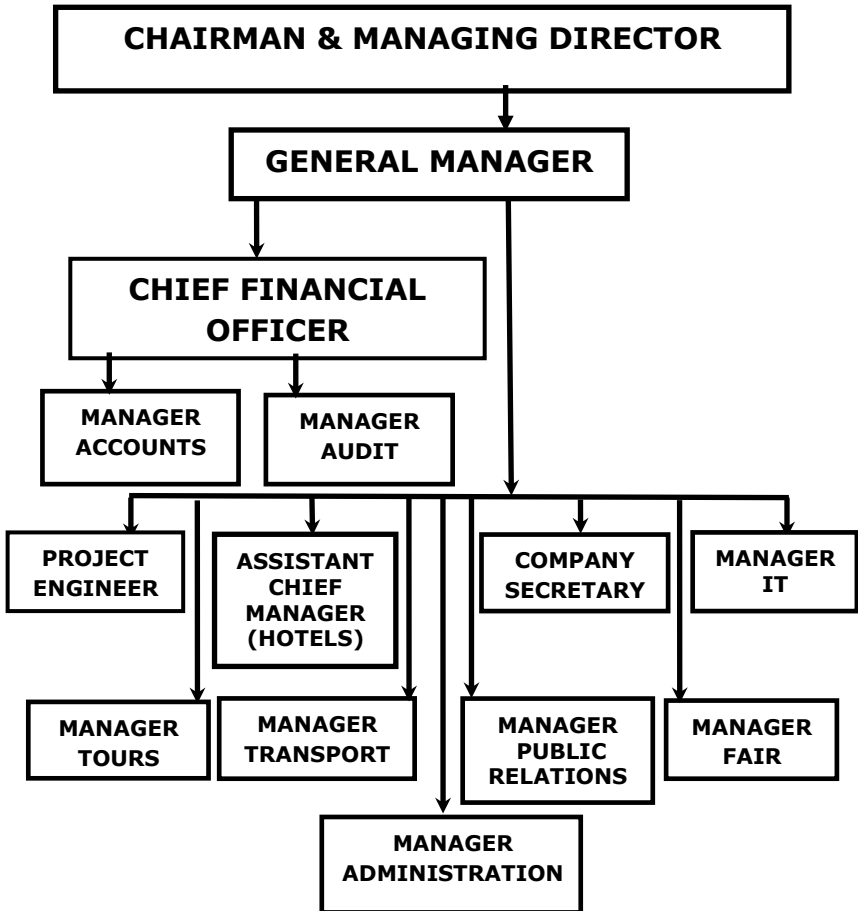
**VELLAMANDI N. NATARAJAN**  
MINISTER FOR TOURISM

**Annexure -I**

**DEPARTMENT OF TOURISM  
ORGANISATIONAL CHART**



**Annexure -II**  
**ORGANISATIONAL CHART OF TTDC**



## **Annexure-III**

### **TOURIST OFFICES**

#### **Tourist Offices:- Within Tamil Nadu**

- |                  |                     |                  |
|------------------|---------------------|------------------|
| 1. Ariyalur      | 12. Madurai         | 24. Tiruvallur   |
| 2. Chennai       | 13. Mamallapuram    | 25. Tiruvarur    |
| 3. Coimbatore    | 14. Namakkal        | 26. Theni        |
| 4. Chidambaram   | 15. Poompuhar       | 27. Thoothukudi  |
| 5. Dharmapuri    | 16. Pudukottai      | 28. Tiruppur     |
| 6. Erode         | 17. Perambalur      | 29. Udhamandalam |
| 7. Karaikudi     | 18. Rameswaram      | 30. Vellore      |
| 8. Kanniyakumari | 19. Salem           | 31. Virudhunagar |
| 9. Kodaikanal    | 20. Tiruchirappalli | 32. Villupuram   |
| 10. Krishnagiri  | 21. Tirunelveli     |                  |
| 11. Karur        | 22. Thanjavur       |                  |
|                  | 23. Thiruvannamalai |                  |

#### **Tourist Offices :- Outside Tamil Nadu**

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

## **Annexure -IV**

### **TOURIST INFORMATION CENTRES IN TAMIL NADU**

<b>AT AIRPORTS</b>	<b>AT RAILWAY STATIONS</b>
<ol style="list-style-type: none"><li>1. Chennai (International terminal)</li><li>2. Chennai (Domestic terminal)</li><li>3. Coimbatore</li><li>4. Madurai</li><li>5. Tiruchirappalli</li><li>6. Thoothukudi</li><li>7. Salem</li></ol>	<ol style="list-style-type: none"><li>1. Chennai Egmore</li><li>2. Coimbatore</li><li>3. Madurai</li><li>4. Tiruchirappalli</li><li>5. Tirunelveli</li></ol>
<b>At Bus Stands</b>	<b>At other Places</b>
<ol style="list-style-type: none"><li>1. Chennai Metropolitan Bus Terminus, Koyambedu</li></ol>	<ol style="list-style-type: none"><li>1. Gudalur (The Nilgiri District)</li><li>2. Rameswaram Temple</li><li>3. Hotel Tamil Nadu Complex, Thanjavur</li><li>4. Panchalankurichi (Thoothukudi District)</li></ol>



**TOURIST INFORMATION CENTRES  
OUTSIDE TAMIL NADU**

<b>Sl. No.</b>	<b>PLACE</b>	<b>STATE</b>
1.	Railway Junction, Bengaluru	Karnataka
2.	Hyderabad	Telangana
3.	Thiruvananthapuram	Kerala
4.	Ahmedabad	Gujarat
5.	Bhubaneswar	Odisha

# PHOTOGRAPHS



India Today Group has given award to Tamil Nadu for excellence in Tourism.  
The award was given by Hon'ble Vice President of India to the  
Hon'ble Chief Minister at New Delhi during November 2018.



ஆண்ணா கலையரங்கம்



45th INDIA TOURIST AND INDUSTRIAL FAIR 2018-2019



## GLOBAL INVESTORS MEET-2019



INDIAN DANCE FESTIVAL 2018-2019, MAMALLAPURAM



HALL OF THOUSAND PILLARS,  
MEENAKSHI AMMAN TEMPLE, MADURAI

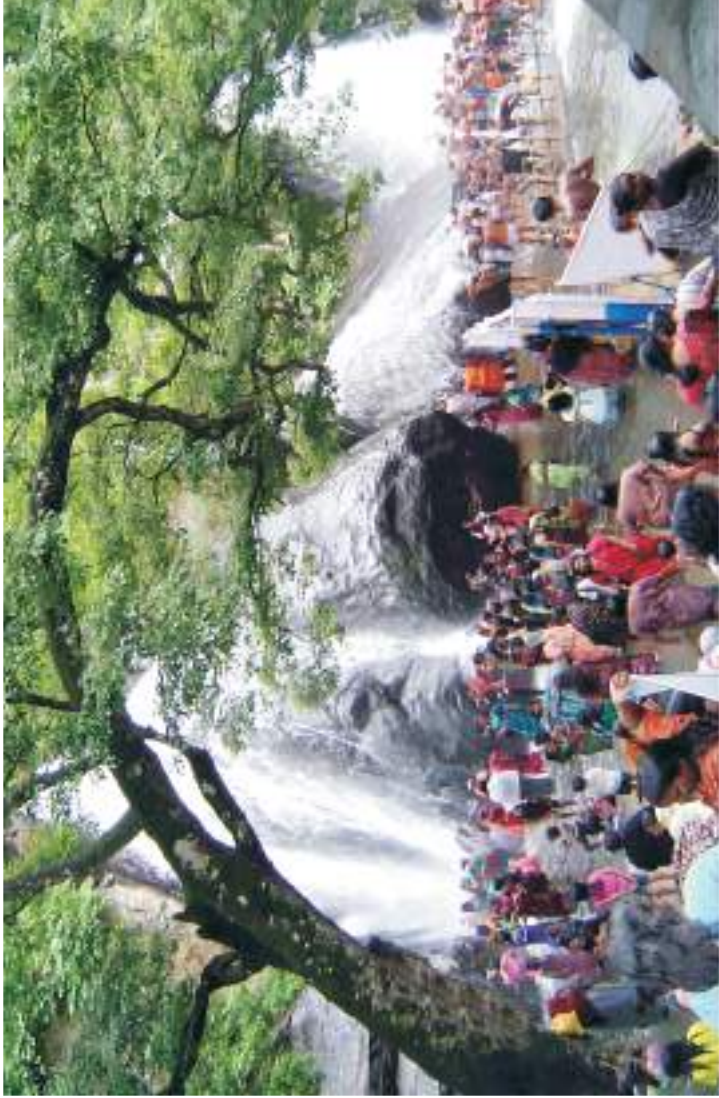


GOVERNMENT MUSEUM, CHENNAI





MARIAMMAN TEMPLE, SAMAYAPURAM,  
TIRUCHIRAPPALLI DISTRICT



FIVE FALLS, COURTALLAM



CHURCH AT VELANKANNI



VOLVO BUS



MANORA, THANJAVUR



NAGORE DARGAH



DR. A.P.J. ABDUL KALAM NATIONAL MEMORIAL, RAMESWARAM



VALPARAI