CHAPTER – V

GOVERNMENT AND TOURISM INDUSTRY

5.1 INTRODUCTION

Tourism is travel for recreational or leisure purposes. The World Tourism Organization defines tourists as people who —travel to and stay in places outside their usual environment for not more than one year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

Tourism is a major growth engine for economic development in terms of providing employment and eradication of poverty. The economic significance of tourism in terms of employment, income, foreign exchange earnings and regional development is a major driving force to place tourism appropriately in development.

The economic liberalization, open-sky aviation policy, luxury cruises, improved surface transport, tourist trains, increased business travel and e-booking facilities have created a paradigm change in the tourism sector. From a mere service industry, tourism has transformed into a major revenue generating industry.

5.2 WORLD TOURISM SCENARIO

The World Tourism Organization (WTO) plays a vital role in promoting the development of responsible, sustainable and universally acceptable tourism and is paying particular attention to the interests of developing countries. People in general now view tourism as a way of life rather than a luxury reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue as well as foreign exchange earnings.

With rapid developments in the field of transport and communications, the global tourism industry is likely to double in the next decade. The 21st century will see a higher percentage of the total population travelling, especially in developing countries. People, in general, undertake short-distance and long-distance tours during their vacations, subject to their convenience and seasonal conditions. Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer of wealth because here income earned in places of —residence is spent in places of —visit.
Tourism industry is the highest generator of employment. Out of every nine persons, one person earns a living from tourism. For every million rupees of investment, 13 jobs are created in manufacturing industries, 45 jobs in agriculture and 89 jobs in hotels and restaurants. Tourism is considered to be an important area for intensive development for all governments. As the fastest growing foreign exchange earner, especially, in developed countries, it is being given priority. The service providers play a vital role in ensuring a safe and comfortable trip for the tourists.

5.3 TOURISM IN INDIA

India has emerged as the fastest-growing market in Asia in terms of international tourist spending. India has incredible Monuments, Forts, Palaces, Temples, Beaches, Water Falls, Wild Life Sanctuaries, Memorials, Music, Dance and Culture. There is vibrancy of the culture, both ancient and modern. Indian culture is considered to be amongst the world's oldest, richest and most diverse. Many travellers have come here and been enchanted by its natural beauty, splendor, beliefs, philosophies and practices. India is one country all men long to see, and having seen it once, would not give up that glimpse for all the wonders of the world. This results in increase in Foreign Exchange Reserves.

The tourism potential of our country, especially in a global context, remains far from realized. Towards realization of this potential, the Ministry of Tourism envisages a target of 12% growth rate in inbound as well as domestic tourists for the 12th Five year Plan period. It is projected that with this growth rate, the sector will generate 2.5 crores additional jobs. The Tourism Ministry has launched the —Clean India Campaign recently. The objective of the Campaign is to ensure an acceptable level of cleanliness and hygiene at various public places. It involves sensitizing all sections of the society on the importance of cleanliness and hygiene in public places. The Campaign will be a blend of persuasion, education, training, demonstration and sensitization of all segments of our society.

5.4 TOURISM IN TAMIL NADU

Tamil Nadu is a State with several distinguished tourism genre. It has cerulean mountains, Silver Falls, verdant vegetations, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence.
Tourism enhances the performance of the tourism sector in an environmentally and culturally sustainable and socially inclusive manner. This would be reflected in:

1. Increase in the Tourist arrivals and duration of stay
2. Distribution of income and benefits from tourism and
3. Enhancement of management of natural and cultural heritage sites, which results in –
   - Integrated development of high-priority tourism infrastructure in high potential tourism circuits,
   - Enhanced connectivity and improved environment, utilities, and tourist services,
   - Improvement of institutional and regulatory frameworks that will ensure coordinated efforts of multiple agencies,
   - Promotion of environmentally and culturally sustainable and socially inclusive tourism development,
   - Encouragement of private sector and community participation in tourism, and
   - Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of women and disadvantaged groups.

5.4.1 Sculptures reflect artistic excellence and cultural splendor

Tamil Nadu has its unique culture and abundant tourism potential. Tourists from upcountry and abroad flock the tourist spots throughout the year. The spots get over-crowded during the seasons. Tamil Nadu Tourism has been taking action in providing basic infrastructure like public convenience, rest sheds, drinking water, road improvement (last 11 mile connectivity), parking lot, creation of parks, boat house developments, illumination, etc. for the benefit of tourists.

5.4.2 Vision

- To promote Tamil Nadu as an attractive tourist destination at the International level.
- To preserve the rich cultural heritage and monuments of architectural splendor.
- To make Tamil Nadu number one State in tourism promotion.
- Vision Tamil Nadu-2023 document was released by the Hon’ble Chief Minister of Tamil Nadu on 22-3-2012 at Chennai. In this document, it is mentioned that the estimated total investment in various projects relating to tourism infrastructure
amounts to ₹10000 crores and it is expected that the foreign tourist inflow would be 1.5 crores by 2023.

5.4.3 Mission
Tourism becomes a vibrant and significant contributor to the sustainable development of the State.

- The State delivers a world-class, yet ethnic visitor experience
- Tourism sector attracts investment, which will be sensitive to the natural environment
- Communities benefit from tourism and value its contribution
- Tamil Nadu is positioned as a visible global brand in tourism
- Our market is enhanced within India
- To enhance revenue generation for the State through tourism and ensure all round development

5.4.4 Strategies for Development of Tourism
- Developing major destinations to the level of international standards for attracting foreign tourists.
- Developing less known tourism places, waterfalls and dam sites to attract both domestic and foreign tourists.
- Developing pilgrim centres by providing infrastructure facilities.
- Developing Rural Tourism to generate rural employment and provide alternative tourist attractions.
- Encouraging Medical Tourism by providing quality medical services at affordable cost in the Super Specialty Hospitals.
- Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists.
- Publicizing the festivals like Pongal, Indian Dance Festival, Chithirai festival, Heritage festival etc.
- To promote Arts, Crafts, Folklore, Rural Cuisine etc. through Tourism.
- Conducting Publicity campaigns in all major cities in India and abroad and participating in the International Travel Marts.
- Encouraging participation of Corporate Sector, Oil companies for increasing certain tourist infrastructure facilities like Adventure Tourism, Cruises, Star
Hotels, Resorts, Air-Charter tours, Heli-taxi and wayside facilities close to petrol-pumps.

- Human Resource Development in Tourism and Hospitality sector by conducting management courses at various educational institutions and training programmes for tourist guides.

5.4.5 To ensure quality visitor experience

The visitor is central to the tourism business. In a highly competitive market, a destination can flourish only by delivering quality service and improving customer satisfaction. Visitor satisfaction can be improved by giving importance to provision of basic amenities in destinations, continuous improvement in services in hotels, restaurants and visitor points, up-gradation of visitor facilities in places of interest and overall improvement in upkeep and maintenance. This encourages the tourists to visit the destinations repeatedly and stay for a longer period. Tamil Nadu is ranked second among the States in attracting foreign tourists and third in attracting domestic tourists. The State also leads in promoting Medical Tourism.

5.4.6 Basic infrastructure at destinations

Tourism department prepares infrastructure plans for major destinations in association with the line departments and experienced consultants. Integration of activities of line departments and local bodies is of prime importance for ensuring quality basic infrastructure at destinations. Action is taken to provide quality infrastructure in all tourist destinations. Review meetings are conducted to ensure that Line Departments implementing schemes with the funds provided by the Tourism Department, complete the schemes in time. Pilgrimage Tourism attracts a large number of pilgrims and therefore it is essential to provide basic facilities at pilgrim centres. The requirements at Pilgrim Centres, Hill Stations and Tourist Reception Centres are assessed and the following development works are executed under state funded schemes.
5.5 DETAILS OF SANCTIONED SCHEMES DURING 2011-2012

5.5.1 Improvement of Roads

Tamil Nadu has the best road connectivity. The roads leading to tourist destinations are improved for the convenience of tourists.

5.5.2 Development of Roads in Tourism Sector -

5.5.2.1 Asian Development Bank assisted

Infrastructure Development Investment Program for Tourism (IDIPT)

The Infrastructure Development Investment Program for Tourism was approved by ADB as a Multi-tranche Financing Facility (MFF) for Tamil Nadu. The Investment Programme targets enhanced economic growth and provision of livelihood opportunities for local communities through tourism infrastructure development. The Investment Program consists of five components viz.,

- Quality Enhancement of Natural and Cultural Attractions
- Urban Infrastructure and Service Improvement
- Connectivity Improvement and Signages
- Community-based activities and
- Capacity Development, Community Participation and Project Management.

The Asian Development Bank (ADB) has formulated the Technical Assistance (TA) program to enhance the capacities of tourism department and other associated implementing agencies in Tamil Nadu. The Project will strengthen the tourism sector in the State which will be measured by the increase in arrivals, length of stay of tourists in the destinations and increased spending of tourists. All these are expected to result in additional employment, economic development and improved living conditions for the local population, including the poor. Total outlay of ADB assisted Project is US$ 100 million (₹ 500 Crores approximately) for the period of five years. The Project will be funded through the assistance of ADB to an extent of 70% (₹ 350 Crores) and balance 30% (₹ 150 Crores) through States funds.
5.6  HUMAN RESOURCES DEVELOPMENT

5.6.1  Guide Training Programme

Guides play a vital role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay. Tamil Nadu Tourism in co-ordination with the Anna Institute of Management, Chennai conducts Guide Training Programmes for the unemployed youth and retired govt. officials. Identity cards have been given to the 264 trained Guides so far. During 2012-13, Guide Training will be given for 482 persons.

5.6.2  Capacity Building Training

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

5.6.3  Hunar Se Rozgar Tak –

5.6.3.1  Skill Development Training

Under Hunar Se Rozgar Tak scheme of Government of India, skill development training is imparted in Hospitality Sector through Catering Institutes. So far 3337 persons have been trained in Food Craft and Culinary arts, House Keeping, Room Service etc. by the Government Catering Institutes at Chennai and Trichy.

5.6.3.2  Tourist Security Organization

Tourist Security Organization is functioning in the Tourism Department. It has a Chief Tourist Warden stationed at Chennai to co-ordinate with the Station Tourist Wardens at five centres, namely, Mamallapuram, Rameswaram, Kanniyyakumari, Kodaikanal and Udhagamandalam. Each centre has 5 Wardens. The existing strength of 30 Wardens will be increased and women will also be recruited for each centre. It will be expanded to other important tourist centres. Five two wheelers have been provided to the Tourist Security Wardens.

Ministry of Tourism, Government of India encourages the establishment of Tourist Security Organization and has appreciated the lead role played by Tamil Nadu Tourism. Performance of the Tourist Security Organization has been well appreciated by the visiting tourists and local public and it has been published in print media.
5.6.3.3 Publicity and Marketing

The unlimited tourism potential of the State needs to be highlighted internationally, so that the Tourist arrivals can be increased manifold. A publicity blitzkrieg has to be undertaken to popularize our tourist attractions. FAM tours (familiarisation tours) will be conducted for Travel writers and Tour operators. Charter flight operators and Cruise operators will be actively involved.

A large number of Tourists are coming from Singapore, Malaysia, South Africa, Mauritius, UK, USA, Germany, France, Belgium, Italy, Spain, Israel, Russia, Netherlands, Scandinavian countries, Australia and New Zealand. An aggressive marketing campaign in these countries can make a major impact in realizing the tourism potential. At International Travel Marts, all important members of travel and hospitality industry congregate under one roof. Tourism Department promotes the destinations at these Marts. Tamil Nadu is ranked second in foreign tourist arrivals. Special efforts are taken to attain number one position. Tamil Nadu will be showcased in major International Travel Marts like International Tourism Bourse (ITB-Berlin-March 2013) and World Travel Market (WTM-London-November 2012).

Marketing meets are planned in source countries – Netherlands, Switzerland and France in co-ordination with India Tourism. Familiarization Tours for overseas Tour Operators and Travel Writers will be arranged to promote Tamil Nadu. According to India Tourism Statistics for the year 2010, 11.16 crore domestic tourists and 28.05 lakh foreign tourists have visited Tamil Nadu. The tourist arrivals have further gone up in the year 2011. 13.68 crore domestic tourists and 33.08 lakh foreign tourists have visited the State in 2011. The State Tourism Department is taking action to increase the tourist arrivals and also the period of stay. Road Shows will be conducted to promote domestic tourism in major States namely, Gujarat, Maharashtra, West Bengal, Rajasthan and Uttar Pradesh during 2012-2013.

5.6.4 Strategies for promotion of Tourism

Announcement made by Hon’ble Chief Minister of Tamil Nadu.

G. O. No.(4D)1, Tourism and Culture (T1) Department, dated 23-9-2011 has been issued for promotion of Tourism in the State by implementing the following 7 strategies.

- Development of Tourism Parks.
- Development of Rural Tourism Clusters.
Integrated Development of Tourist destinations / Circuits / Cities.
Skill Development.
Wayside Amenities Centres.
Clean Toilet Campaign.
Promotion of Heli Tourism, Cruise Tourism and Cable Car Project

5.7 Tamilnadu Tourism Development Corporation (TTDC)
TTDC was incorporated on 30.6.1971 with the objective of providing infrastructure in all the major Tourist destinations in the State. It made a modest beginning with 5 Government Bungalows and a fleet of two Coaches. TTDC has made rapid strides over the years and is at present having a chain of 55 Hotels and a fleet of 23 Coaches. TTDC is operating Youth Hostels in all major Tourist destinations including Uthagamandalam, Kodaikanal and Yercaud. Dormitory accommodation is provided in the youth Hostels to budget tourists and students at affordable cost even during peak Summer Season.

5.7.1 Special Package Tours
5.7.1.1 Rashtriya Mathyamik Shiksha Abhiyan (RMSA) Scheme
TTDC had organized Special Package Tours for School Teachers under Rashtriya Mathyamik Shiksha Abhiyan (RMSA) Scheme during February and March 2012, fetching a revenue of `3.09 crores in co-ordination with the School Education Department. Apart from the regular Package Tours, TTDC is also organizing tailor-made Package Tours for various groups of Tourists catering to their specific requirements. Special Package Tours are organized for the Corporate Sector and also for the group Tourists from Malaysia.

5.7.1.2 Introduction of new Tours
In addition to operation of regular Tours to various Tourist destinations by TTDC, the Government has issued orders for launching the following 10 new Tours for the benefit of Tourists during 2012-2013.

- Tour to Nagarathar Temples
- Tour to Divya Desam Temples in Kancheepuram and Thiruvallur Districts.
- Tour to Thirukkadaiyur Temple
- Tour to Tiruvudai Amman, Vadivudai Amman and Kodiyudai Amman Temples.
- Madurai City Tour
- Tiruchi City Tour
- Tour to Courtallam and nearby areas
- Tour to Yelagiri Hills
- Tour to Kolli Hills
- Freedom Fighters' Circuit Tour

5.7.1.3 Fair Division

The 38th India Tourist and Industrial Fair was inaugurated on 3.1.2012. The welfare schemes and development programmes of the State Government were exhibited by various Government Departments through attractive working models. The Fair earned an all time high operating profit of ₹2.54 crores, compared to previous year's profit of ₹2.06 crores.

5.7.1.4 Financial performance

The turnover of TTDC has increased to ₹101.60 crores during 2011-12, compared to the turnover of ₹92.72 crores achieved during last year (2010-2011) thereby registering a growth rate of 10%. The net profit for the year 2011-12 is estimated at ₹10.69 crores compared to the net profit of ₹2.64 crores achieved during last year (2010-2011), registering a quantum leap of 305 % in profitability. Operators, Charter flight operators and Cruise operators will be actively involved.

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5.7.1.5 Hotels
TTDC is at present operating 25 Hotels. TTDC has already upgraded 506 Rooms out of 777 Rooms in these 25 Hotels. Action is taken to upgrade the remaining Rooms in a phased manner. TTDC has taken initiatives for booking of rooms in TTDC Hotels and Tours by the Tourists through their Mobiles. This will be launched shortly. Action is taken to outsource the House–Keeping activities in all TTDC Hotels.

5.7.1.6 E-Governance initiative in TTDC
TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. TTDC has earned a sum of `280 lakhs through on-line bookings during 2011-12 compared to `215 lakhs during the previous year.

5.7.1.7 Boat Houses
TTDC is having Boat Houses at Muttukadu, Mudaliarkuppam, Pichavaram, Yercaud, Kodaikanal, Courtallam, Ooty and Pykara. TTDC had launched a 32-seater Cruiser at Boat House, Mudaliarkuppam on 12.1.2012. Action is being taken to replace old Boats with new Boats. To ensure safety of the passengers, wearing of Life Jackets has been made mandatory during Boat rides in all the Boat Houses of TTDC.

5.7.1.8 Transport Division
TTDC is at present having a fleet of 23 Coaches and is operating Tours ranging from half-a-day to 15 days. More than 30 Tours are organized for the benefit of Tourists. TTDC is also organizing LTC Tours for the benefit of Government employees availing LTC facility. Action is being taken by TTDC to introduce new Coaches with all facilities.
5.8 TAMIL NADU TOURISM AT A GLANCE

- No. of Tourist Offices: 24 (18 in Tamil Nadu & 6 in other States)
- No. of Tourist Information Centres: 23 (17 in Tamil Nadu & 6 in other States)
- No. of World Heritage Monuments: 5
- No. of Monuments maintained by State Archaeology Department: 85
- No. of Monuments maintained by Archaeological Survey of India in Tamil Nadu: 247
- No. of Forts: 11
- No. of Museums: 21
- No. of Temples maintained by Hindu Religious and Charitable Endowment Board: 38436
- No. of Major Ports: 3
- No. of Major Hill Stations: 12
- Second longest Beach: Marina (Chennai) 13 kms.
- Highest Peak in Tamil Nadu: Doddabetta (2636 mtrs)
- No. of International Airports: 1
- No. of Domestic Airports: 6
- Total length of Railway line in Tamil Nadu: 3941 kms.
- Total number of Youth Hostels: 7
- Total number of TTDC Hotels: 55
- Total number of Boat Houses: 9
- Total number of Coaches: 25
- Total number of Telescope Houses: 3
- Amusement Parks: 23

5.9 TOURIST OFFICES AND TOURIST INFORMATION CENTRES

TOURIST OFFICES IN TAMIL NADU

- Chennai
- Kanniyakumari
- Udhagamandalam
- Kodaikanal
- Mamallapuram
- Madurai
- Rameswaram
Tourist Offices in other States

- New Delhi
- Mumbai
- Kolkata
- Goa (Panaji)
- Jaipur
- Agra

5.10 TOURIST INFORMATION CENTRES IN TAMIL NADU

5.10.1 Airports

- Chennai (International Terminal)
- Chennai (Domestic Terminal)
- Madurai
- Coimbatore
- Tiruchirappalli

5.10.2 Railway Stations

- Chennai (Central)
- Chennai (Egmore)
- Madurai
- Coimbatore
- Rameswaram
- Tiruchirappalli
5.10.3 Bus Stand

- Chennai Metropolitan Bus Terminus, Koyambedu

5.10.4 Other Places

- Gudalur (The Nilgiris District)
- Hotel Tamil Nadu Complex, Thanjavur
- Panchalankurichi (Thoothukudi District)
- Ramanathaswami Temple premises, Rameswaram

5.10.5 Tourist Information Centres in other States

- Railway Junction, Bengaluru Karnataka
- Hyderabad Andhra Pradesh
- Thiruvananthapuram Kerala
- Ahmedabad Gujarat
- Bhubaneswar Orissa
- Lucknow Uttar Pradesh

5.11 STATE SCHEMES – 2013-14

Tourist arrivals to Tamil Nadu are increasing every year. In 2013, Tamil Nadu is ranked first in Domestic and Second in Foreign Tourists arrivals. For the benefit of Tourists, tourist infrastructure facilities like Rest Shed, Drinking water, Approach road, Dress changing rooms, Toilets, Lighting, Parking facilities etc, are being provided through State funds. During 2013-14, sixteen schemes in important tourist places were sanctioned for `1631.83 lakhs and they are under implementation.

5.11.1 Major Initiatives Planned For The Year 2013-14

1. **Major improvements at Boat House, Ooty:** Boat House, Ooty, is a major Tourist attraction with more than 15 lakhs Tourists visiting very year. There is a felt need for landscaping and providing other improvements at Boat House Ooty. A Master Plan for improvement of Boat House, Ooty, has been drawn up for providing landscaping and other improvement works at Boat House, Ooty, in a holistic manner in consultation with professional architects. The landscaping and improvement works at Boat House, Ooty, will be taken up during the year 2013-14 at an estimated cost of
5.30 crores. HADP would provide funds to the tune of 3.30 crores, TTDC would provide rest of the funds to the tune of 2 crores.

2. The financial powers of Hotel Managers are being enhanced to facilitate speedy execution of the urgent repairs at the Hotels and thereby improve the maintenance standards in these Hotels.

3. Additional construction of 21 Rooms at an estimated cost of 2 crores will be taken up at Hotel Tamil Nadu, Rameswaram.

4. New Tourist Home with 15 Rooms will be constructed at Tirukadaiyur at a cost of 120 lakhs.

5. 326 Teakwood Cots will be purchased to replace old Cots in all major Hotels at an estimated cost of 52 lakhs.

6. 534 Foam Mattresses and 858 Foam Pillows will be purchased at an estimated cost of 99 lakhs to replace old and wornout Mattresses and Pillows in all major Hotels.

7. Modern furniture will be provided in major Hotels at an estimated cost of 26 lakhs.

8. 3 Generators of 250 KVA, 1 Generator of 125 KVA and 1 Generator of 62.5 KVA will be installed in 5 major Hotels at an estimated cost of 98 lakhs.

9. Passenger Lift will be installed at Hotel Tamil Nadu, Tiruchy and Tiruchendur at an estimated cost of 40 lakhs.

10. Modern kitchen equipments will be purchased at an estimated cost of 77 lakhs for five major Hotels.

11. Six Hi-tech Coaches will be purchased at an estimated cost of 245 lakhs to replace the existing old Coaches.

5.11.2 Oceanarium at Mamallapuram

In this year’s budget, 2013-2014, it has been announced that a world class oceanarium will be set up at Mamallapuram with technical guidance from the Fisheries Department. 250
crores has been provided for it. The oceanarium is proposed on land belonging to TTDC. Tamil Nadu History - Maritime Heritage Museum and a Submarine Museum A Tamil Nadu History-Maritime Heritage Museum and a Submarine museum is also proposed at Mamallapuram. The submarine ex-INS Vagli was handed over to the Government of Tamil Nadu represented by the Hon. Minister for Finance, Thiru. O. Panneerselvam and the Hon. Minister for Tourism Thiru. P. Chendur Pandian by the Navy at Chennai port on 10.04.2013.

5.12 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.

5.13 MAJOR INITIATIVES PLANNED FOR THE YEAR 2014-15 (TTDC)

1. Up-gradation of 28 Rooms at Hotel Tamil Nadu, Kodaikanal at a cost of `95 lakhs.
2. Up-gradation of 10 Rooms and conversion of Conference Hall into three Family Rooms at Hotel Tamil Nadu, Tiruchendur at a cost of `70 lakhs.
3. Refurbishment of 15 Cottages at Hotel Tamil Nadu, Tiruchendur, at an estimated cost of `70 lakhs.
4. Up-gradation of 15 Cottages at Hotel Tamil Nadu, Yercaud, at an estimated cost of `47 lakhs.
5. Up-gradation of Bar at Hotel Tamil Nadu, Hogenakkal, at an estimated cost of `15 lakhs.
6. Up-gradation of 12 Rooms at Hotel Tamil Nadu, Courtallam, at a cost of `30 lakhs.
7. Up-gradation of 36 Rooms and Corridor at Hotel Tamil Nadu, Ooty, at a cost of `116 lakhs.
8. Up-gradation of Youth Hostel, Ooty, at a cost of `41 lakhs.
9. Up-gradation of 17 Rooms at Hotel Tamil Nadu, Hogenakkal, at a cost of `40 lakhs.
10. Construction of new restaurant at Hotel Tamil Nadu, Tiruvannamalai, at a cost of `42 lakhs.
11. Construction of Compound Wall at Hotel Tamil Nadu, Tiruvannamalai, at a cost of `20 lakhs.
12. Construction of Conference Hall at Hotel Tamil Nadu, Hosur, at a cost of `40 lakhs.
13. Construction of Compound Wall at Hotel Tamil Nadu, Tiruchendur, at a cost of `17.20 lakhs.
14. Passenger Lift will be provided at Hotel Tamil Nadu, Tiruchendur, at a cost of `25 lakhs.
15. Refurbishment of Snack Bar at Botanical Garden, Ooty, at a cost of `35 lakhs.
17. Improvement works at Telescope House, Doddapetta, at an estimated cost of `15 lakhs and improvement work at Boat House, Ooty, at an estimated cost of `33 lakhs will be taken up under HADP Scheme.
18. Purchase of five Luxury Coaches at an estimated cost of `170 Lakhs.

5.13.1 New Initiatives of the Tamil Nadu Tourism Development Corporation

- Introduction of new Tours in the Districts will be examined on need basis with private partnership.
- Efforts will be taken to introduce Fast Food Catering in select places in the State.

5.13.2 Tamil Nadu Maritime Heritage Museum at Mamallapuram

Government issued orders for establishment of Tamil Nadu Maritime Heritage Museum with the decommissioned Submarine INS VAGLI at Mamallapuram, Kancheepuram District. A Working Committee was constituted for monitoring the collections of artefacts, design displays, do signage work and write brochures, catalogues, guide books etc. for the Tamil Nadu Maritime Heritage Museum including the Submarine Project at Mamallapuram. The First meeting of the Working Committee on the Maritime
Heritage Museum under the Chairmanship of Additional Chief Secretary to Government was held on 19.11.2013. This was attended by Museologists, Naval Officers, Officers of the Port Trust, Scientists of the National Council of Science Museums, etc. At this meeting, the themes for display, dividing the display into various historical themes and the periods and the type of art facts to be collected was finalized.

5.13.3 Financial Performance

The financial performance of TTDC has been very good during the past three years as detailed below :- (Rupees in Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Net Profit</th>
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<td>2.25</td>
</tr>
<tr>
<td>2009-10</td>
<td>78.13</td>
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<td>108.76</td>
<td>11.95</td>
</tr>
<tr>
<td>(Provisional)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5.14 HON’BLE TAMIL NADU CHIEF MINISTER'S ANNOUNCEMENT UNDER RULE 110

Under Rule 110 of the Tamil Nadu Legislative Assembly, the Hon’ble Chief Minister has made an announcement on 10.5.2013 for up-gradation of the State Institute of Hotel Management and Catering Technology, Thuvakkudi, Tiruchirappalli at a cost of `5 crores. Administrative sanction was accorded for a sum of `5 crores. In the year 2013-2014, a sum of `1.33 crores was sanctioned for up gradation of existing infrastructure. The work is being executed.

5.15 NEW PROJECTS - ASIAN DEVELOPMENT BANK ASSISTED TOURISM PROJECTS

Tamil Nadu is one of the four States (Punjab, Himachal Pradesh, Uttarakhand and Tamil Nadu) selected by the Government of India for Integrated Development of Tourist Infrastructure through Asian Development Bank (ADB) Loan Assistance of `450 crores
approximately. The following two priority Circuits have been selected for strengthening tourist infrastructure in Tamil Nadu.

5.15.1 East Coast Circuit –
   (a) Pilgrimage and Heritage Circuit –
       Covering Kancheepuram, Cuddalore, Nagapattinam, Thiruvarur and Thanjavar Districts.
   (b) Improvement of Boat Houses, Improvements at Ooty Lake area.

5.15.2 Southern Circuit - (Pilgrimage and Eco-Circuit)
   Covering Pudukottai, Sivagangai, Madurai, Ramanathapuram, Tirunelveli, Thoothukudi and Kanniyakumari Districts.

The East-Coast Circuit will be taken up first, followed by Southern Circuit. ADB Team has identified nine Sub-Projects and submitted Sub-Appraisal Reports (SAR) for East Coast Circuit for implementation in Phase-I. The State Government has issued orders constituting the State Level Steering Committee’ under the Chairmanship of Minister for Tourism and ‘Empowered Committee’ under the Chairmanship of the Chief Secretary, for the speedy implementation for the ADB assisted Projects. The Project Loan Agreement has been signed by the State Government with the Asian Development Bank on 2-4-2012 at New Delhi.

5.16 DEVELOPMENT APPROACH FOR 2014-2015

- To declare ‘Clean and Green Zones’ around tourist attractions by the local bodies.
- To create and develop integrated tourism circuits based on our unique civilization, heritage and culture in partnership with States, private sector and other agencies.
- To develop Tamil Nadu as an “All Seasons, All Budget Tourist Destination”.
  To showcase Wellness Tourism potential.
- To make Tourism as everybody’s business, so as to have people’s participation.
- Conducting Marketing Meets with tour operators, travel agents at important Countries, which are contributing to tourist arrivals to our State.
- To project the uniqueness and inimitable nature of our cultural heritage.
- To analyse tourist behaviour and their needs to evolve packages for each of the target markets.
> Special ‘Home Coming’ packages for ethnic Indian population in Mauritius, Malaysia and other Countries.
> 
> Adventure Tourism and Beach Tourism to be promoted in a big way through experts.
> 
> Art, Culture and Crafts are to be promoted under Cultural Tourism.
> 
> Promotion of MICE Tourism – Tamil Nadu has excellent facilities for Conferences and Exhibitions. MICE Tourism (Meetings, Incentives, Conferences and Exhibitions) will be promoted to attract large segments of Businessmen, Industrialists, Investors, Specialists, Artists etc. to make Tamil Nadu as a hub for their national and international activities.
> 
> Human Resources Development - For enhancing the quality of tourist services, Capacity Building Training will be conducted for the stake holders, utilizing the expertise in the industry and catering institutes.
> 
> Digital / Electronic Media for Tourism Publicity - Wide publicity will be given through print and electronic media for attracting large number of tourists to our State.
> 
> **5.16.1 Tourism Investment and Brand Promotion**
> 
> To attain the Vision Tamil Nadu 2023 under the guidance of Hon’ble Chief Minister, to make Tamil Nadu as an attractive tourist destination, the department will identify ‘Brand Ambassadors’ with international acclaim and standing to promote Tamil Nadu all over the world.
> 
> **5.16.2 State Schemes – 2013-14**
> 
> Tourist arrivals to Tamil Nadu are increasing every year. In 2013, Tamil Nadu is ranked first in Domestic and Second in Foreign Tourists arrivals. For the benefit of Tourists, tourist infrastructure facilities like Rest Shed, Drinking water, Approach road, Dress changing rooms, Toilets, Lighting, Parking facilities etc, are being provided through State funds. During 2013-14, sixteen schemes in important tourist places were sanctioned for `1631.83 lakhs and they are under implementation.
TABLE 5.1
Table showing schemes proposed for 2014-15

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the Schemes</th>
<th>Amount (\text{` in lakhs})</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tiruvarur District - Muthupet Lagoon area Eco-Tourism Development works.</td>
<td>117.70</td>
</tr>
<tr>
<td>2</td>
<td>Construction of 5th floor in Tourism Complex - Chennai-2</td>
<td>102.00</td>
</tr>
<tr>
<td>3</td>
<td>Implementation of e-governance, purchase of computers and other equipments for the Directorate and District Tourism Offices.</td>
<td>14.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>233.70</strong></td>
</tr>
</tbody>
</table>

*Source: Tamil Nadu Tourism Development Corporation*

5.16.3 New Initiatives of the Tamil Nadu Tourism Development Corporation

- Introduction of new Tours in the Districts will be examined on need basis with private partnership.

- Efforts will be taken to introduce Fast Food Catering in select places in the State.