Present Status of Tamilnadu and Dubai Tourism Industry
CHAPTER III

PRESENT STATUS OF TAMIL NADU AND DUBAI TOURISM INDUSTRY

This chapter deals with the economic impact of tourism, salient features of tourists in India & United Arab Emirates (U.A.E), major tourism destinations of Tamil Nadu and Dubai and the emerging trends in tourism.

3.1 Introduction

Tourism is the world’s largest industry with annual revenue of almost $1.3 trillion in 2013. At the beginning of this century, tourism was turning into a business, although it slackened in the first half of the century, owing to the two world wars. After these difficulties, tourism came to signify the personal transfer from one place to another for income, for the purposes of consumerism as the result of economic well being and technological progress. Tourism has led to the creation of new habits and different behaviour and life models as well as a different conception of time.

Tourism revenue for a country is the sum total of tourism expenses incurred by all the tourists put together. Tourism expenditure can be classified under three headings – direct, indirect, and induced. Direct arises from direct expenditure by tourists generating income for businesses and households. Indirect comes mainly from taxation utilized from items affecting tourists; and induced arises from income from taxation spent indirectly for something. Tourism for many nations is an important source of foreign exchange and thus provides a basis for export-led economic growth of the country.

Tourism-related activities do not require huge investments, though the benefit goes much beyond the investment especially in developing small enterprises, small businesses and self-employment. These activities can range from providing tour and guidance services to setting-up of hotels, restaurants, souvenir shops and local handicrafts outlets.

In simple terms Tourism is the act of travel for the purposes of leisure, pleasure or business, and the provision of services for this act.
There are two important components that make up tourism:

1. The practice of travelling for pleasure.
2. The business of providing tours and services for persons travelling.

The World Tourism Organization (WTO) defines tourists as people who “travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

**Forms of tourism**

The three basic forms of tourism in relation with country of reference are:

- **Domestic tourism**, which comprises the activities of a resident visitor within the country of reference either as part of a domestic tourism trip or part of an outbound tourism trip;
- **Inbound tourism**, which comprises the activities of a non-resident visitor within the country of reference on an inbound tourism trip;
- **Outbound tourism**, which comprises the activities of a resident visitor outside the country of reference, either as part of an outbound tourism trip or as part of a domestic tourism trip.

These three basic forms of tourism can be combined to derive other forms of tourism, such as:

- **Internal tourism**, which comprises domestic tourism and inbound tourism, that is, the activities of resident and non-resident visitors within the country of reference as part of domestic or international tourism trips;
- **National tourism**, which comprises domestic tourism and outbound tourism, that is, the activities of resident visitors within and outside the country of reference, either as part of domestic or outbound tourism trips;
- **International tourism**, which comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference, either as part of domestic or outbound tourism trips and the activities of nonresident visitors within the country of reference on inbound tourism trips.
Classification of visitors

In tourism statistics, visitors to a place are classified according to their country of residence in the case of international visitors but are classified according to their place of usual residence in the case of domestic visitors.

From the perspective of the country of reference, a domestic traveler qualifies as a domestic visitor if: (a) he/she is on a tourism trip and (b) he/she is a resident travelling in the country of reference.

On the other hand, an international traveler qualifies as an international visitor with respect to the country of reference if: (a) he/she is on a tourism trip and (b) he/she is a non-resident travelling in the country of reference or a resident travelling outside of it. The international visitor whose trip does not include an overnight stay is referred as excursionist.

International travel consists of both inbound and outbound travel, and refers to situations in which the country of residence of the traveler is different from the country or countries visited.

On the other hand, domestic visitors are those who travel within the country to a place other than their usual place of residence and stay at hotels or other accommodation establishments run on commercial basis, for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:

- Business & Trading
- Leisure & Holiday
- Religious & Pilgrimage
- Social Purposes
- Education and Training
- Health and Medical
Types of Tourism

There are many diverse forms of Tourism, which are discussed as under:

Agri tourism

In this case, hospitality is offered on farms. It is often practiced in the countries like Italy, France and Spain. In America also, agri-tourism is widespread and includes any farm open to the public, at least, part of the year. Tourists can pick vegetables, fruits, ride horses, taste honey and much more. It is also being developed as a valuable component of a business model to support many agricultural entities when the farm products they produce are no longer economically competitive otherwise.

Adventure tourism

It is a type of niche tourism involving exploration or travel to remote areas, where the traveler should expect the unexpected. It may involve the performance of acts that require significant effort and grit and may also involve some degree of risk. E.g. Para Sailing, Bungee Jumping, Hiking, Trekking etc.

Cultural tourism

It generally focuses on traditional communities who have diverse customs, unique form of art and distinct social practices, which basically distinguishes it from other types of tourism. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities and their values and lifestyle.

Eco-tourism

Ecological tourism is a concept which has both environmental and social connotations. It is defined both as a co incept-tourism movement and as a tourism section. Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on Earth.
It is considered the fastest growing market in the tourism industry, according to the World Tourism Organization with an annual growth rate of 5% worldwide and representing 6% of the world Gross Domestic Product, 11.4% of all consumer spending.

**Garden tourism**

It is a type of niche tourism involving visits or travel to botanical garden and places which are significant in the history of gardening.

**Heritage tourism**

Heritage tourism is a branch of tourism oriented towards cultural heritage. Heritage tourism uses historic structures and landscapes to attract and serve travelers. Heritage tourism can be an attractive economic revitalization strategy. Studies in this concept have revealed that heritage travelers stay longer and spend more money than other kinds of travelers. As an added bonus, a good heritage tourism program improves the quality of life for residents as well as serving visitors. Thus it has a positive economic and social impact, it supports culture and helps renew tourism.

**Neo-tourism**

It is a term coined by Korea Tourism Organization (KTO) that denotes newly changing trend of tourism. It is a form of tourism which has not existed before. It includes sustainable tourism concept that stresses on eco-friendly tourism. It satisfies individual interests and purposes appearing with post modern social change. It also includes issues such as gathering information and making reservation through internet.

**Literary tourism**

It is a type tourism that deals with places and events from fictional texts as well as the lives of their authors. Literary tourists are specifically interested in how places have influenced writing and at the same time how writing has created the place.

In addition to visiting the author and book sites, literary tourists often engage in bookstore tourism, browsing local bookshops for titles specifically related to the sites as well as other regional books and authors.
Medical tourism

It is the act of travelling to other countries to obtain medical, dental, and surgical care. Here people travel to other countries to obtain medical care while at the same time touring, vacationing and enjoying the attractions of the countries which they are visiting. Many people who travel for care do so because treatment is much cheaper in another country. The most common procedures that people undergo on medical tourism trips include cosmetic surgery, dentistry, and heart surgery.

Plantation tourism

In this case, the eco-friendly bungalows or resorts, etc are located amidst the lush green plantations that offer unusual boarding opportunity within fold of nature. Setting up resorts amidst spice gardens and plantations, scenic beauty attract inbound tourists in plenty. It benefits the locals also.

Spice tourism

It allows tourists to come, see, learn and experience spices by visiting the plantations and factories which may finally end in its purchase.

Monsoon tourism

It offers tourists an opportunity to experience and enjoy the monsoon rains in the coastal Southern India. Monsoons are fun time. Getting wet, splashing and swimming or wading through knee deep waters, sailing paper boats are some of the activities that the monsoon tourists indulge in.

MICE tourism

It is an acronym for Meetings, Incentives, Conventions and Exhibitions. Tourism which is connected to the above four activities is called MICE tourism. It consists of a well planned agenda centered on a particular theme, such as a hobby, a profession, or an educational topic. It is a specialized area with its own trade shows (IMEX) and practices. The basic purposes of conferences and conventions are to educate the members, introduce new products, undertake an image building exercise, provide a forum for debate, for entertainment etc.
Space Tourism

It is a recent phenomenon of space travel by individuals for the purpose of personal pleasure. Among the primary attractions of space tourism are the uniqueness of experience, the thrill and awe of looking at Earth from space, the experience’s notion as an exclusivist status symbol, and various advantages of weightlessness.

Virtual tourism

It refers to the planning of tourist activity before it happens, by utilizing several different sources to explore other areas in the world without having to physically travel. The terms panoramic tour and virtual tour are often used to describe a variety of video and photographic based media. With processing power and bandwidth capacities becoming ever cheaper, faster and better, high-quality multimedia and rich content have entered aided virtual tourism. It is still in the nascent stage.

Wellness Tourism

Wellness Tourism involves travelling for the primary purpose of achieving, promoting or maintaining maximum health and a sense of well-being. The Indian systems of medicine, that is Ayurveda, Yoga, Panchakarma, Rejuvenation Therapy, etc., are among the most ancient systems of medical treatment, in the world, with international standard at comparatively low cost.

3.2 Economic Impact of Tourism

Rapid development in the means of transport and communication has made the world into practically one single neighborhood. Indeed, there are several benefits to tourism. First and foremost, tourism plays a sizeable role in national prosperity. With the global emphasis on sustainability and combating climate change, tourism has the potential of being a non-polluting, sustainable, income provider.

Tourism is an important sector of the economy and contributes significantly in the country’s Gross Domestic Product (GDP) as well as Foreign Exchange Earnings (FEEs). With its backward and forward linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture, agriculture etc, tourism has the
potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.

The foreign exchange profits earned by the industry increases foreign exchange reserves and positively affect the balance of payments role of countries. Tourism generates employment opportunities in many sectors, particularly in remote and backward areas. As it is very labor intensive, it offers employment opportunities to skilled and unskilled workers alike. In other words, tourism has a tremendous employment potential, both direct (travel agents, transport operators, hotels, guides) and indirect (handicrafts, increased demands for foods, clothes, etc.).

Tourism can also stimulate investments in new infrastructure, much of which helps to improve the living conditions of local citizens. Tourism development forces the government to create infrastructure facilities on par with international standards. Proceeds from tourism helps maintain and develop already existing infrastructure. Indeed, tourism offers the enormous potential for properly maintaining monuments, palaces, natural attractions, etc. In addition to the economic benefits, travel opportunities promote social and political understanding among nations and cultures. People belonging to different cultures and social backgrounds come together to break down prejudices, inhibitions that too often exist among ethnically and sociological diverse groups.

3.3 Global Tourism Scenario

Globally, tourism possesses a very pertinent place in the economies of both developed and developing countries. Tourism has become the world largest exporting industry. According to the World Travel & Tourism Council (WTTC) Economic Impact Report, in 2013:

- Travel & Tourism's total contribution to the global economy rose to 9.5% (nearly US $7 trillion)
- Travel & Tourism continues to outperform the wider economy in terms of economic growth (3% vs. 2%)
• Travel & Tourism not only outpaced the wider economy, but also grew faster than other significant industries such as financial and business services, retail and distribution, public services, transport and manufacturing.

• International tourist arrivals grew by 5% to 1.087 billion.

• 4.7 million new jobs were created as a result of tourism activity

• The industry supported nearly 266 million jobs – so 1 in 11 of all jobs in the world.

• Visitor exports, the measure of money spent by international tourists, exceeded expectations rose by 4% to US$1.3trillion and by more than 10.2% within South East Asia.

• T&T investment grew by 2.9%.

• South East Asia leads the pack in terms of both total Travel & Tourism economic and employment growth at 7.9% and 4.1% respectively.

• In Europe, both total Travel & Tourism GDP and employment growth have exceeded expectations, boosted by strong demand from long-haul markets.

• There was particularly strong expenditure growth from travelers of China, Russia, Brazil, Indonesia, Turkey and Egypt in 2013 to other destinations.

• Economies which benefited from expanded revenues from hosting international travelers include the US, UK, Thailand, Hong Kong, Turkey, Japan, Greece, Russia and Indonesia.
Chart 3.3.1 International Tourist Arrivals (1997-2013)

Source: World Tourism Organization (UNWTO)
3.4 Tourism scenario in India

Indians, since historic times, have been avid travelers, with the firm beliefs of Panch-Tirtha before death and the social structure remaining close with the family members, even the farthest of kin go on tours. Without digital innovations, travel on public means (even on foot in certain cases) was the only option. The trend continues today also with lower income households going out for bus trips for days together pooling in their resources and visiting new places.

The tourism industry in India is substantial and vibrant and the country is fast becoming a major global destination. India’s travel and tourism industry is one of most profitable industries in the country, and also created with contributing a substantial amount of foreign exchange. India’s tourism sector is projected to grow at 8.8 per cent ahead of China’s over the next 10 years.

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12 of the Government of India, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world’s total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO)

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and Jewellery and readymade garments.

According to Bhatia ((Bhatia, A. K. Tourism in India: History and Development. New Delhi: Sterling Publishers, 1978, p6). India’s rich cultural heritage provides a wealth of attractions. The wealth of cultural traditions extending over thousands of years, the natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages—all these go to make India a tourist paradise. Few countries in the world provide such interests to a visitor.
The highly successful “Incredible India” campaign launched by the Ministry of Tourism, Government of India has brought the Indian tourism product into sharp focus, both in the domestic, as well as international markets. The realization that India has a highly diverse and unmatched collection of tourism destinations has gradually dawned on important stakeholders and the individual tourist alike.

Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

However, it was only after the 80’s that tourism activity gained momentum. A National Policy on Tourism was announced in 1982. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft New Tourism Policy in tune with the economic policies of the Government and the trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognizes the roles of Central and State Governments, Public Sector Undertakings and the Private Sector in the development of tourism. The need for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized.

As per the working strategy for the 12th Five Year Plan, the Ministry of Tourism has adopted a “pro-poor tourism” approach which could contribute significantly to poverty reduction. More than half of Tourism Ministry's Plan budget is channelized for funding the development of destinations, circuits, mega projects as also for rural tourism infrastructure projects (see Annexure-I). The Ministry also ensured that 10% and 2.5% of its total Annual Plan (2012-13) outlay went to the tourism projects in the North-Eastern region and the tribal areas respectively.
The other major development that took place was the setting up of the India Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hoteliering and catering.

The major highlights of Indian tourism are the following:

- Helping to preserve and retain our rich cultural heritage
- Giving more innovative promotional measures for tourism
- Increase in international trade
- Progress in healthcare industries
- Increase in GDP making tourism industry a unifying force
- Growth in hotel industry
- Focus on rural tourism
- Advancement with sophisticated communication network
- Enriching peripheral services like developing websites for Indian tourism and offering hotel, hospitality, booking tickets online etc.

**Salient features of India Tourism - 2013**

According to UNWTO, India ranks 41st in the international tourist arrivals, 16th in the World Tourism Receipts and 7th in Asia Pacific Region for tourism receipts during 2012. India is Ranked 65th out of 144 countries in the World Economic Forum Travel & Tourism Competitiveness Report 2013.
Table 3.4.1 World Economic Forum Travel & Tourism Competitiveness Index, 2013 – India

<table>
<thead>
<tr>
<th>Frameworks</th>
<th>Rank/144</th>
<th>Score (1-7)</th>
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<tbody>
<tr>
<td>Travel &amp; Tourism regulatory framework</td>
<td>110</td>
<td>3.92</td>
</tr>
<tr>
<td>Policy rules and regulations</td>
<td>125</td>
<td>3.71</td>
</tr>
<tr>
<td>Environmental sustainability</td>
<td>107</td>
<td>4.19</td>
</tr>
<tr>
<td>Safety and security</td>
<td>74</td>
<td>4.69</td>
</tr>
<tr>
<td>Health and hygiene</td>
<td>109</td>
<td>3.04</td>
</tr>
<tr>
<td>Prioritization of Travel &amp; Tourism</td>
<td>98</td>
<td>3.95</td>
</tr>
<tr>
<td>Business environment and infrastructure</td>
<td>67</td>
<td>3.69</td>
</tr>
<tr>
<td>Air transport infrastructure</td>
<td>39</td>
<td>4.18</td>
</tr>
<tr>
<td>Ground transport infrastructure</td>
<td>42</td>
<td>4.44</td>
</tr>
<tr>
<td>Tourism infrastructure</td>
<td>95</td>
<td>2.64</td>
</tr>
<tr>
<td>ICT infrastructure</td>
<td>111</td>
<td>2.09</td>
</tr>
<tr>
<td>Price competitiveness in the Travel &amp; Tourism industry</td>
<td>20</td>
<td>5.11</td>
</tr>
<tr>
<td>Travel &amp; Tourism human, cultural and natural resources</td>
<td>21</td>
<td>4.72</td>
</tr>
<tr>
<td>Human resources</td>
<td>96</td>
<td>4.60</td>
</tr>
<tr>
<td>Affinity for Travel &amp; Tourism</td>
<td>111</td>
<td>4.25</td>
</tr>
<tr>
<td>Natural resources</td>
<td>9</td>
<td>5.36</td>
</tr>
<tr>
<td>Cultural resources</td>
<td>24</td>
<td>4.68</td>
</tr>
</tbody>
</table>

Source: World Economic Forum Travel & Tourism Competitiveness Report 2013
Chart 3.4.1 India Tourism: GDP and Employment

Source: WTTC, Travel and Tourism Economic Impact - India, 2014

Chart 3.4.2 India Tourism: Exports and Investment

Visitor exports generated US$ 18.96 billion in 2013 which is 4.1% of total exports. This is expected to rise by 2.9% in 2014.

Travel & Tourism investment in 2013 was US$ 33.10 billion, or 6.2% of total investment. This is expected to rise by 9.8% in 2014.

Source: WTTC, Travel and Tourism Economic Impact - India, 2014
Table 3.4.2 Key features of India Tourism – 2013

<table>
<thead>
<tr>
<th>(I) India</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Foreign Tourist Arrivals in India</td>
<td>6.97 Million</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>5.9%</td>
</tr>
<tr>
<td>No. of Indian Nationals Departures from India</td>
<td>16.63 Million</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>11.4%</td>
</tr>
<tr>
<td>No. of Domestic Tourist Visits to all States/UTs</td>
<td>1145 Million</td>
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<tr>
<td>Annual Growth Rate</td>
<td>9.6%</td>
</tr>
<tr>
<td>Foreign Exchange Earnings from Tourism</td>
<td></td>
</tr>
<tr>
<td>i) In INR terms</td>
<td>₹ 107671 Crore ( #)</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>14.0%</td>
</tr>
<tr>
<td>ii) In US$ terms</td>
<td>US$ 18.44 Billion ( #)</td>
</tr>
<tr>
<td>Annual Growth Rate</td>
<td>4.0%</td>
</tr>
</tbody>
</table>

| (II) World                                     |        |
| No. of International Tourist Arrivals          | 1087 Million ( P) |
| Annual Growth Rate                             | 5.0%   |
| International Tourism Receipts                 | US$ 1159 Billion ( P) |
| Annual Growth Rate                             | 7.5%   |

| (III) Asia & the Pacific Region                 |        |
| No. of International Tourist Arrivals          | 248.1 Million ( P) |
| Annual Growth Rate                             | 6.2%   |
| International Tourism Receipts                 | US$ 358.9 Billion ( P) |
| Annual Growth Rate                             | 9.1%   |

| (IV) India’s Position in World                  |        |
| Share of India in International Tourist Arrivals | 0.64% |
| India’s rank in World Tourist Arrivals          | 42     |
| Share of India in International Tourism Receipts (US$ terms) | 1.59% |
| India’s rank in World Tourism Receipts          | 16     |

| (V) India’s Position in Asia & the Pacific Region |        |
| Share of India in Tourist Arrivals to Asia & the Pacific Region | 2.81% |
| India’s rank in Tourist Arrivals to Asia & the Pacific Region | 11    |
| Share of India in Tourism Receipts (US $ terms) of Asia & the Pacific Region | 5.14% |
| India’s rank in Tourism Receipts of Asia & the Pacific Region | 8     |

Chart 3.4.3 Foreign Tourist arrivals in India, 1997-2013

Chart 3.4.4 Foreign Exchange Earnings from Tourism in India, 1997-2013

Domestic Tourist Visits to States / Union Territories (UT) - 2013

- During 2013, the number of domestic tourist visits to the States/UTs was 1145 million as compared to 1045 million in 2012 and 865 million in 2011.
- During 2013, the number of domestic tourist visits to States/UTs registered a growth of 9.59% over 2012 as compared to growth of 20.9% in 2012 over 2011.
- The top ten States in terms of number of domestic tourist visits (in millions), during 2013, were Tamil Nadu (244.2), Uttar Pradesh (226.5), Andhra Pradesh (152.1), Karnataka (98.0), Maharashtra (82.7), Madhya Pradesh (63.1), Rajasthan (30.3), Gujarat (27.4), West Bengal (25.5) and Chhattisgarh (22.8).
- The contribution of top 10 States was about 84.9% to the total number of domestic tourist visits during 2013.
- Tamil Nadu has occupied the first rank in terms of domestic Tourist Visits in 2013 rising from 2nd rank during 2012 whereas Andhra Pradesh which was at 1st rank in 2012 has dropped down to the 3rd rank. Uttar Pradesh which was at 3rd rank in 2012 has moved up to 2nd place.
- Though the top ten States in terms of domestic Tourist Visits in 2013, remained almost the same as those in 2012 except the State of Chhattisgarh which was in 16th position has risen to the 10th position and Uttarakhand which was in 8th position by its negatively affected growth could not clinch a position among the top 10 States.

Foreign Tourist Visits to States/ UTs – 2013

- During 2013, the number of foreign tourist visits (FTVs) to the States/UTs was 19.95 million as compared to 18.26 million in 2012 and 19.50 million in 2011.
- During 2013, the number of FTVs to States/UTs registered a growth of 9.24% over 2012 as compared to a negative growth of 6.3% in 2012 over 2011.
- The top ten States in terms of number of FTVs (in millions) during 2013 were Maharashtra (4.16), Tamil Nadu (3.99), Delhi (2.30), Uttar Pradesh (2.05), Rajasthan (1.44), West Bengal (1.25), Kerala (0.86), Bihar (0.77), Karnataka (0.64) and Goa (0.49).
• The contribution of top 10 States was about 89.9% to the total number of FTVs in the country during 2013.

• The top ten States in terms of FTVs in 2013, almost remained the same as those in 2012 except that Himachal Pradesh which was at 10th position in 2012 got replaced by Goa.

3.5 Tamil Nadu Tourism

Tamil Nadu is a place where traditions and culture blend and continue to live in harmony. The State abounds in monuments and temples that attract a wide range of tourists. According to the State Health Society, Government of Tamil Nadu, with an area of 130,058 sq. km and a population of over 72 million, with 32 districts, Tamil Nadu is the eleventh largest populated and the third most industrialized state in India. The State has a successful tourism infrastructure in its Western border, Karnataka, and also enjoys a long unbroken coastline in the Bay of Bengal.

Tamil Nadu is referred as the “Land of Temples” because there are more than 30,000 temples in this state. Secondly, its natural beauty is very attractive to tourists. The geographic features of Tamil Nadu are very diverse. They range from densely forested lands with abundant wildlife to large mountain ranges. It has excellent beaches and hill resorts, and its southern tip is well known for its beautiful sunrise and sunset. The land can be divided into five major physical divisions (the Kurinji or mountainous region, the Mullai or forest region, the Palai or arid region, the Marudham or the fertile plains and the Neidhal or coastal region.

Tamil Nadu’s tourism industry is the second biggest in India and is built on several attractive propositions including beaches, hill resorts, architecture, and heritage sites. Infrastructure for tourism includes development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development and connectivity to places of tourist interest. According to Statistics released by, Ministry of Tourism Government of India, Tamil Nadu is ranked First in India in the domestic tourist arrivals and a close second in foreign tourist arrivals, as of 2013.

The climate of Tamil Nadu is essentially tropical. Climate is warm and humid. April, May and June are the hottest months. Survey reveals that the month of April is the peak season when the tourists visit Tamil Nadu as it coincides with the school
vacation in the State. In the case of Adventure Sports, trekking, aqua sport, hand gliding, angling, water surfing offer excellent opportunities to the tourists of Tamil Nadu in addition to snooker, golf and horse racing.

Tamil Nadu also has a vibrant IT sector and has become a major site for IT related activities. In this regard, Tamil Nadu has emerged in recent years as a major recipient of investments, particularly FDI in the IT sector. This burgeoning investment offers important opportunities for crossover of economic growth, from IT to tourism and other sectors of the economy.

Figure 3.5.1 Tamil Nadu Tourist Map

Source www.mapsofindia.com
According to the vision document of Government of Tamil Nadu, **Vision 2023**, the State targets a foreign tourist inflow of 15 million by 2023. The estimated total investment is Rs. 10,000 Crores for various projects proposed in connection to development of world class facilities in tourist locations with proper infrastructure.

The key areas of investment in the State have been:

- Promotion of state tourism in national and international forums
- Transport infrastructure in terms of road and transport connectivity
- Developing new tourist destinations in the state
- Establishing good quality hotels and restaurants
- Providing better facilities at tourist sites in terms of wayside amenities, and other tourist infrastructure
- Effective implementation of the infrastructure development incentive policies, etc.

Pilgrimage tourism is of particular importance to Tamil Nadu since it holds so many of Southern India’s temple structures. Each year, pilgrims represent about 30 percent of total tourism arrivals.

Tamil Nadu is a wonderful tourist place for many reasons. First, it has glorious culture and history. It has one of the oldest civilizations of the world and is the home of Dravidian art and culture, characterized by its distinctive music and dances, its amazingly decorated temples with their soaring towers and its plentiful and colorful festivals.

**Fairs and Festivals:**

Tamil Nadu is a land of festivals and culture. Not only religious festivals, cultural festivals are also celebrated by people of Tamil Nadu. The year-round festivals are surely one of the competitive advantages for Tamil Nadu. Temple festivals are usually held in the March-June as well as in Sept-Oct and normally these festivals lasts on an average for 3-5 days. During Pongal, the harvest festival people pray to the Sun, Earth and cow.
Some of the important festivals celebrated in the State are described below:

1. **Pongal Festival**: This festival is celebrated in January with much enthusiasm. It is the harvest festival of Tamil Nadu. “Pongal” a dish made of rice - the staple food of the Tamilians and lentil is cooked and offered to Sun and cows in farms.

2. **Tiruvalluvar Day**: This day is celebrated in recognition of the contribution made by Tiruvalluvar to Tamil Literature with his Tirukukural. The book contains 1330 versus in couplets and is usually celebrated on 16th January.

3. **Natyanjali Dance Festival**: is usually celebrated in Feb-March during Maha Shivarathri day. All prominent dancers perform in Lord Natrajar’s temple in Chidambaram where the Lord himself is seen in dancing posture. Similar festival is celebrated in Mayiladuthurai as Mayura Natyanjali and in Perur in Coimbatore.

4. **Mamallapuram dance festival**: Dance lovers are treated with various forms of dance such as Bharathanatyam, Kuchipidi, and Kathakali etc by prominent dancers.

5. **Chitrai Festival**: is celebrated in mid-April in Madurai which is a re-enactment of the wedding of the Pandian princess Meenakshi to Lord Sundareswarar.

6. **Tamil New Year**: is celebrated on April 14th. The God is worshipped with various sweets, fruits and fresh flowers are offered. It is customary for the elders to gift the youngsters in the Family.

7. **Summer Festival**: is celebrated in the Queen of the Hill stations, “Ooty” during May. There is flower and fruit show and boat race.

8. **Mahamagam Festival**: This festival is celebrated once in 12years in Kumbakonam, the temple city. The festival got its name from the ‘Kumba’ or the ‘divine pot’.

9. **Kavadi Festival**: This is mainly celebrated in Pazayani Hills during Thai Poosam. People dance in a hypnotic trance to the rhythm of drums, carrying the Kavadi which is a wooden or bamboo structure that is covered with cloth and decorated with feathers of peacock and flowers and is carried on the shoulders.

10. **Velankanni Festival**: is celebrated in Velankanni church. Celebrated during September, it attracts thousands of pilgrims.
11. Vinayagachaturthi—Also known as Ganesh Chaturthi marks the celebration of
the birthday of Lord Ganesha, who is regarded as the remover of all obstacles.
It is an important Hindu festival celebrated all over the world.

12. Navarathri: Navarathri means the festival of nine nights and is held to
propitiate the goddess of health, wealth and education. This is celebrated
during September/October.

13. Kanthuri Festival: This festival is celebrated for 10 days and attracts devotees
to the shrine of Quaderwali in Nagore.

14. Deepavali Festival or Festival of lights: This is celebrated during
October/November and is the most important festival that brings joy to both
the rich and poor. People prepare and distribute sweets and visit temples.

15. Karthigai Deepam: This is celebrated during November/December during the
Tamil month of ‘Karthigai’ for 10 days in Tiruvanamallai. On the Karthigai
Deepam day, a huge lamp is lit in a Cauldron with 3 tons of ghee at the top of
the Annamallai hill. Millions of tourists are attracted to this city.

16. Music Festivals; In Chennai, the month of December is considered as the
music season when lot of concerts in various Sabhas and Halls are conducted,
wherein prominent (young and older) artists from all over the world perform.
Dance programmes are also conducted. Many music lovers flock to Chennai to
relax and enjoy this treat.

In addition to the above, a number of folk dances are also performed to mark the
celebration during the festivals. The famous folk dances are ‘Karakattam’, ‘Mayilattam’,
‘Oyilattam’. Bharathanatyam is a classical dance of the state. Terrukkoothu or
Kattaikkoothu is a traditional form of Tamil street theatre folk dance/drama.

Apart from the above mentioned festivals, ‘The Tourist Fair’ is being
organized in Chennai by the Tamil Nadu Tourism Development Corporation every
year in January at Island Grounds. All the government department and public sector
enterprises participate. The fair is for three months duration and provides information
about all the tourist place of interest. Every day cultural activities in the form of folk
dances, dramas, music are conducted to entertain the visitors.
The National level functions such as the Republic Day on Jan 26th and Independence day on August 15th are celebrated in the State Capital and at various centers in the State. Spectacular March past, and cultural programmes are organized on these days at different parts of the State.

Besides the festivals listed above, the following is worth mentioning.

- Silk Festival in Kancheepuram in October
- Saral Festival in Coutrallam in July
- Sculpture festival in Perambalur in November

The long and rich history of the Tamil language and society is marked by temples, pilgrim centers, historical and heritage monuments etc. Tamil Nadu, the gateway of South India, has emerged as the hub of tourism for West Asia and South East Asia. UNESCO has declared 788 places in the world as heritage sites, out of which, 26 are in India. Of these, Tamil Nadu has been bestowed with 5 world heritage sites (i.e.) Rock cut monuments at Mamallapuram, the Brahadeeshvara Temple at Thanjavur, the Iravadisvara Temple at Darasuram, the Brahadeeswara Temple at Gangaikondacholapuram and the Nilgiris Mountain Railway.

In an analysis conducted by World's Leading Hospitality Consulting Organization, HVS, covering 29 states of India, HVS India ("2013 INDIA STATE RANKING SURVEY") has identified Tamil Nadu as the best state for hospitality. Tamil Nadu leads the hospitality competitiveness index by a small margin. It tops the individual rankings for four parameters. The state has been able to maintain impressive tourist arrivals and offers a relatively secure environment for business and leisure. Consistency in policies and a business-friendly approach has helped the state government attract a good investment in tourism. However, the state's scores poorly in terms of its rate of luxury tax and in its allocation of budgetary provisions for travel and tourism.

**Major Concepts of tourism-Tamil Nadu**

According to the Department of Tourism, Government of Tamil Nadu, there are 14 major popular concepts of tourism followed in the State of Tamil Nadu. They are discussed as under:
1. Leisure Tourism:

Some tourists visit Tamil Nadu only for fun or enjoying their leisure. They usually visit hill stations, beaches, waterfalls, zoological parks, etc.

2. Pilgrimage Tourism:

Tourists especially senior citizens are interested only in visiting temples and offering worship to their favorable deity. They move to tourist centers only if time permits and provided the trip is easy on the purse. It requires planning and meticulous follow up.

3. Heritage Tourism:

Tourists irrespective of their varied interests, have one thing in common i.e. they would like to go around heritage monuments which are in plenty in Tamil Nadu, viz.

- 5 world heritage monuments identified by the UNESCO.
- 48 centers declared as heritage towns by the Government of Tamil Nadu.
- Innumerable heritage monuments declared by the Archaeological Survey of India and the Archaeology Department, Government of Tamil Nadu.

4. Adventure Tourism:

Youngsters, once they land in tourist spots, always look out only for thrilling and adventurous air /water sports, trekking, etc.

5. Cruise Tourism:

Rail and road transport are very common among the people. Some tourists go in for Air / Cruise mode of transport even if it is costlier. At any cost, the tourists desire to enjoy the holiday even before they reach the actual tourist spot. Tourists who are reaching Chennai and Thoothukudi Ports by cruise are taken to the nearby tourist destinations i.e. Mamallapuram and Madurai.

6. Rural Tourism:

The rapid industrialization has forced mankind to move out of villages. As a result, people especially children do not know what constitutes a village. The parents are keen to show their children the idyllic surroundings of their native villages.
7. Responsible Tourism:

The growth of tourism shall ensure overall development of the destination. While promoting tourism, the carrying capacity of the destination, civic amenities, waste management, socio cultural values, ecology, environs and energy management will be kept in mind to ensure positive and sustainable growth.

8. Business Tourism:

Top business executives toil throughout the year to make more and more profits. They rarely find time to go anywhere except where the business demands their presence. Whenever they find even a small gap, they will not hesitate to make a short visit to the nearest tourist spot.

9. Medical Tourism:

The Government of Tamil Nadu and the Non-Governmental Organizations have created sufficient awareness among the people on health care.

As Tamil Nadu offers one of the best medical facilities in the country, patients visit Tamil Nadu in large number. They combine Tourism and treatment. After treatment, they convalesce in the tourist spots comfortably.

Tamil Nadu is a leader in providing medical care, on par with the finest hospitals in the West, in almost all the medical fields. It has one of the best qualified professionals in each and every field and this fact has now been realized both in domestic and international circle. It has plush corporate hospitals especially in Chennai, the Capital. It is a leader, specializing in Eye care, Oncology, Orthopedics, Dialysis and Kidney transplant. With the most competitive charges for treatment, Tamil Nadu is a very lucrative destination for people wanting to undergo treatment of certain medical problems. With the most competitive prices, treatment can be done and along with that enjoy the famous Tamil tourist and pilgrim destinations, as and when advised by the Doctors.

10. Eco Tourism:

Some of the tourists evince keen interest only in nature. There is abundant natural tourist wealth in Tamil Nadu viz. hill stations, waterfalls, forests, bird sanctuaries, beaches, etc.
11. Culture Tourism:
During leisure days, festive days, etc., people intend to visit nearby places to exchange their views among kith and kin.

12. Educational Tourism:
Students undertake trips to abroad to secure higher studies and professionals to polish their talents. Tourism here automatically gets triggered.

13. Sports Tourism:
People now from the rich and the poor, the young and the old spare leisure time for sports activities. One segment of them undertakes tours to nearby cities and abroad for sports activities. Inevitably Tourism participates in their tour.

14. Allied Tourist Forms:
People visiting other places for celebrating festivals or to join in social functions.

Seven Wonders of Tamil Nadu
1. Madurai Meenakshi Temple.
2. Brihadeeswara Temple, Tanjore.
3. Rameshwaram Temple.
4. Rock Fort Temple, Trichy.
5. Mahabalipuram Sculptures.
6. The Senate House, Chennai.

Major Tourist Destinations of Tamil Nadu
Tamil Nadu is a unique state from the tourism point of view. The immense tourist wealth of Tamil Nadu is one of the greatest assets of the State. Nature has bestowed Tamil Nadu with countless number of tourist spots such as hill stations, beaches, wild life sanctuaries, bird sanctuaries, zoological parks etc.

Tamil Nadu has excellent hill stations like Ooty, Kodaikanal, Yercaud, Yelagiri, Javvadhu Hills, Kolli Hills, Sirumalai Hills, Parvathamalai Hills and Pachamalai Hills. It has silvery water falls in Courtallam, Hogenakkal, Thiruparappu,
Monkeyfalls, Thirumurthi Malai etc. It has excellent National Parks like Guindy National Park and Anamalai National Park. It has wildlife sanctuaries in Mudumalai, Kodiakarai, Kalakkad, Mundanthurai and Berijam. It has Botanic Gardens in Ooty, Kodaikanal and Coimbatore. It has UNESCO declared monuments like Chola temples at Thanjavur, Darasuram and Gangaikondacholapuram, monuments at Mamallapuram and Nilgiris Heritage Train. The vast coastline of Tamil Nadu has many silvery beaches like the, Marina Beach (2nd largest beach in the World), Tiruchendur, Rameswaram and Kanyakumari. The temples of Tamil Nadu reverberate with spirituality and music. Madurai, Rameswaram, Kumbakonam, Chidambaram, Thanjavur and Tiruchirappalli have innumerable temples for various deities. The finely hewn grandeur sculptures reflect artistic excellence and cultural splendor.

The destinations of Tamil Nadu as identified and classified by the Department of Tourism of Tamil Nadu are in the form of:

- Beaches
- Hill stations
- Pilgrimage centers
- Health centers
- Backwaters
- Eco-tourist centers
- Festivals
- Wildlife sanctuaries

Some of the major tourist attractions of Tamil Nadu are discussed below:

**Beaches**

**Marina Beach**

Marina beach is situated to the east of Chennai (Madras) at Kamaraj Road. It is said to be the longest beach in India and one of the longest in Asia, extends to a length of 13 Km, from Fort St. George all the way to Mahabalipuram.

Its 12 km-long stretch is the second longest in the world. It is located on the eastern side of the city adjoining the Bay of Bengal. There are beautiful statues of
Tamil scholars, patriots, and noted personalities. Of these, the Statue of Labor is a splendid sculpture, an evidence of the industrious team of laborers who are at strenuous, manual work.

**Covelong Beach**

Covelong is a dreamy village, just 40 kilometers away from the hustle and bustle of Chennai. The environs, ambience, peace, tranquility and the infrastructure at the Covelong beach come together to make it one of the most popular beach resorts on the Coromandel Coast. In the yester years Covelong was the renowned port of the Nawabs of the Carnatic. On digging the past it is revealed that Saadat Ali, Nawab of Carnatic, built the ancient port of Covelong. In the year 1746, Covelong was taken over by the troops of the French General Laboudonnais and in 1752 destroyed by Clive.

**Mahabalipuram Beach**

Mahabalipuram, also known, as "Mamallapuram" is located 58-km, south of Chennai, nestling on the shores of the Bay of Bengal, offers many breath-taking monuments with Sculptural Panels, Caves, Monolithic Rathas (chariots) and Temples.

The spectacular beach of Mahabalipuram attracts thousands of tourists all through the year. The dreamy rock cut art is an amazingly extravaganza. For the more ecclesiastical tourists there are the temples besides the shores, rathas, a crocodile bank, snake venom extracting centre, schools of art and sculpture and a wide spectrum of resorts along the beach entice holiday-seekers all round the year.

**Rameshwaram Beach**

Rameshwaram is a sacred island positioned off the mainland circumscribed by Palk Strait and the Gulf of Mannar anchored with the longest ever constructed bridge on sea, in India. It is a major Hindu pilgrimage site. Between January and March is the best time to visit Rameshwaram. The serene beach and shallow water here are ideal for swimming and sunbathing.

**Hill stations**

**Kodaikanal**

Kodaikanal is one of the most popular hill resorts in India. It is an appealing hill station which stands amidst sylvan beauty on the southern crest of the upper Palani Hills near Madurai in Tamil Nadu. Kodaikanal is a quiet hill resort where the attractions
include Coaker’s Walk, Solar Physical Laboratory, pillar rocks, the golf course etc. The centre of attraction is the star shaped lake with greenery all around. Kodaikanal Lake is a magnificent man-made lake, which spreads out in a star shape over sixty acres, is a main attraction as it is set among the greenery. The boat club here offers several pleasure and racing trips. Shenbaganur Museum is located about 5-Km from the lake. Other attractions include pillar rocks, water falls, Kurunji Andavar temple etc.

Udhagamandalam (Ooty)

Ooty is often called the “queen” of hill stations. Ooty offers the visitor an unending array of walks and heights to conquer, not to mention the scenic beauty to be enjoyed in the most pleasant of climate. The Ooty Botanical Gardens are set on different levels of elevation and contain hundreds of varieties of exotic, ornamental and other plants for observation and study. Ooty lake provides boating facilities and the Children’s lake garden located near railway station with its musical lights is delight for children. The highest peak in the Nilgris, Dodabetta, offers beautiful vistas of the surrounding hills, plateaus and plains. The other attractions include Kalhatty waterfalls, Ketty valley view, Mudumalai wild life sanctuary etc.

Coonoor

Coonoor is a hill station close to Ooty. It has the advantage of being pleasant throughout the year, and unlike Ooty it does not get chilly in winters. It is therefore a round-the-year hill resort. There are several vantage points around Coonoor from where the visitor can get an excellent view of the undulating surrounding. Lamb’s Rock, Lady Canning’s Seat and Dolphin’s nose are some of them. The other attractions include Law’s falls, Kattery falls, Sim’s park etc.

Yercaud

It is a quiet hill station in Tamil Nadu. Yercaud boasts of a mild climate so that it can be visited throughout the year. It is one of the moderately placed hill stations in India. A prominent feature of Yercaud is the lake. It is a picturesque place surrounded by lush vegetation. Boating at the lake is both refreshing and enjoyable. Another attraction is lady’s seat, a point overlooking the winding Ghat road.
Cuddalore

It is a large industrial city in Tamil Nadu and is located south of Pondicherry on the Bay of Bengal. A great deal of the city's population is employed in the industries spread over Cuddalore. The word Cuddalore means 'sea town' in Tamil.

It is highly known for its wonderful sea beaches and therefore it is an emerging tourism hub. The town is also well known for its temples, the most famous being that of Shiva. Popular tourist destinations of Cuddalore district are: Pichavaram, Natrajar Temple at Chidambaram, Padaleeswarar Temple at Cuddalore.

Pilgrimage Centers

Madurai

Madurai, once the seat of Tamil learning and still the place where Tamil language is spoken in its purest form, is an ancient city. The city of Madurai was planned out in the shape of a lotus with the famous Meenakshi Sundareswarar temple in the centre. It is situated on the banks of river Vaigai. The twin temples of Sri Meenakshi Sundareswarar, one dedicated to Sree Meenakshi, the consort of Lord Sundareswarar (Shiva) and the other to Lord himself, is the main attraction at Madurai. This is one of the biggest temple complexes in India. Further, Thirumalai Nayakar Mahal, temple art museum, Gandhi museum are the major attractions in Madurai.

Kanyakumari

Kanyakumari is often referred as the 'Land's End' of India. Here, the Bay of Bengal confluences with the Indian Ocean and the Arabian Sea and at Chitra purnima (the Tamil name for full moon day that generally falls in April); it is possible to enjoy the unique experience of seeing the sunset and the moon rise over the ocean simultaneously.

At the southern most land tip of India, where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet, lies Kanyakumari.

It is also a renowned pilgrimage centre. It includes Temple of Goddess Bhagavathi which commands a picturesque location and meeting point of Indian Ocean, The Arabian Sea and The Bay of Bengal. Swami Vivekananda rock Memorial is a superb memorial which attracts thousands of visitors.

Other major tourist attractions of Kanyakumari include the famous Kumari Amman Temple (also known as Kanyakumari Temple) dedicated to goddess Parvathi,
Vivekananda Rock Memorial, the 6th century Fort of Vattakottai or the Circular Fort, Gandhi Mandapam and more. On the Kanyakumari Tour, one can also enjoy excursions to Suchindram (13 km) to visit the famous Thanumalayan Temple, Udayagiri Fort (34 km) and Padmanabhapuram Palace (45 km).

**Kancheepuram**

Kancheepuram is known as the city of thousand temples. Kancheepuram is admired for its prominent crafted world famous silk sarees, a traditional home industry. Kancheepuram is also known for its culture and civilization. Kancheepuram is easily reachable from the state capital Chennai. The city of a Thousand Temples, ancient Kancheepuram is one of the most holy pilgrim centers for the Hindus.

Kancheepuram has glorious temples of unique architectural beauty bearing eloquent testimony to its splendid Dravidian heritage. Adi Sankara made his Episcopal seat (Kamakotipeetam). Attractions in Kancheepuram include visiting the glorious temples.

**Top Ten Tourist Destinations in Tamil Nadu**

- Ooty (Udagamandalam)
- Kodaikannal
- Madurai
- Chennai
- Mamallapuram,
- Coimbatore
- Kanyakumari
- Kancheepuram
- Thanjavur & Navagraha Temples
- Tirunelvelli - Coutrallam Fall
HVS SURVEY

HVS is the world's leading consulting and services organisation that is focused on the hotel and hospitality services. According to HVS, the State Ranking Survey focuses on one component of the Travel and Tourism industry – hotels – and aims to identify the best performing states in India when viewed from the prism of the hospitality business.

According to HVS India’s, "2013 INDIA STATE RANKING SURVEY" Tamil Nadu has secured the 7th Rank overall.

Table 3.5.1 Consolidated Ranking of States – 2013

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<th>Tourism Activities</th>
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Source: HVS India – 2013 India State Ranking Survey, December 2013
Table 3.5.1 Consolidated Ranking of States – 2013 (continued)

| Source: HVS India – 2013 India State Ranking Survey, December 2013

**Role of Tamil Nadu 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. The entire shareholding being held by the Government of Tamil Nadu, TTDC continues to be a wholly owned Government of Tamil Nadu Undertaking.

TTDC was established with the main objective to start, operate and promote establishments, undertakings, enterprises and activities of any description whatsoever which in the opinion of the Company are likely to facilitate or accelerate the development of tourism, handicrafts and cottage industries in Tamil Nadu.
The major divisions of the company comprise of the following:

1. Hotels
2. Transport
3. Fairs

As the nodal agency for development of Tourism in the State, the Department plays a crucial role in catalyzing private investment, strengthening promotional and marketing efforts and providing trained manpower resources in the sector.

TTDC has made rapid strides over the years and now it has a chain of 55 Hotels and a fleet of 24 Luxury Coaches. It has also established Youth Hostels at the Hill Resorts of Ooty, Kodaikanal and Yercaud catering to budget Tourists. Some of the Hotels were given on lease in the past and the rest managed by the Corporation. With a view to encourage private sector participation, TTDC has franchised around 23 hotels and 7 restaurants.

TTDC also operates Boat Houses at Muttukadu, Kodaikanal, Ooty, Pykara, Mudaliyarkuppam, Yercaud, Pitchavaram and Courtallam. It operates Telescope Houses at Kodaikanal, Ooty and Yercaud.

Using the existing fleet of 24 Coaches and also with vehicles hired from private travel agents during increased demand, TTDC operates 38 types of package tours ranging from half-a-day to 14 days. The tours cover not only the major tourist destinations in Tamil Nadu, but also places in other States like Karnataka, Andhra Pradesh, Kerala, Pondicherry, Maharashtra, Madhya Pradesh, Uttar Pradesh and Orissa. TTDC also operates special package tours catering to the specific demands of the tourists from Malaysia, Singapore, Mauritius and South Africa.

TTDC is having 7 Sales Counters at different places in Chennai for selling its tours and hotels. Apart from this, TTDC has also authorized the Government of Tamil Nadu Tourist Offices having offices/Information Centers outside Tamil Nadu to sell TTDC’s tours and hotels.

The Fair Division of TTDC is organizing the India Tourist and Industrial Fair every year since 1974 in the Island Grounds from January to March.

TTDC was the first State Tourism Corporation in India to launch the Online Reservation System for its hotels and tours. The online reservation system has been
launched at website http://www.ttdconline.com wherein tourists can book any of the TTDC hotels and also package tours instantly from anywhere in the world.

In tune with the dynamic nature of the Tourism Sector, the TTDC has embarked on several marketing initiatives like, release of advertisements about TTDC Hotels and Tours in GOOGLE, Face Book. Also, advertisements on TTDC Hotels and Package Tours were released through SMS covering one lakh customers.

Mobile reservation of TTDC Hotels and Tours was launched on 27th September 2012. This has helped the Tourists to book TTDC Hotels and Tours through all the Mobile Networks. Wi-Fi connectivity has been provided at five major TTDC Hotels at Mamallapuram, Ooty, Kodaikanal, Coimbatore and Madurai Unit II.

The revenue generated through On-line bookings has registered quantum leap at 45% during the year 2013-14 with earnings of Rs.776 Lakhs compared to the earnings of Rs.535 Lakhs during the year 2012-13.

Financial Performance

The financial performance of TTDC during the past five years (2009-2013) is summarized below:

Table 3.5.2 Financial Performance of TTDC
(Rs in Crores)

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008-09</td>
<td>70.25</td>
<td>2.25</td>
</tr>
<tr>
<td>2009-10</td>
<td>78.13</td>
<td>3.66</td>
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<tr>
<td>2010-11</td>
<td>92.72</td>
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<td>2011-12</td>
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<tr>
<td>2012-13</td>
<td>106.59</td>
<td>16.26</td>
</tr>
<tr>
<td>2013-14</td>
<td>108.76</td>
<td>11.95</td>
</tr>
</tbody>
</table>

Source: Department of Tourism, Government of Tamil Nadu
3.6 UAE Tourism

The United Arab Emirates (UAE) is situated in the Southeast of the Arabian Peninsula, bordering Oman and Saudi Arabia. In December 1971, the UAE became a federation of six emirates - Abu Dhabi, Dubai, Sharjah, Ajman, Umm Al-Quwain, and Fujairah. The seventh emirate, Ras Al Khaimah, joined the federation in 1972. The capital city is Abu Dhabi, which is the largest and wealthiest of the seven emirates, with immense oil reserves.

Figure 3.6.1 Map of UAE

Source www.mapsofworld.com

Consequent to its Federation in 1971, the UAE has developed rapidly. It is known for its modern infrastructure, international events and status as a trade and transport hub. It possesses among the highest per capita incomes in the world.
The UAE’s economy is the most diversified in the Gulf Cooperation Council. The UAE’s oil reserves are the seventh-largest in the world, while its natural gas reserves are the world’s seventeenth-largest.

Strong performance in oil and tourism sectors, robust government spending and a growing population have strengthened GDP to grow at a stable 3% p.a. on average during the three year period (2011-13).

The United Arab Emirates (UAE) is ranked first in the Middle East for having the most advanced travel and tourism sector. The UAE’s tourism sector has been expanding over the years, with international tourist arrivals expected to reach 39.9 million by 2024. Growth is driven by the government’s active participation in developing the sector, supported by public and private investments.

In 2013, the UAE’s travel & tourism sector delivered Dh56.5 billion or four per cent of UAE’s GDP. The Tourism industry has attracted Dh21 billion of capital investment in 2013. Travel & tourism directly generated 291,500 jobs in 2013, 5.3 per cent of total employment. The total employment contribution in 2013 was 496,500 jobs, 9.1 per cent of total employment, according to a report by World Travel and Tourism Council (WTTC).

The World Economic Forum’s “The Travel & Tourism Competitiveness Report 2013” has studied 140 economies worldwide based on the extent to which each country managed to implement strategies aimed at developing the travel and tourism sector. In 2013, the UAE ranked 28th, up two positions when compared to 2012. The UAE has outranked strong economies such as Russia and China and well-established tourist destinations such as Seychelles, Mauritius and Turkey. The UAE’s most important competitive advantage relates to its world-class international hubs for global air traffic, backed by effective marketing and brand campaigns.

In terms of world ranking, the WTTC 2014 report ranks the Middle East as the 8th region worldwide with the most competitive tourism sector based on 2013 performance, and 6th worldwide, based on tourism growth.

According to reports, in terms of its direct GDP, Travel & Tourism is slightly smaller than the size of the financial services sector in the United Arab Emirates. The UAE Travel & Tourism direct industry GDP expanded 268% between 1990 and 2013 while the total economy expanded just 156%. The UAE Travel & Tourism GDP
is larger than that of the education, automotive manufacturing, higher education, and chemicals manufacturing sectors.

The UAE’s tourism Sector is offering varied tourism products. Sharjah and Ras Al Khaimah are offering their own unique cultural product. Along with Dubai and Abu Dhabi, this helps in positioning the country as a united hospitality hub, providing wide and varied tourism products.

Growth in the UAE’s tourism sector can be ascribed to its rising popularity as a regional hub for visiting friends and relatives (VFR) as well as meetings, incentives, conventions, and exhibitions (MICE).

Dubai plays a lead role, holding a 66% share of the UAE’s tourism economy, with Abu Dhabi having contributed 16%, and Sharjah 10%. Furthermore, Abu Dhabi is expected to attract 3.2 million tourists in 2014 vis-à-vis 2.8 million in 2013, up by 15%. Abu Dhabi has become one of the most attractive venues for business and global events and more tourists are expected to visit the emirate for business and conference purposes in 2014.

Large number of foreign travelers, especially those from Asian region, continues to visit GCC countries. Asia has emerged as one of the biggest and fastest growing international tourist markets for GCC nations.

Local government investment into infrastructure, private sector investment into creating world-class attractions, and major route expansion by the two national carriers is a three-way strategy that is paying dividends for the UAE tourism industry.
Source: WTTC, Travel and Tourism Economic Impact - UAE, 2014

A study by Dubai Chamber of Commerce pegs the UAE tourism sector growth at 6.5% per annum between 2011-2021, with visitors from the Middle East, Europe and Asia Pacific the key source markets. Employment growth prospects for the sector are also buoyant, with a forecast annual real growth rate of around 4.1%.

Leisure travel in the region is picking up momentum. UAE with US$ 23 billion market size is the largest market in the GCC region.
Tourist arrivals in the UAE are forecast to grow at a CAGR of 5.3% between 2012 and 2022, with hotel supply also expected to increase from the current 96,992 hotel rooms in Dubai and Abu Dhabi, to a total of 125,383 hotel rooms in 2016.

It may be noted that the predicted growth in the hospitality market in the UAE is three times as high as the expected growth in the overall economy, according to the IMF, which predicts the UAE to expand between 2.8 per cent and 3.6 per cent each year until 2016.

Abu Dhabi too has received a record number of guests in 2013, and although the emirate is now deemed to be oversaturated with hotels, analysts predict this situation will not last for much longer than next year (2014).

The UAE has 590 hotels totaling more than 93,000 rooms at the end of 2013. International operators hold about 68% of the total hotel room inventory and the

Source: WTTC, Travel and Tourism Economic Impact - UAE, 2014
The majority of supply is concentrated in the upscale (4 and 5 star) segment. Dubai and Abu Dhabi account for 86% of current hotel supply in the UAE. More than 28,000 additional rooms are expected to be built in the country by 2016, with Dubai and the Abu Dhabi comprising almost 50% and 31% of the development pipeline, respectively.

The UAE tourism market has recovered from the 2009 crisis and has been showing sustainable growth. Dubai remains the market leader by trading performance and tourist arrivals. The continuous evolution of quality hotel supply and completion of tourism projects has helped the city in this regard. It may be noted that Abu Dhabi has witnessed selective recovery in hotel performance across the city. Amongst the Northern Emirates, Ras Al Khaimah and Fujairah, have emerged as key getaway destinations registering rapid growth in tourist arrivals. The growth in tourism in the Northern Emirates, most notably Ras Al Khaimah and Fujairah, have increased their share of UAE guest arrivals from 18% in 2006 to 26% in 2013.

The growth in tourism has been largely supported by state-owned carriers Emirates Airlines, Etihad Airlines and Fly Dubai, who have continuously introduced direct routes to new destinations. Consequently, airport arrivals from Dubai – now the second busiest airport in the world by international passengers - recorded a CAGR growth of more than 11% between 2008 and 2013, while arrivals from Abu Dhabi posted a robust CAGR of approximately 35% over the same five-year period.

The UAE has continued its focus on the aggressive promotion of tourism, showcasing the country around the globe and initiating large-scale tourism projects. They aim to position the UAE as one destination with a variety of options, catering to various types of demand.

3.7 Dubai Tourism

In recent years, the Middle East region has enjoyed rapid growth as a tourist destination. Dubai has been at the forefront of this growth. The Emirate has successfully and dramatically diversified its economy into tourism in order to reduce its economic dependence on dwindling supplies of oil. Increasing tourism in Dubai is working as a catalyst for the Government to further invest in the travel and tourism industry and promote tourism by means of providing excellent infrastructure and facilities.

The Tourism Sector is rapidly growing and the country’s government is investing hugely in some major infrastructure projects so as to attract foreign tourists.
Along with the international tourism, domestic tourism has also increased in last few years. Domestic sector growth is sustained by fast economic growth in the country; which enables high tourism spending in country.

Dubai is best known for its pristine beaches, skyscraper-lined streets and excellent social life. The major attractions are the Burj Khalifa, the world’s tallest building; the Burj Al Arab, the world’s only seven-star hotel; and Ski Dubai, the world’s largest indoor snow park, characterize the emirate in the world’s collective consciousness.

The massive development potential of the travel and tourism industry continues to be recognized with record levels of investment in supporting infrastructure. The amusement and leisure industry is receiving large investments as the Emirate puts strong emphasis on tourism amid its surging economic growth.

In addition to inbound tourism, Dubai is also a very viable market for travel and tourism companies, as it is home to a growing population with a high per capita income.

Dubai’s year-on-year visitor growth rate in 2012 was 9.3 percent and averaged eight percent over the previous five years. In 2013, the growth rate hit 11 percent registering an inflow of 11.01 million tourists.

The Vision 2020, issued by the Dubai Government projects a visitor turnout of 20 million tourists by 2020. For this to materialize, a nine percent annual growth rate is required.

The emirate is working hard to promote its year-round calendar of leisure events and grow its business and incentive tourism offer by capitalising on its location and infrastructure.

Dubai is conveniently connected to all major countries across the Globe, making it the ideal place for a meeting of global delegates. Its location between east and west makes it the perfect gateway to emerging markets across the Middle East, Africa and Asia. As it stands, one third of the world’s population is within a four-hour flight and two thirds are within an eight-hour flight.

Dubai’s tourism initiatives are backed up with first-class accessibility for tourists, especially the business travelers, due state-of-the-art Dubai International Airport (DXB). According to Airports Council International’s latest figures (2014),
Dubai International Airport (DXB) is ranked the second-busiest airport in the world in terms of international passengers, and is served by more than 145 airlines flying to more than 260 destinations across six continents. Annual passenger traffic in 2013 reached 66,431,533, up 15.2 percent compared to the 57,684,550 passengers recorded during 2012. It is projected that passenger numbers will reach 78 million in 2015 and 98 million by 2020.

Dubai’s second airport, Al Maktoum International at Dubai World Central (DWC) opened in October 2013. According to Dubai Government, the Al Maktoum International, will eventually become the world’s largest airport with a capacity of 160 million passengers and 12 million tonnes of cargo per year.

Dubai won the right to host World Expo 2020, the world’s largest and most prestigious exhibition, in a landslide victory in November 2013 under the theme ‘connecting minds, creating the future’. Dubai expects around 25 million visitors over the Expo’s six-month period. It may be noted that development in this connection, will also play a decisive role in helping achieve Tourism Vision 2020.

The Dubai World Central (DWC) area near Jebel Ali will be central to Dubai’s hosting of World Expo 2020, and is currently the focal point of development plans in the emirate.

At present Dubai’s infrastructure means, doing business in and from the city is easy. There are more than 600 hotels in the emirate, constituting over 84,000 hotel rooms.

According to Reports, by 2016, over 100 new hotels will provide an additional 29,000 rooms. While more five-star properties are in the pipeline, Dubai will also see an increase in the number of four and three-star properties as the city looks to enhance its mid-market appeal.

Due to traditional Arab hospitality, crime free environment and highly developed infrastructure, Dubai has become a favorite for businessman who wants to organize international conferences. Dubai’s hotels offer a plethora of flexible business facilities for business travelers. Mainly, these facilities are offered at the impressive Dubai World Trade Centre – the host for over 50 percent of all exhibitions in the Middle East region. Consequently, Dubai has been named Best Destination for MICE, Middle East, 2014 in the Business Destinations Travel Awards.
The professional service, business friendliness, speed of innovation and creation of cutting-edge businesses for corporate travelers has lead to Dubai being named among the top three most vibrant cities in the world in the latest City Momentum Index released by the realtor Jones Lang LaSalle in January 2014. The index clubs Dubai, and its hosting of Expo 2020, with Tokyo, which will stage the Olympics in the same year, calling them resurgent cities gearing up for their respective events with vigor.

Dubai is one of the world’s safest, fastest-growing (leisure) tourist destinations. Dubai is an increasingly accessible tourism destination, offering visitors both luxury and value.. The Leisure travelers choose Dubai as a favorite tourist destination because they are flooded with lots of options for recreational activities that can range from power boat races to sand skiing and other sports events.

**Chart 3.7.1 Tourist-Guest arrivals to Dubai Hotels (1997-2013)**

![Chart](image)

Source: Department of Tourism and Commerce Marketing, Dubai
Dubai and Abu Dhabi, as places of flight to safety, have done extremely well out of that conflict with people buying apartments and coming here as tourists rather than places they might otherwise have gone to.

The main reason for the influx of tourist is for its shopping facilities. There are more than 70 malls in Dubai apart from the countless number of traditional retail outlets.

The hugely popular annual Dubai Summer Surprises (DSS) and Dubai Shopping Festival (DSF) continue to provide a real boost to Dubai’s retail and tourism sectors.

The annual events attract millions of visitors from around the GCC and wider Middle East, drawn to large discount sales in the vast majority of retail outlets, from high-end to value stores. Shopping malls in particular boost their revenue dramatically during DSS and DSF, also increasing food and beverage sales and hotel occupancy.

Dubai Metro, which has seen ever increasing numbers of passengers since its launch in 2009 has also had a highly positive impact on retail footfall. Many metro stations are located either inside or adjacent to major shopping malls, some of which have built retail extensions to expand through to the metro exits.

While most part of Dubai is of ultramodern construction and design, still the emirate retains its history and culture. Dubai Museum, a former fort constructed in the 18th century contains artifacts relating to traditional Arabian life and one can see from weapons to musical instruments. Jumeirah Mosque is Dubai’s largest mosque and its magnificent architecture is best appreciated by the floodlights in the late evenings.

The leisure initiatives include desert safaris, dune bashing, falconry and camel riding, go sky-diving over Palm Jumeirah or dive with sharks at the Dubai Aquarium. For the VIP clan seaplane or helicopter ride over the city is available. Aquariums, golden beaches, world-class shops, restaurants, nightlife and perpetual sunshine are all on par with comparable top-flight global cities.

According to Tourism Vision 2020, Dubai aims to double its visitor numbers and tourism revenue from 10 million people and almost USD 18.52 billion in 2012, to 20 million people and almost USD 55.55 billion in 2020. This Vision 2020 focuses on maintaining market share, tapping high-potential markets, and increasing repeat visitors to Dubai through the leisure and business events sectors.
Dubai’s seasonality is heavily dependent on the weather, with the peak season occurring between February and April due to the cooler winter weather and lower performance results due to the heat of summer between June and September.

In addition, the month of Ramadan tends to reduce hotel demand and therefore affect hotel performance.

Hotels typically reduce rates during the seasons with lower demand to drive occupancy, and weekends can attain strong occupancy rates due to these lower rates. December has always been a peak month for tourism in the Emirates, attracting visitors from the region, as well as from around the world, to its many tourist attractions.

The major Demand Drivers of the Dubai Tourism Sector are as under:

- Business tourism (MICE).
- Shopping.
- Leisure and Sports tourism.
- Stopovers, and
- Long-term stays.
- Expatriates

Major Demand comes from the Expatriates:

In Dubai, more than 80% of the residents are made up of expatriates. Thus, there is a “ready market” of over 1 million people who are likely to travel at least once a year to visit their home countries, often staying for 1-2 months. Dubai also has the largest number of expatriates from the West due to its more “open” culture and environment. This consumer segment is also the key driver of outbound tourism spending of almost US$5 billion in Dubai.

The Westerners and Arab expatriates mainly work in top-end positions such as finance, advertising and insurance. On the other hand, most Asian expatriates such as Filipinos, Pakistanis, Indians, Indonesians, and other Asian nationals usually work in the lower-end salary industries such as construction and transportation. This has allowed travel and tourism companies to target tourists through tailored services according to nationality.
Luxury / adventure tourism / trekking and ecotourism are generally targeted towards British, American or Arab expatriates, whereas budget travel arrangements are currently geared towards the lower-income expatriate market.

Personal travel and tourism tops the table, contributing the largest portion towards travel and tourism demand.

Dubai already enjoys a high occupancy rate among the world's top tourism destination. The tourism industry currently accounts (directly & indirectly) for more than 31 per cent of Dubai's GDP. Government figures reveal that Dubai's GDP in 2013 was around AED 325.700 billion.

Saudi Arabia drove the largest number of visits to Dubai in 2013 (1.4 million visits), followed by India (0.9 million visits) and the UK (0.75 million visits). The United States, Russia, China, Iran, Oman, Kuwait and Germany are among the other toppers in the list (10 ranks).

It may be noted that the rapid growth in tourism would not have been possible without huge investment and a top-class infrastructure. Right from amusement parks to tree-planting, projects have been created to make the Emirate more attractive. Tourism investments are carried out by private-public partnership, where the first would provide hotels and shopping centers, while the second would provide infrastructure, such as roads, airports and communications.

The amusement and leisure industry is receiving large investments. Over $1 trillion of that is to be committed to developing the country's leisure landscape. Dubai Municipality has spent Dh27 million ($7.3 million) on developing a new Pond Park in Al Ghusais, while Tatweer's Universal theme park, in Dubai land, represents an investment of Dh8 billion ($2.17 billion). The amount of homes and hotel rooms are also expanding as a result of real estate projects.

Dubai’s hotel and property market has without a doubt witnessed the most impressive growth, achieving in just a few short years what many cities have taken many decades to build. It is hard to believe that until 2002, only UAE nationals could purchase property in the emirate. Since then, a host of laws and regulations have opened up the market to foreigners, allowing them to purchase residential as well as commercial property, such as hotels and hotel apartments, and become part of the emirate’s thriving hospitality sector.
Major Concepts of tourism - Dubai

Dubai has a wide variety of attractions to offer for the discerning tourist, making it one of the world's favorite places to visit.

Shopping

Dubai is drawing millions of shoppers from every corner of the world to its huge malls and souks. Along with Dubai Mall, the country's most recent tourist attraction, and Mall of the Emirates, home of Ski Dubai, Dubai boasts over 70 shopping malls catering to every lifestyle and trend.

The traditional open-air marketplaces are called souks in Arabic. Dubai’s Gold Souk offers an excellent array of goods and products from around the world.

Adventure

Thrill-seekers will never have a dull moment in Dubai. The skydiving over the iconic Palm Jumeirah, trekking or taking-in a heart-pounding desert race, keeps the adventure tourists very happy and satisfied. Visitors who prefer a slower pace can enjoy hot air balloon tours over some of the region's most stunning landscapes, visiting the Wild Wadi, desert safaris and diving in the Arabian Gulf’s placid waters.

Sports

Dubai offers many Sporting events Dubai Tennis Championship, Dubai Rugby Sevens, the Polo Gold Cup and the richest horse race on earth, the Dubai World Cup.

Cultural

The UAE’s rich history and culture are displayed at historical sites and museums all across the country. Key areas of interest include Al Fahidi Fort, Museum and Heritage Village. Dubai is also a thriving arts destination, with art shows, music festivals and theatrical performances held throughout the year.

Education

Dubai offers students from around the world outstanding higher education opportunities. The educational disciplines range from under graduate to Post Graduate degrees, studying a new language or delving into the rich culture of Middle East for a semester.
Leading institutions in the Dubai include Dubai Knowledge Village – home to the British University of Dubai, Herriot-Watt University, Middlesex University and the University of Wollongong & London Business School.

Medical

The UAE is an ideal destination for patients seeking treatment abroad. Short wait times, competitive pricing and good quality of care is the main determinants. Apart from routine operations and cosmetic procedures, there are specialized centers for oncology, genetic disorders and diabetes and new facilities for rehabilitation, pediatrics and integrated medicine. Dubai Healthcare City houses many hospitals offering varied procedure.

MICE

The UAE and Dubai in particular has emerged as one of the world's premier destinations for "MICE" – meetings, incentives, conferences, and exhibitions. Dubai world's top business events destinations are ranked alongside cities such as Singapore, Hong Kong, New York and Melbourne.

Marine Tourism – Cruise Tourism

Marine Tourism is one of the upcoming tourism types in the country. Port Rashid (Mena Rashid) is considered as the largest cruise centre in the Middle East, serving a growing number of passenger vessels visiting the city. There are entertainment facilities and restaurants to serve passengers and residents as well as centralized building catered to Tourism ships. The Dubai Cruise Terminal welcomed over 420,000 cruise passengers in 2013 with 110 ship calls.

Major Tourist Attractions in Dubai

1. Burj Al Arab

The Burj Al Arab (Tower of the Arabs) is the world's only 7 star hotel that is designed to resemble a billowing sail. The Burj Al Arab soars to a height of 321 metres, making it the fourth tallest hotel in the world. It truly is one of the most iconic symbols of Dubai and is one of the most photographed structures in the world, and consistently voted the world’s most luxurious hotel.
2. **Burj Khalifa**

   The Burj Khalifa is the world's tallest tower and is an amazing feat of engineering. Located on level 124 of the world's tallest tower, this observatory which is the highest viewing platform in the world is a “must see” for all tourists.

   Throughout the journey to the top, visitors are entertained by a multi-media presentation of the exotic history of Dubai and the marvel that is the Burj Khalifa.

3. **The Dubai Mall**

   The Dubai Mall is the world's largest shopping mall based on total area and fourteenth largest by gross leasable area and includes 1,200 shops offering varied products.

4. **Dubai Fountains**

   The Dubai Fountains is situated at the base of the Burj Khalifa and is one of the world's largest dancing fountains. Set on the 30-acre Burj Khalifa Lake, the fountain shoots water jets as high as 500 ft, equivalent to that of a 50-storey building. The fountain is 900 ft long and has five circles of varying sizes and two central arcs.

5. **Dubai Museum**

   The Dubai Museum is housed in Al Fahidi Fort, built in 1787. It is a desert fort, complete with cannons and battlements. This museum brings the city’s past and present together in a series of life-size dioramas and archaeological exhibits from desert excavations. It is a "must see" for all heritage and cultural tourists.

6. **Gold Souk**

   The Gold Souk is Dubai’s most famous and visited souk. It comprises of a labyrinth of covered walkways. There are hundreds of retail shops offering a huge selection of jewellery made from gold, silver, diamonds and other precious metals and stones. It’s a fascinating place. There is an average of 10 tons of gold available on the premises for sale at any given time.

   The Gold & Diamond Park situated at Sheik Zayed Road also offers a wide range of jewellery in an organised fashion.
7. Night Cruise

It involves cruising down Dubai creek on a Dhow Cruise. Dinner is provided on the cruise along with the enjoyment of music and Belly Dance show along the scintillating lighting of Dubai Creek. The unique dhow offers a traditional majilis seating with cushions and low tables, ideal for small groups, informal functions and gatherings.

8. Desert Safari

This involves drive across the desert. The tourists have an opportunity to watch the beautiful sunset before reaching the campsite where camel riding, sand boarding is available. Henna design on hand or feet for the ladies is also on the agenda. During night, delicious barbecue dinner with shisha (the famous Arabic water pipe) is provided along with belly dancing show around the campfire.

9. Global Village

Over the past 15 years, Global Village has been providing cultural entertainment along with an international shopping experience to millions of visitors. Attractions include live performances, regional cuisine, authentic handicrafts and merchandise from different countries.

10. Palm Island Jumeirah

It is an artificial island located at Jumeirah on the coast of Dubai. This island takes the form of a palm tree, topped by a crescent. The Palm Jumeirah is to house world famous hotels, shopping malls and leisure & entertainment attractions for tourists such as spas, water sports, aquariums, theme park and lovely beaches.

11. Dubai Creek

The Creek, a natural sea water inlet which cuts through the centre of the city, is the historic focal point of life in Dubai. A stroll along its banks evokes the city’s centuries-old trading traditions.

Visitors can take an abra (small water taxi) and view the old trading port and the dhows from the water. The tourists will be attracted by the colour and bustle of the loading and unloading of dhows which still ply ancient trade routes to places as distant as India and East Africa.
12. Dubai Marina

One of Dubai's newer tourist attractions is Dubai marina, which is the largest man-made marina in the world. The marina is set in the backdrop of the amazing buildings of JBR and has great views, walkways and boat rides available. It is home to super yachts and also Dubai Marina Mall. The Dubai Marina Yacht Club (DMYC) is one of the renowned private yacht clubs of the region. The marinas provide sheltered berthing for over five hundred yachts.

13. Ski Dubai

Ski Dubai is the first indoor ski resort in the Middle East that provides an excellent snow setting to enjoy skiing, snowboarding and tobogganing, or just plain snow playing. It is a treat for the snow sport enthusiast to enjoy real snow in Dubai all year round. Ski Dubai offers guests the use of winter clothing, ski and snowboard equipment.

14. Wild Wadi

Located in front of the Burj Al Arab, is the theme park "Wild Wadi". This is based upon the tale of Juha, a well known character from the Arabian folklore. The Wild Wadi offers 30 rides and attractions for all the family.

Top Ten Destinations in Dubai

- Burj Khalifa
- Burj Al Arab
- Dubai Museum
- Dubai Mall & Shopping Malls
- Gold Souk
- Dubai Creek, Dubai Marina
- Palm Island
- Night Cruise
- Desert Safari
- Global Village
Role of Department of Tourism and Commerce Marketing (DTCM)

The Department of Tourism and Commerce Marketing (DTCM) was established in January 1997, replacing the Dubai Commerce and Tourism Promotion Board (DCTPB), which was itself set up in 1989. DTCM’s broad objectives are to increase the awareness of Dubai to global audiences and to attract tourists and inward investment into the emirate. It is empowered with the responsibility of organizing the marketing of tourism and commerce for Dubai.

DTCM is the principal authority for the planning, supervision and development of the tourism sector in Dubai. In addition, it is charged with the responsibility of licensing and classification of hotels, hotel apartments, tour operators, travel agents and all other tourism services. DTCM’s supervisory role covers archaeological and heritage sites and aims to ensure sustainable and responsible tourism for Dubai. It is also committed to conduct training programmes for personnel from the tourism industry to ensure that Dubai’s tourism industry continues its world-class development with world-class people involved at all levels.

The current role at DTCM is to act as a facilitator of growth, harnessing the collective power of stakeholders in the city and deepening engagement with parties outside of Dubai in order that the “Vision 2020” is accomplished.

The marketing campaigns and communication efforts that DTCM has generated over the last years of the decade have seemingly helped in the increase of tourists coming in and out of the city. Also, the initiatives such as Kids Go Free, Definitely Dubai, Dubai Green Tourism Award and the increasing participation in international exhibitions are positioning Dubai in the global market as the top tourism destination and commerce hub.

It can be safely inferred that much of the credit of promoting Dubai as a tourism and commerce hub can be attributed to Dubai’s Department of Tourism and Commerce Marketing.