CHAPTER - VI
GROWTH AND DEVELOPMENT OF TOURISM IN TAMILNADU

Tamil Nadu is trying to follow the footsteps of Kerala and replicate the successful model of Kerala in terms of tourism promotion and developing or innovating diverse tourism products and multifacetal tourism typologies.

Tourism is being considered as one of the development options, choices to tide over the crisis that are confronting with the state of Tamil Nadu. Ever since, in the advent of globalisation, privatisation and liberalisation that unleashed in 1991, primary sectors and secondary sectors show decline. But, tertiary sector, service sector is showing tremendous growth. Agricultural production is showing negative growth and continues to be in determining position. The share of GDP of agriculture has drastically gone down in the last decade from 58.26% (1993 – 94) to 16.76% (2002 – 03). The share of industries also showed the same kind of negative trend. But service sector is showing up a phenomenal growth up to 48.6%.

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1 One of India’s 30 states, which successfully sell its brand name “Gods own country” in International arena by participating in World Travel Merk (WTM) in London, and International Tourism Exchange Berlin, Germany, Dubai Duty Free show and other road shows.
2 Baclwyam, Development of Agriculture in Tamil Nadu, CEDA Trust, Dindigul.
3 Ibid.
Thus, these economic compulsions forced the state to look into other options. In Nilgiris district, due to recession of tea prices and import of tea from Sri Lanka and Vietnam due to non – discrimination policies under WTO trade regime, substantial number of people who depended on tea economy, have forced into tourism related employment.

Tourism a Profile

In Tamil Nadu while 75% of the tourist visit to enjoy their leisure, others combine with business, education, auspicious occasions, political / religious / social conference, pilgrimage etc. Keeping the Tourism products in mind the Government are attempting to meet the requirements of all types of tourists. The Tourists visiting Tamilnadu are drawn from all walks of life and from various countries across the globe, whose color, religion race, creed. language, expectations, and food habits vary greatly. With a view to ensure a well targeted and focused attention visiting tourists are classified as follows.

Tourist Visiting Tamil Nadu from other States

1. Foreign tourists

Such a classification has enabled the Tourism Department to plan the itinerary, food, accommodation, transport etc to suit the specific needs of each category of tourist. It is also expected that this exercise will ultimately result in attracting more tourists and induce them to stay for a longer period in Tamilnadu.
2. Tourism in India

The number of foreign tourists who visited India during the last five years is as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Tourist Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>24.81 Lakhs</td>
</tr>
<tr>
<td>2000</td>
<td>26.41 Lakhs</td>
</tr>
<tr>
<td>2001</td>
<td>25.37 Lakhs</td>
</tr>
<tr>
<td>2002</td>
<td>27.42 Lakhs</td>
</tr>
<tr>
<td>2003</td>
<td>28.30 Lakhs</td>
</tr>
<tr>
<td>2004</td>
<td>34.57 Lakhs</td>
</tr>
<tr>
<td>2005</td>
<td>39.15 Lakhs</td>
</tr>
</tbody>
</table>

Tourism in India remains one of the largest foreign exchange earners, next only to gems, jewellery, and garments. During 2001 the foreign exchange earned by tourism in our country was estimated to be Rs.14.344 crores.

Ministry of Tourism, Government of India have estimated that Rs.10.00 lakhs invested in Tourism Created 47.5 jobs. The same amount if invested in Agriculture and Manufacturing sector can create only 447 and 12.6 Jobs respectively. Today the direct employment generated by tourism is estimated to be 164.5 lakhs. Indirect employment is much higher at 223.7 lakhs. 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 lakhs new Jobs. Similarly, in respect of hotel Industry, it is estimated that an investment
of Rs.10.00 lakhs will give direct employment to 12 persons and five rooms in
five-star hotel on an average gives direct employment to eight persons.

The national development council had approved to 10th five year
crore persons, obviously, the Tourism Industry is bound to play a significant
role in this massive task.\(^4\)

**Tourism in Tamilnadu**

Tourist visit Tamil Nadu throughout the year out of their sheer desire. Nature has bestowed Tamil Nadu with bountiful tourism products. To supplement these our ancestors too have given us temples, magnificent architectures, etc that serve as great tourists attractions Tamil Nadu is a fascinating state, virtually invaded by tourist throughout the year. We all know that Tamil Nadu is a place of Enduring Heritage and a higher state of mind where technology co-exist with tradition and where ancient architecture, heritage, social values and contemporary vitality blend harmoniously. Tamil Nadu enjoys the third position in India in terms of tourist arrivals.

**The tourist wealth of Tamil Nadu can be broadly classified under the following heads:**

1. Hill resorts
2. Beaches

\(^4\) Tourism Planning 1997 – 1998; Development of Tamil Nadu Tourism, p.3.
3. Waterfalls

4. Dam Sites

5. Zoological parks

6. Botanical / Horticulture Gardens

7. Wild Life Sanctuaries

8. Historical Monuments / Heritage sites

9. Pilgrim Centre.

10. Leisure tourism (Amusement Parks/Theme Parks)

11. Adventure tourism (Mountaineering and Boating etc)

12. Fairs and festivals

13. Monuments[^]

Tamil Nadu Government is attempting to innovate new types of tourism during 2003-2004. They are:

1. Health Tourism

2. Educational Centers of excellence, information technology and technical education centre etc.

3. Plantation tourism (To Be Promoted in Coffee / Tea estates)

4. Film industry and Tourism (To be promoted through encouraging film shootings and video recording in Tamilnadu).

[^]: Tourism Development, Government of Tamil Nadu, Policy Note 2003-2004, Demand No.28, p.3.
Tamil Nadu government, while asserting its ‘proactive approach’ in its tourism policy notes since 2001, categorically stated that the tourism industry need to be developed through the active participation of private sector. It also amplified its intention that Tamil Nadu Government would perform the role of ‘service facilitator’ rather than ‘service provider’. This means, in other words, the state government decided not to actively involve in the actual process of promoting tourism, but play a determinant role in setting the frame work for the same.

This shift, Tamil Nadu Government claims that, is a radical change in its policy formulations and perceptions. As tourism was viewed as a profit making industry and also demands huge investments for building necessary infrastructure to support the process, it is obvious that the formulating framework itself would ask for more investment and resultant factor is that also looking for maximum output / returns. The total allocation under Tourism Policy Note of 2003 – 2004 was Rs.32 crores. This was 50% increase to compare with earlier budget allocation. Thus, to make such investment cost – effective and cost – recovering, commercial considerations and profit motive was given top most priority in implementation.

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6 Ibid., p.1.
As an outcome this run for euros and dollars, foreign tourists — even among foreign tourists not back-baggers but affluent, tourists or ‘spenders’, ‘class tourists’, were focused in all.

To provide more thrust on tourism promotion and to enhance the foreign exchange revenue and to create more employment opportunities, Tamil Nadu Government had set out visionary objectives in it, policy note of 2000 – 06.

The number of tourists who visited Tamil Nadu during the years is furnished below.

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic (Arrivals in lakhs)</th>
<th>Foreign (Arrivals in Lakhs)</th>
<th>Total (Rs. in lakhs)</th>
<th>Foreign exchange earnings (Rs. in crores)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>229.82</td>
<td>7.86</td>
<td>237.68</td>
<td>1788</td>
</tr>
<tr>
<td>2001</td>
<td>238.12</td>
<td>7.73</td>
<td>245.85</td>
<td>1750</td>
</tr>
<tr>
<td>2002</td>
<td>246.61</td>
<td>8.05</td>
<td>254.66</td>
<td>1750</td>
</tr>
<tr>
<td>2003</td>
<td>270.59</td>
<td>9.02</td>
<td>29.61</td>
<td>1809</td>
</tr>
<tr>
<td>2004</td>
<td>300.77</td>
<td>10.58</td>
<td>311.35</td>
<td>1913</td>
</tr>
<tr>
<td>2005</td>
<td>323.39</td>
<td>11.79</td>
<td>335.18</td>
<td>2556</td>
</tr>
</tbody>
</table>

Dept. of Tourism, Govt. of Tamil Nadu.

The objectives of all our efforts

1. To increase the Tourist inflow to 10-12% Per annum from the present 4 to 9%.

2. To increase the period of stay of domestic tourist from 7- to 10-12 days and foreign tourists from 4-7 to 6-8 days.
3. To evolve a Government led, Private sector driven and Community oriented framework.

4. To fully exploit tourism potential for employment generation and poverty alleviation.

5. To Recognise the deep-rooted innate relationship between “Tourism, and Culture” and promote as such.

6. To promote Eco-Tourism

7. To tap the tourism potential in the coastal belt.

8. To make extensive use of Technological advancements and information technology.

9. To expand the product base to have more effective co-ordinations with other States.

10. To make tourism a Core-Competency Sector.

11. To take fruitful steps to attract ethnic tourists from the neighbouring countries like Srilanka, Singapore Malaysia, Mauritius reunion Island etc.

12. To eradicate the beggar / Touts menace at Tourist sports in Tamilnadu and to keep the environs of all the tourists spots clean.

Thus, Tamil Nadu Government unequivocally calls for opening up of fragile, eco-sensitive regions – forests and coasts for tourist purposes. Two steps was not in the interests of environment and was also not a wise step, considering the conflicts and contradictions emerged out those development,
with local communities of tribals / fisher folk. To translate these objectives into reality, strategies have been chalked out by Tamil Nadu Government.

**Strategies were include**

- Launching of mega – tourism projects
- Development of tourism circuits
- Large revenue generating projects
- Building an effective long – term public private partnership
- Encourage the private entrepreneurs to take up Tourist development projects
- Attention to promote cultural tourism
- Setting up of Amusement Park with private participation in coastal belt
- Preservation of Eco-tourism centres like Hill Stations, water falls, beaches, mangrove forest.

Tamil Nadu Government claims that exploitation of natural resources by maintaining complete harmony with nature and without endangering the otherwise extremely fragile ecology. As far as strategies are concerned, setting up amusement parks in sensitive 1000 km stretch coastal belt was a severe blow to conservation of coastal ecology and mooted with narrow perspective of economic interests, thus neglecting socio-environmental concerns.

Tamil Nadu has the oldest Tourism policy of 1992 in place. After 1992, there have been only policy notes with budget demand passed but a comprehensive policy was absent.
For increasing the inbound tourists

1. Aggressive marketing would be adopted to publicise the tourist potential of Tamilnadu both Nationally and Internationally.

2. Opening of Tourist Information Centers in other States.

3. Appointment of Marketing agents throughout the country and also abroad.

4. Bringing at High Quality literature in all Indian and Foreign Languages, Screening, of Documentaries, in Theatres, Railway Station, Airports, and Bus Termini etc.

5. World Class infrastructure Provision.


8. Large revenue generating projects like ropeway, Sound and light shows, Cruises etc.


10. For building an effective long term public private partnership.

11. Encourage the private entrepreneurs to take up Tourists Development Projects. Projects proposals submitted by the Private entrepreneurs to be cleared through single window clearance system.

12. Required Technical Assistance to be made available.

13. Attention to be paid on promotion of Culture Tourism.
14. Steps to be taken to attract more foreign tourists especially from ethnic countries and NRIS.

15. Expand the product range by introducing new festivals at more tourists Centers, which will highlight the Salient Feature of Tamil Culture and Heritage.

**Beach Tourism**

Tamilnadu has a Spectacular long, Coastline, Amusement park, to be set up with private participation.

**Promotion of Eco-Tourism**

Preservation of Eco-Tourism centers like hill stations, water falls, beaches, mongrove forest, etc. Exploit natural resources, by maintaining complete harmony with nature and without endangering the otherwise extremely fragile ecology. Introduction of trekking, boating water sports Hang gliding, etc by refining and repackaging the available products.

Inter-State tourists packages co-ordination with other States to Start Inter-State tourist packages systematically Inter-regional circuits and Products MOUs signed with Andhra Pradesh, Karnataka, India Tourism Development Corporation, Uttra Pradesh, Uttaaranchal, Rajasthan, Delhi and Orisia for developing suitable Inter-regional circuits.

Tie-up arrangement with Tourism Departments of West Bengal, Kerala, Maharastra, Andaman, and Nicobar Islands being finalised for development of Tourism. Explore, Develop and Participate in New Global Markets for
tourism products E-mail, Web-site, touch screen, Documentaries in film/Video format and CD Rom facilities established by the Department. Computerisation of Various units under the Control of Commissionerate of Tourism and Tamil Nadu Tourism Development Corporation have been launched online booking facilities for the tours and accommodation in Hotel run by TTDC to be made possible shortly.

Government of India’s New Policy for funding Tourism Development Schemes in States

During the seventh, eighth, ninth Five year plans Ministry of Tourism. Government of India was assisting the State governments administration to undertake large number of small isolated Tourism Projects spread through out the length and breadth of the country resulting in the resources being spread very thinly. This could not create any major impact on the development of tourism infrastructure in the Country. In order to provide a quick and substantial impact to Tourism growth in the Tenth Five year plan the ministry of Tourism and culture has proposed new Schemes for the development and promotion of tourism in the country out of this there are several Schemes pertaining to Tamilnadu.

Integrated Development of Tourism Circuits Under this Scheme, Government of India has identified 25 Tourism Circuits across the Country which would be developed to International Standards out of these 25 Tourism Circuits two are in Tamilnadu.

(b) Thekkady – Madurai – Rameswaram

The government of India will prepare the master plans for these Tourism circuits and would fully fund the schemes.

Product, Infrastructure and Destination Development: Under this scheme integrated development of one selected tourist destination will be taken up every year in each state. This scheme will be funded by government of India on 90.10 basis (Central-State). Major activities that would be undertaken under this scheme are improvements to surroundings of destination, illumination, Sewage facilities, wayside facilities, refurbishment, of monuments, signages, Tourist information centres etc.

The following Proposals have been sent to Ministry of Tourism, Government of Indian during 2002-2003 seeking financial assistance.

1. Integrated development of Mamallapuram Rs.1900 Lakhs
2. Promotion of Village Tourism Kazhugamalai Rs.48:68 Lakhs
3. Promotion of Eco Tourism Point Calimore Rs.274.10 Lakhs
4. Provision of sign boards in important tourist Centres Rs.154.00 lakhs
5. Provision of flood lighting to Sri Brahadeeswarar Temple at Thanjavur Rs.16.50 Lakhs.
Out of the above Said Five Schemes, Ministry of Tourism, Government of India have accorded sanction for the following Schemes in 2002-2003. 

1. Integrated Development of Mamallapuram 1st (Phase) Rs.499.85
2. Promotion of Village Tourism Kazhugamalai Rs. 48.68 Lakhs
3. Provision of flood lighting to Sri Brahadeeswarar Temple of Thanjavur Rs.16.50 lakhs.

While inaugurating the Various District development Projects at Kancheepuram on 8.2.2003 the Hon’ble Chief Minister also launched the Integrated Development of Mamallapuram.

The following works were taken up under the first phase:
(a) Development of Shore temple area.
(b) Development of Five Ratha areas.

Under the II Phase the following works were taken up during 2003-2004 (ie after the completion of first phase works) Development of Arjunas Penance Area. Development of Dolotsava mandapam/Bothath Alwar Mandampam. Shifting of the high School. Primary School and Balwadi from their present location and Construction of new building for Higher Secondary School. Primary School and Balwadi Development of Tiger Cave Area. Development of lands around Mukuntha Nayanar Temple Development of lands beginning to TTDC and Labour Department Construction of new Bus stand.

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8 Tourism Planning 2002 – 2003, Govt. of Tamil Nadu Tourism, p.18.
The total cost of projects is expected to be around 19.00 Crores out of which State governments Contribution towards alienation and acquisition of lands would be around Rs.2.43 Crores. Assistance for large revenue generating projects under this scheme, the government of India will provide grant of act as a catalyst for large revenue generating project like Amusement Park, Ropeway, Cruise terminals, Airpark. Sound and light Show etc. through State Tourism Development Corporation Detailed plans are being Prepared for the above Scheme.9

The details of Schemes Sanctioned up to 2001-2002 and Completed in 2002-2003 are given below.

Completed Schemes

Upto 2001 – 2002 financial assistance was being provided for the schemes recommended by he State Government and prioritised by Government of India. The State Government also provided matching grant for the schemes sanctioned by Government of India.

9 Ibid., p.20.
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Walk way/ Permanent along the Beach near Gandhi Mandapam &amp; swimming pool in Kanniyakumari</td>
</tr>
<tr>
<td>2.</td>
<td>High Mast light at Tiruchirappalli</td>
</tr>
<tr>
<td>3.</td>
<td>Construction of wayside facilities at Valtakottai</td>
</tr>
<tr>
<td>4.</td>
<td>Construction of View Tower at KannyaKumari</td>
</tr>
<tr>
<td>5.</td>
<td>Improvement of environs around Arulmigu Meenachi Amman Temple Madurai (Phase I)</td>
</tr>
<tr>
<td>6.</td>
<td>Refurbishment of Rani Mangammal Choultry at Madurai</td>
</tr>
<tr>
<td>7.</td>
<td>Upgradation of existing tourist facilities at Mamalla Puram Kodaikannal and Kanniyakumari</td>
</tr>
</tbody>
</table>

Allocation For Tourism Development under Hill area development programme

For the Promotion of Tourism and related activities in Nilgiris District various Schemes are being implemented under Hill Area Development Programme. A sum of Rs.50.000lakhs was sanctioned under Hill Area Development Programme during the year 2002-2003 for the following schemes which are under progress.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Scheme</th>
<th>Lakhs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Erection of signage and Hoarding on Eco awareness.</td>
<td>Rs. 5,00 lakhs</td>
</tr>
<tr>
<td>2.</td>
<td>Improvement of Dolphins nose road from Bed Ford Circle Coonor.</td>
<td>Rs. 35,00 Lakh</td>
</tr>
<tr>
<td>3.</td>
<td>Production of CD Rom on the flora and fanna of the Nilgris</td>
<td>Rs. 10.00 lakhs</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>Rs. 50.00lakhs</td>
</tr>
</tbody>
</table>
During 2003-2004 the following tourism development activities in Nilgiris District under Hill area development Programme was completed.

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td>Development of Eco Tourism</td>
</tr>
<tr>
<td>b.</td>
<td>Setting up Aquarium</td>
</tr>
<tr>
<td>c.</td>
<td>Improvement of Boat House at Ooty lake</td>
</tr>
</tbody>
</table>

**Mega Tourism Projects (proposed)**

**Integrated Development of Kanniyakumari**

After Mamallapuram, the Integrated Development of Kanniyakumari during 2003 – 2004 was taken up. The cost of the project will be shared by Government of India and Government of Tamil Nadu. It is expected that the Government of India will extend financial assistance upto Rs.6.00 Crores for this project.

**Jain Theertha Shetra Tourism Circuit**

Some of the important JAIN Theerthas in Tamil Nadu are

<table>
<thead>
<tr>
<th>Place</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thirumarutti Kundrum</td>
<td>Kancheepuram</td>
</tr>
<tr>
<td>Thirumalai</td>
<td>Thiruvannamalai</td>
</tr>
<tr>
<td>Thirunather Kundram</td>
<td>Vilupuram</td>
</tr>
<tr>
<td>Melchithamur</td>
<td>Vilupuram</td>
</tr>
<tr>
<td>Muthupatti</td>
<td>Madurai</td>
</tr>
<tr>
<td>Mettupatti</td>
<td>Madurai</td>
</tr>
<tr>
<td>Vijayamangalam</td>
<td>Erode</td>
</tr>
<tr>
<td>Kazhugumalai</td>
<td>Thoothukudi</td>
</tr>
<tr>
<td>Chiteral</td>
<td>Kanniyakumari</td>
</tr>
<tr>
<td>Vallimalai</td>
<td>Vellore</td>
</tr>
</tbody>
</table>
It is proposed to provide required infrastructure facilities and basic amenities at these destinations with the assistance from Government of India. A Master Plan for this circuit was prepared during 2003 – 2004 and sent to Government of India for approval.

**Government of India Assisted Schemes**

1. Public Convenience at Hogenakkal
2. Public Convenience at Nagore.
3. Public Convenience at Velankanni
4. Improvement of environs at Hogenakkal
5. Refurbishment of Thanjavur palace
6. Improvement of environs around Big Temple Tanjavur.
7. Construction of additional rooms in the wayside facilities at Thiruthani
8. Integrated development of Vellore fort.
9. Improvement of environs around Srirangam & Thiruvannai Kaval Temples in Tiruchirappalli District.
10. Development of Nature Trails at Yercard (Salem Dist) and Elagiri (Vellore Dist).
11. Improvement of environ around Arulmigu Ekambareswarar Temple.
12. Construction of Tourist Complex at Kancheepuram
13. Improvement of environs around Arulmigu Meenakhsi Temple (Phase II)
15. Improvement of infrastructure at Rameswaram.
17. Public Convenience at Kanniyakumari
19. Provision of Drinking water facilities at Kanniyakumar
20. Parking lot at Kodaikkanal
21. Parking lot at Thiruthani
22. Development of Parking lot at Thirumalai Naickar Mahal at Madurai.
23. Promotion of Eco-Tourism at Pichavaram.
24. Forest Lodage at Kodeyakarai
25. High Mast Light at Thanjavur
26. Yatri Niwas and parking lot at Madurai
27. Landscaping walkway and lighting at Nagapattinam Beach.
28. Promotion of village Tourism at Suthamalli in Tirunelveli District.
29. Development of Puliancholai in Tiruchirappalli District as Picnic Spot.
30. Improvement of Boat Jetty and purchase of Boats for Mullakadu Boat House (Special Tourism area).
Other Schemes that are taken up For implementation are

1. Construction of Yatri Nivas at Tiruvannamali
2. Provision of Public Convenience of Thiruchendur
3. Public Convenience at Tiruskudu Thiruvallur District.
4. Development of Parking lot at Kanniya Kumari
5. Provision of Parking lot at Mamalla Puram
6. Refurbishment of Vellore Fort
7. Modernisation of Sound and light show at Thirumalai Naickar Mahal Madurai.
8. Landscaping walkway and lighting at Elliot's Beach, Chennai.
9. Construction of Yatri Nivas of Elagiri (Valor District)
10. Development of Ghats and lake at Yer card
11. Improvement of infrastructure at Mamallapuram.
12. Production of CD. Rom.
13. Provision of touch Screen.
15. Development of picnic spot at Veedur Dam Villupuram District.
16. Construction of Tourism Reception Centre Kanniyakumari
17. High Mast light at Thirukkazhakundram.
18. High mast light at Thiruthani.
19. High Mast light at Tiruvannamalai
Tamilnadu Government Developments Plans

The Department of Tourism of Government of Tamil Nadu has identified specific tourist products it will develop during 2003-2004. According to the policy note, to be presented in the legislative assembly. One of the State's primary objectives will be to increase the inflow of tourists visiting the region. The current budget provision for the tourism sector is at an all-time high of Rs. 26.79 crore which the department owners could be stepped up depending on requirements for thrust in the sector.

In 2002 the number of domestic arrivals in the State was 246.61 lakhs, while foreign tourist accounted for 8.05 lakhs. The Government plans to increase the inflow of tourist to 10-12 percent per annum. While focusing on increasing room for nights stay for domestic tourists from 7-9 days to 10-12 days and foreign tourist from 4-7 days to 6-8 days. In fulfilling these objectives the State tourism board has announced its intention developing niche products such as health tourism, plantation tourism, film industry related tourism as well as develop education centers in the region with a view to extending tourists period of stay in the State the tourism department is promoting Indian medicine in the State. It plans to opening rejuvenation centres in destination like Kolli Hills, Couteralam, and Mamallapuram.
According to the note, the government also propose to Promote visits to tea and Coffee estates through Plantation tourism as well as encourage film Shootings and Video recording in Tamilnadu. The Tamilnadu government is also spending unprecedented amount on publicity.

**Publicity**

Allocation for marketing and publicity was increased to Rs. 5.4 Crore during 2002-2003 from 4.2 crore in 2001-2002. For the Current year this budgets has been boosted to approximately twice that of the previous year to a whopping Rs. 11.43 Crore. For the first time the government has approved the appointment of a marketing agency cum media consultant to promote Tamilnadu as a tourism destination Advertisements in the Print media will extend to Magazines published abroad as well as in flight magazines Promotions through electronic media include a detailed CD Rom of the States Tourism initiatives a website on the same advertisements on television and touch-Screen kiosk in the Tourism Complex in Chennai. In an endeavour to market Tamilnadu in the international market place, the department is reportedly using thirteen of the Government of India tourist office abroad as well as Printing tourism Pamphlets in Foreign Languages to facilitate the inbound tourists. “The tourism authorities of Tamilnadu will also be attending five international tourism fairs this year in order to boost the inflow of foreign tourist to the region.
Tamilnadu Declares Subsidies for New Amusement Project

In a bid to give fillip to domestic and inbound tourism into Tamilnadu, the State Government has announced incentives and subsidies to develop amusement parks across the State Informing Express Travel & Tourism about this move Varaprasada Rao, Commissioner and Managing Director. Tamilnadu Tourism (TNT) revealed" we receive more than three crore domestic tourists each year and with this move we aim at increasing the average stay of these tourists eventually resulting into generating more from tourism". Amusement parks play a significant role in augmenting entertainment provided to tourists. We are identifying land in different parts of the State for this purpose. We want to invite entrepreneurs from different parts of the country to launch such facilities in Tamilnadu. The State will facilitate procurement of loan from other financial institutions for all such projects with a subsidy amounting to 10 percent of the total project cost contributed by the State government which will finally be waived off. Such subsidies are bound to evoke interest in the leading players from the amusement park industry.

Accordingly the Tamil Nadu Government will assist private players to acquire land at subsidised rate and will also provide required technical assistance in preparing project reports for subsequent approvals and loans. In an endeavour to facilitate such projects. The departments will assist all new projects to clear their project reports from the industrial and forest departments expeditiously.
Further, it is learnt that the State government of Tamilnadu has deployed Rs.11 crore toward infrastructure development in an around areas where these amusement parks will be established. Detailing further about the Preparations being already done in this direction. One Mr. Ismail tourist officer, Salem revealed one of our hottest tourists spots is Yercard, which is one of the three beautiful hill stations of Tamilnadu. We realise that besides natural beauty tourists often need entertainment to supplement their holidays. We have thus identified 48 acres of land at Yercard, which has been earmarked for developing amusement Parks. Having identified the land in an initial endeavour. We have allocated Rs.40 lakhs to launch Yercard first Amusements Park. A lighting of this park will be a unique experience for tourists we are however seeking participation from the Private Sector for a bigger Project.

**Further Plans**

Several tourism projects are being promoted in the Private Sector. To facilitate Speedy implementation of the Projects along the Coastal line the department would help in obtaining clearance from concerned authorities. As these Projects, outlay of Rs.1000 Crore, the execution of these Projects is expected to generate direct and indirect employment opportunities for several people in the State with a significant increase in the inflow of foreign tourists to Tamilnadu. The State in sure to find to Prominent place in tourism in the near future.