



Tourism, Culture and  
Religious Endowments Department

# **TOURISM**

## **POLICY NOTE**

2015-2016

DEMAND No.29

**S.P. SHUNMUGANATHAN**

Minister for Tourism

©

Government of Tamil Nadu

2015

# **TOURISM**

## **Demand No.29**

### **POLICY NOTE 2015 – 2016**

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**INTRODUCTION**

Economic growth, open-sky aviation policy, improved surface transport and tourist facilities, increased business travel and Information Technology enabled travel reservations have created a paradigm change in India's tourism sector. Compared to many countries, India has the advantage of possessing a rich and diverse range of unique cultural, natural and man-made tourism resources.

Tourism development is an important catalyst for a rapidly growing economy such as India. Its primary importance lies in its contribution to employment, income generation and foreign exchange inflow. Tourism is defined as travel for recreation, leisure, religious, family or business purposes, medical, adventure, sports, education and research usually for a limited duration.

Tourism is commonly referred to a travel to another place within or outside the country. The United Nations World Tourism Organization (UNWTO) defines Tourists as people "travelling to and staying in places outside their usual

environment for not more than one year for leisure, business and other purposes".

### **TOURISM IN INDIA**

The economic and social conditions prevailing in India today have created huge growth in domestic tourism. The economic growth achieved by the country over the years has created a powerful middle class with reasonable affluence and disposable income. The large number of tourists, have created a huge pressure upon the current infrastructure. The 'on-arrival visa' scheme introduced by Government of India, it is hoped will create increased foreign tourist arrivals.

The tourism industry of India is economically important and it is growing rapidly. The World Travel & Tourism Council calculated that tourism generated INR 6.4 trillion or 6.6% of the Nation's GDP in 2012. It supported 39.5 million jobs, 7.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism industries over the next decade. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about Rs.95 billion by 2015.



## **TOURISM IN TAMIL NADU**

Tamil Nadu has diverse tourism potential like temples, historical places, pilgrim centres, beach resorts, hill stations, wildlife sanctuaries, monuments and archaeological sites, art, architecture, music, dance and crafts, etc.

Tamil Nadu in recent times has transformed from a service sector into a major export industry. Tourism is declared as an “Industry”. Recognizing the importance of Tourism, Government is giving a major fillip to the Tourism Sector. Tourism Department’s aim is to achieve the top position in both domestic and foreign tourist arrivals during 2015. It is rightly enunciated in the **“Vision Tamil Nadu – 2023”**

document released by Hon'ble Chief Minister during March 2012. This document envisages an investment of Rs.10,300 crores in Tourism and Hospitality sectors through Government and Private investments by 2023. It also targets foreign tourist arrivals of 150 lakhs by 2023.

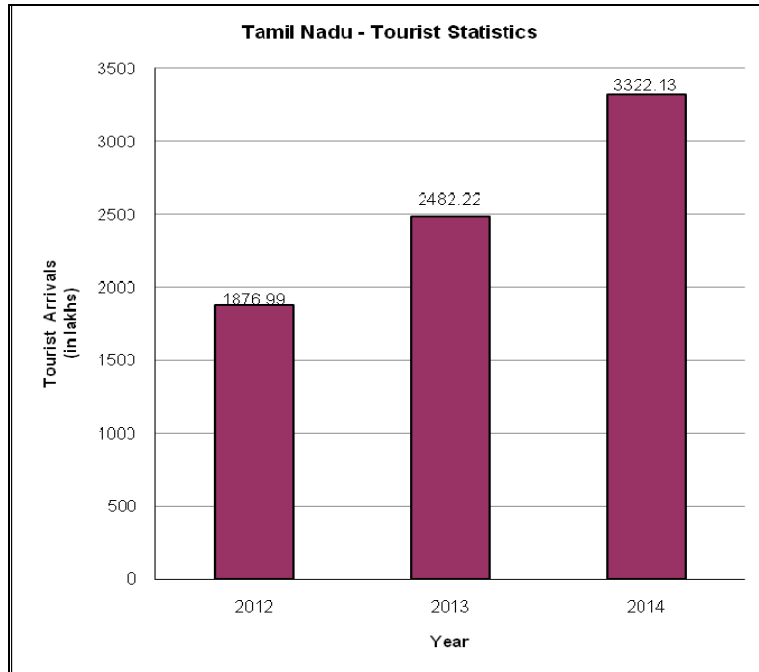
Tamil Nadu ranked **first** in domestic tourist arrivals and **second** in foreign tourist arrivals in 2013. **In 2014, Tamil Nadu is ranked FIRST both in domestic and foreign tourist arrivals.** The State has emerged as a '**Medical Tourism Hub**' due to the availability of world-class medical facilities and expertise at affordable costs. Many steps are being taken to further enhance the tourist arrivals and to maintain the Top position in

both domestic and foreign tourist arrivals during 2015-16.

### **TOURIST ARRIVALS TO TAMIL NADU**

Aggressive tourism promotion and marketing campaigns, providing basic amenities and infrastructure at tourist spots have resulted in the increase of tourist arrivals to Tamil Nadu. The tourist arrivals during last three years is as follows :-

Year	Domestic tourists	Foreign tourists	Total	Growth Rate
	<b>(in Lakhs)</b>			<b>(in %)</b>
2012	1841.37	35.62	1876.99	34.01
2013	2442.32	39.90	2482.22	32.24
2014	3275.55	46.58	3322.13	33.84



## **DEVELOPMENT STRATEGIES**

To realise the objectives of **“Vision Tamil Nadu-2023”** the following development strategies are being adopted.

- Positioning Tamil Nadu as a “All Seasons- All Budget Tourist Destination”.
- Highlighting the Tourist Security and Tourist Friendliness in the State.
- Promoting Tamil Nadu Tourism brand “Enchanting Tamil Nadu - Experience Yourself”. A special marketing campaign ‘Destination Tamil Nadu 2015-16’ will be conducted in all potential regions in India and abroad through print, electronic and other forms of publicity.
- Communicating the Tourist Infrastructure like best road, rail and air connectivity and the facilities available for tourists.
- Identifying and developing lesser known tourist centres to decongest the popular destinations.
- Creating employment opportunities through tourism growth.

- Participating in Fairs, Festivals and Travel Marts.
- Connectivity Improvement and Signages.
- Continuous research and planning to evolve new tourism products.

## **PROMOTION OF TOURISM DESTINATIONS**

The multifarious tourist attractions and rich cultural heritage attract a large number of foreign tourists to Tamil Nadu. The tourist attractions have to be publicised Worldwide in a big way as done by other States. To keep pace with others, Tamil Nadu Tourism proposes to do aggressive marketing in all potential regions in India and abroad through wide publicity and participation in Exhibitions and Travel Marts.

## **FAIRS AND FESTIVALS**

Tamil Nadu has emerged as the most important Cultural Tourism Destination. Foreign Tourists are evincing keen interest in the cultural heritage and festivals of Tamil Nadu. The arts and crafts, silk and spices are liked by foreign tourists.

The fairs and festivals attract tourists. Summer festivals are conducted at important hill stations – Ooty, Kodaikanal, Yercaud, Valparai, Yelagiri, Kolli Hills, Kalvarayan Hills, Javvadhu Hills and Megamalai.

Tamil Nadu Tourism will continue to conduct the following festivals during 2015-16 for the

benefit of tourists and to highlight the Cultural heritage of the State.

Pongal Tourist Festival	-	January
Chithirai Full Moon Festival, Poempuhar	-	May
Salangai Natham and Bhagavatha Mela, Thanjavur	-	May
Mango Festival, Krishnagiri	-	May
Summer Festival at all Hill Stations	-	May
Saral Thiruvizha, Courtallam	-	July
Thirpparappu Vizha, Kanniyakumari District	-	July
Aadipperukku Vizha, Hogenakkal	-	July
World Tourism Day in all Tourist centres	-	September
Sadhaya Vizha, Thanjavur	-	October



Thiruvannamalai Deepam Festival	- November
Tea and Tourism Festival, Udhagamandalam	- November/ December
Vaikunta Ekadasi, Srirangam	- December / January
Indian Dance Festival, Mamallapuram	- December / January

Tamil Nadu Tourism has participated in the Government Exhibitions held at Madurai, Tirunelveli, Thoothukudi, Tiruvannamalai, Tiruchirappalli, Coimbatore and Vellore and showcased the tourism attractions, which include lesser known centers. Tamil Nadu Tourism participated in Tourism and Travel Trade Meets and Fairs conducted all over India and highlighted the rich tourism potential of our State.

## **PARTICIPATION IN THE INTERNATIONAL TRAVEL MARTS**

During important international travel marts, the important members of various Governments, travel and hospitality trade from many countries gather under one roof to promote tourist destinations and services. It will be unique opportunity to showcase our rich tourism potential and facilities and enhance the foreign tourist arrivals. Hence, during 2015-16 Tamil Nadu Tourism proposes to participate in the following international travel marts.

1. ITB – Asia (International Tourism Bourse), Singapore during September / October, 2015.

2. PATA – Bengaluru (Pacific Asia Travel Association) during September 2015.
3. JATA – JATA Tourism EXPO, Japan during September 2015.
4. WTM - London (World Travel Mart) during November, 2015.
5. FITUR – Madrid (International Tourism Trade Fair) during January, 2016.

### **PARTICIPATION IN DOMESTIC TRAVEL MARTS**

Tamil Nadu Tourism has been participating in the Tourism and Travel Marts, Tourism Fairs organized by Tourism Departments of other States and reputed agencies.

## **PUBLICITY AND MARKETING CAMPAIGNS**

Tamil Nadu has abundant and diversified tourist attractions. Publicity and Marketing Campaigns are conducted regularly to attract more tourists to visit Tamil Nadu and to maintain the Top ranking obtained by Tamil Nadu Tourism during 2014. During 2014-15, Publicity and Marketing Campaigns were conducted at Jaipur, New Delhi, Mumbai, Aurangabad and Bhopal. Publicity and Marketing Campaigns will be conducted in other important Tourist places in the Country during 2015-16 through Exhibitions, Road Shows and Fairs.

**CLEANLINESS CAMPAIGN**

One of the main objectives of Tamil Nadu Tourism is to maintain cleanliness and hygiene at tourist places. Every year Cleanliness campaigns are being conducted at ten tourist places. Ten tourist spots will be selected to conduct Cleanliness campaign during 2015-16.

**HUNAR – SE - ROZGAAR TAK – YOJANA  
(CAPACITY BUILDING TRAINING)**

The Institute of Hotel Management, Catering Technology and Applied Nutrition, Taramani, Chennai, is organizing training programmes under the Capacity Building for Service Providers sponsored by the Ministry of Tourism, Government of India.

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

The State Institute of Hotel Management and Catering Technology, **Thuvakudi, Tiruchirappalli** is jointly sponsored by the Government of India and Government of Tamil Nadu. This Institute is conducting courses of study affiliated to National Council for Hotel Management and Catering Technology, Noida from the academic year 2010-2011.

This Institute offers a three year degree course in Hotel Management and Catering Technology and a one and half year Diploma Course as well as Certificate Course in Food

Production, Food Beverage service, House Keeping, Bakery and Confectionery.

Apart from regular courses, this institute is providing employability training to unskilled persons under Hunar - Se - Rozgaar Tak - Yojana Scheme of Ministry of Tourism, Government of India and Skill Certification programmes. So far, this institute has trained 2380 persons and most of them have secured employment.

### **GUIDE TRAINING**

The 'Vision Tamil Nadu-2023' released by the Hon'ble Chief Minister envisages a major role for Tourism in the overall development of the

State. The foreign tourist arrivals targeted for 2023 is 150 lakhs from the present 40 lakhs. The focus is on promoting Tamil Nadu as an attractive tourist destination at National and International level and to provide best services for the tourists visiting the State.

World class Guide Training Programs for 60 Guides were conducted by Tourism Department in co-ordination with Entrepreneurship Development Institute (EDI), Chennai and Centre for Entrepreneurship Development (CED), Madurai. One more training programme will commence shortly.



## **TOURISM INFRASTRUCTURE**

Tourism Department is providing funds for creation/development of tourist infrastructure facilities like Rest Sheds, Toilets, Approach Roads, Dress changing rooms, Parking Lots, Drinking Water and Lighting facilities at important tourist centres in Tamil Nadu, under State Funded Schemes.

During 2014-2015, for provision of basic infrastructure facilities, the following Schemes were sanctioned by the Government

<b>Sl. No.</b>	<b>Name of the scheme</b>	<b>Amount (Rs.in lakhs)</b>
1	Tourist Infrastructure facilities at "Top Station" at Bodi Taluk in Theni District	98.00
2	Rest Shed for Adhisaya Manalmatha Church in Sokkankudiyiruppu in Thoothukudi District	30.00
3	Basic facilities at A/m. Prasanna Venkatesa Perumal Kovil area in Thirupparkadal in Vellore District	25.00
4	Sanitation facilities at A/m. Subramaniya Swami Temple area, Viralimalai in Pudukottai District	10.00
5	Establishment of Tropical Butterfly Park and Nakshatravanam in Upper Anaicut Reserve Forest near Srirangam through Forest Department	337.00
	<b>Total</b>	<b>500.00</b>

During 2014-2015, under Part-II Schemes, the following schemes were sanctioned by the Government.

<b>Sl. No.</b>	<b>Name of the scheme</b>	<b>Amount (Rs. in lakhs)</b>
1	Construction of 5 <sup>th</sup> floor at Tamilnadu Tourism Complex	102.00
2	Purchase of 20 Nos. of Computers, UPS, Laser Printers each and 3 Nos. of other Printers, 5 Nos. of Scanners for Directorate of Tourism and at District Tourist Offices. The above said items will be purchased through ELCOT with AMC for three years.	14.00
3	Development of Eco Tourism at Muthupet Lagoon in Thiruvarur District	117.70
	<b>Total</b>	<b>233.70</b>

During 2014-2015, under Road Development Schemes, the following schemes were sanctioned by the Government to improve access to Tourist places.

<b>Sl. No.</b>	<b>Name of the scheme</b>	<b>Amount (Rs. in lakhs)</b>
1	Improvement of Hill road to Arulmigu Subramaniya Swami Thirukovil, Chennimalai, Erode District	77.00
2	Development of roads in Korkai, Srivaikundam Panchayat Union at Thoothukudi District	62.25
3	Development of Roads in Thiruvengaivasal and Thirunallur in Viralimalai at Pudukottai District	376.00
	<b>Total</b>	<b>515.25</b>

## **PROMOTING YOUTH AND ADVENTURE TOURISM**

Tamil Nadu has great potential for promoting water sports along the coastline stretching to more than one thousand kilometers. From Pulicat in Tiruvallur District to Muttom beach in Kanniyakumari District there are numerous places where water sports and beach tourism activities can be promoted. The other tourism attractions along the coast viz. the Forts, Temples, Churches, Birds Sanctuaries etc. can be linked to beach tourism promotion to attract more tourists. To highlight the potential, an International Surfing event was conducted at Manapad, Thoothukudi District.

To promote adventure tourism, Hot-Air Ballooning event was conducted at Pollachi, Coimbatore District. Paragliding event is conducted at Elagiri Hills every year during summer. Similar activities with other forms will be continued this year also.

Trekking programmes for tourists will be conducted in the designated trekking routes in the hills and forest areas of Coimbatore, Erode, Tiruppur and Nilgiris Districts in association with the Forest Department.

### **PROMOTION OF MEDICAL TOURISM**

This Department has identified the Medical Tourism potential in the State and conducted meetings with the corporate hospitals to highlight the world-class medical facilities and the

expertise available at affordable costs. The medical tourism potential was publicised. The Indian system of medicine like Siddha, Ayurveda was also promoted besides Yoga and Meditation. Tamil Nadu has emerged as a “Wellness Tourism Hub”.

### **ASIAN DEVELOPMENT BANK – IDIPT PROJECT**

**(IDIPT - Infrastructure Development Investment Programme for Tourism - Tamil Nadu)**

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 Rs.450 crores approximately, of which Asian Development Bank's funding is 70% (Rs.315 crores) and State Government's financing is 30% (Rs.135 crores).

The two priority Circuits have been selected for strengthening tourist infrastructure, namely:

**(I) East Coast Circuit :-**

**(a) Pilgrimage and Heritage Circuit :-**

Covering Kancheepuram, Cuddalore, Nagapattinam, Thiruvarur and Thanjavur Districts and

**(b) Improvement of Boat Houses, Improvements at Ooty Lake area.**



**(II) Southern Circuit (Pilgrimage and Eco-Circuit) :-**

Covering Pudukottai, Sivagangai, Madurai, Ramanathapuram, Tirunelveli, Thoothukudi and Kanniyakumari Districts.

The project cost for Tranche-I is US\$ 29.35 million (Rs.135 Crores). Out of which civil works at a cost of Rs.66.86 crores have been tendered for 16 packages. Work orders have been issued to the Bidders for 6 packages viz.

1. Infrastructure Improvements at Dansborg Fort at Tranquebar (Rs.4.83 crores)
2. Supply and Installation of aesthetic and Energy efficient lighting at 7 major Tourist Cities/Towns (Rs.18.49 crores)

3. Supply and Installation of Street furniture at 10 major Tourist Cities / Towns (Rs.1.95 crores)
4. Supply and installation of Signages at 12 major Tourist Cities / Towns (Rs.3.84 crores)
5. Underground Sewerage system (Uncovered area) at Udhagamandalam Town (Rs.5.53 crores) and
6. Construction of new public toilets and sanitary complexes at Udhagamandalam (Rs.3.19 crores). The total cost of the six packages is Rs.37.83 crores and the works are in progress.

Pursuant to decision taken at the Empowered Committee meeting, the remaining packages are to be tendered and executed by the Line Departments / Agencies viz. Directorate of

Municipal Administration, Directorate of Town Panchayats and Tamil Nadu Tourism Development Corporation. The respective line Departments are taking necessary action to execute the work entrusted to them.

**TAMIL NADU TOURISM DEVELOPMENT CORPORATION LIMITED**

TTDC was incorporated on 30.6.1971 with the object of providing infrastructure in all the major Tourist destinations in the State. It has a chain of 54 Hotels and a fleet of 17 Coaches. It has also established Youth Hostels at Hill Resorts of Ooty, Kodaikanal and Yercaud catering to budget Tourists. Some of the Hotels

have been leased out and the rest are managed by the Corporation.

### **Hotels Division**

TTDC is taking efforts to upgrade all the Hotels under its Management with the help of Professional Architects to meet the expectations of the customers. Online Booking of rooms has been enabled. Now, anybody anywhere in the World can do e-booking through online.

The Staff of Food and Beverages Section of TTDC Hotels have been provided intensive training on preparation of North Indian Dishes through Experts in Hotel Industry to satisfy the

needs of in-bound Tourists staying in TTDC Hotels.

TTDC is providing catering facilities at the Multi Speciality Hospital at Omandurar Estate, Anna Salai, Chennai.

### **Boat Houses**

TTDC is operating Boat Houses at Muttukadu, Mudaliarkuppam, Pitchavaram, Yercaud, Kodaikanal, Courtallam, Uthagamandalam and Pykara.

Two Banana Boats were purchased during the year (2014-2015) and put into operation at Boat House, Mudaliarkuppam.

The Boats are designed by Technical Consultant from I.I.T, Madras and the boats purchased are inspected by him for confirming the quality of the Boats.

TTDC has purchased 81 Boats at a cost of Rs.76.18 lakhs.

Wearing of Life Jackets by the Tourists at all the Boat Houses has been made mandatory to ensure safety of the Tourists.

### **Transport Division**

TTDC is operating Tours ranging from half-a-day to 14 days with a fleet of 17 Coaches. More than 30 Tours are organized by TTDC for the benefit of Tourists. Apart from these Tours,

TTDC is also organizing tailor-made Tours catering to the needs of group Tourists.

### **Fair Division**

The 41<sup>st</sup> India Tourist and Industrial Fair was inaugurated on 3.1.2015 at Island Grounds, Chennai. The Theme for this year's Fair was **“TOURISM AND COMMUNITY DEVELOPMENT .”**

All the Government Departments have erected their Pavilions in an attractive manner showcasing various Welfare Schemes and Development Programmes of the State Government through attractive working models.

Several new attractions like Bird Show, Aquarium, 3-D Shows, Cartoon Films and

Replica of Amarnath Shrine were introduced during this year's Fair.

The footfall for this year's Fair is estimated at 13 lakhs compared to 11.68 lakhs visitors during last year.

### **Marketing initiatives of TTDC**

- Tie-up arrangements have been made with Yatra.com / Travel Guru, Bangalore for booking of TTDC Hotels and Tours.
- Similar tie-up arrangements have been made with stayzilla.com, Chennai for booking of TTDC Hotels and Tours.
- Tie-up arrangements have been made with ESI Corporation for providing accommodation to their employees at Kanniyakumari Hotel throughout the year.



- Efforts are being taken to secure tie-up arrangements with RBI and Air India for providing Holiday Home facilities at TTDC Hotels.
- Initiatives were taken for holding Conferences / Workshops by leading Companies at Beach Resort Complex, Mamallapuram.

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

TTDC had earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels inaugurated by the Hon'ble Chief Minister of Tamil Nadu during July 2004. This has helped TTDC to improve its revenue significantly through online bookings of TTDC Tours and Hotels.

Mobile reservation of TTDC Hotels and Tours was launched by the Hon'ble Chief Minister of Tamil Nadu on the World Tourism Day i.e. 27<sup>th</sup> September 2012. This has helped the Tourists to book TTDC Hotels and Tours through all the Mobile Networks.

On-line reservation of Rooms has been implemented for the Hotels at Courtallam Unit I and II, Ulundurpet, Thiruvannamalai and Palani. With this, all the Hotels operated by TTDC can be booked through on-line by the customers. Reservation of Hotels and Tours on real time basis will be implemented shortly at the Tourist Offices in important Tourist places outside Tamil Nadu viz. New Delhi, Mumbai, Kolkata,

Jaipur, Agra, Panaji (Goa), Ahmedabad, Hyderabad, Bengaluru, Bhubaneswar and Thiruvananthapuram.

The revenue generated through On-line Bookings is Rs.10 crores during 2014-15 compared to the revenue of Rs.7.76 crores earned during the previous year, representing phenomenal growth of 29%.

Wi-Fi connectivity was provided in five major TTDC hotels during last year. This facility has been extended to the Hotels at Hosur and Krishnagiri during the current year.

Wi-Fi connectivity has also been provided in TTDC Coach for the benefit of Tourists. Such

facilities are not provided on complimentary basis even in foreign countries.

**Improvement works undertaken by TTDC during the year 2014-15**

1. Two 35 Seater A/c Coaches and three 35 Seater non-A/c Coaches were purchased at a total cost of Rs.150.52 lakhs.
2. Improvement works including landscaping were taken up at Boat House, Ooty, in holistic manner with the help of Professional Architect and the entire works were completed at a cost of Rs.500 lakhs.
3. New Conference Hall has been constructed at Hosur Hotel at a cost of Rs.40.61 lakhs.

4. 17 Rooms at Hogenakkal Hotel were upgraded at a cost of Rs.43.78 lakhs.
5. Construction of Restaurant and refurbishment of Bar were executed at Hogenakkal Hotel at a cost of Rs.14.26 lakhs.
6. 12 Rooms at Courtallam Hotel Unit II were upgraded at a cost of Rs.26.47 lakhs.
7. 36 Rooms at Ooty Hotel were upgraded at a cost of Rs.94.63 lakhs.
8. Improvement works at the corridors of Ooty Hotel were executed at a cost of Rs.22.37 lakhs.

9. Dormitory Block and new Block at Youth Hostel, Ooty, were refurbished at a cost of Rs.42.94 lakhs.
10. The Snack Bar at Botanical Garden, Ooty, was refurbished at a cost of Rs.18.38 lakhs.
- 11.16 Cottages at Yercaud Hotel were upgraded at a cost of Rs.43.39 lakhs.
12. 15 Cottages at Thiruchendur Hotel were upgraded at a cost of Rs.73.37 lakhs.
13. A Passenger Lift was installed at Thiruchendur Hotel at a cost of Rs.25 lakhs.
14. 36 Rooms were upgraded at Kodaikanal Hotel at a cost of Rs.78.82 lakhs.

15. Compound Wall was constructed at Thiruvannamalai Hotel at a cost of Rs.19.07 lakhs.
16. New Restaurant Complex was constructed at Thiruvannamalai Hotel at a cost of Rs.42 lakhs.
17. 10 Family Rooms are being refurbished and a Conference Hall is being converted into three Family Rooms at Thiruchendur Hotel at a cost of Rs.72.29 lakhs.

**Major initiatives planned for the year 2015-16**

1. Tenders have been floated for major improvement works at Boat House, Muttukadu, at a cost of Rs.325 lakhs under

ADB assistance. This work will be completed within a year.

2. Tenders have been floated for major improvement works at Boat House, Mudaliyarkuppam, at a cost of Rs.145 lakhs under ADB assistance. This work will be completed within a year.
3. Tenders have been floated for major improvement works at Beach Resort Complex, Mamallapuram, at a cost of Rs.255 lakhs under ADB assistance. The works will be completed within one year.
4. A Tourist Complex at Thirukkadaiyur is being constructed at a cost of Rs.120 lakhs. The works are under progress and after



furnishing, the Tourist Complex will be put into use.

5. Construction of additional Tourist Complex comprising 21 Rooms at Rameswaram Hotel at a cost of Rs.200 lakhs is in progress. The Civil works and furnishing of the Complex will be completed and the Unit will be put into use.
6. Interior decoration and furnishing at the newly constructed fifth floor of Tamil Nadu Tourism Complex, Wallajah Road, Chennai 2, will be taken up at a cost of Rs.50 lakhs with State Government assistance.

### Financial Performance

The financial performance of TTDC has improved during the past four financial years compared to the previous four year period as seen below:-

(Rupees in Crores)

Year	Turnover	Net Profit
2007-08	59.41	0.42
2008-09	70.25	2.25
2009-10	78.13	3.66
2010-11	92.72	2.64
2011-12	102.34	13.50
2012-13	106.59	16.26
2013-14	108.61	12.42
2014-15	105.98	3.91

The profit has shown a decline during the year 2014-15 due to increase in special repairs and interest charges and consequent on conversion of Government grant as loan as a Tax planning measure.

A sum of Rs.3.13 crores has been paid as dividend for the year 2013-14 to the Government for the first time in the history of the Corporation.

## **CONCLUSION**

A wide range of tourist attractions like places of worship, mountains, waterfalls, wildlife, beaches, historical monuments, art, culture and heritage helps the State to attract a large number of tourists, and

tourist arrivals is on continuous increase. This is well supported by road, rail and air connectivity, tourist security and tourist friendliness. Tamil Nadu's delicious cuisine itself is a tourist attraction. During December / January about 3,000 cultural programmes are conducted at various tourist places and cultural associations which are highlighted through publicity.

**Tamil Nadu is ranked first in India both in domestic and foreign tourist arrivals in 2014.** To realise the targets set in "Vision Tamil Nadu - 2023" by the Honourable Chief Minister Puratchi Thalaivi Amma, "Destination Tamil Nadu" – marketing campaign

will be done and high spending tourists will be attracted to visit the State and stay longer so that more employment and income can be generated during 2015-16.

**S.P. SHUNMUGANATHAN  
MINISTER FOR TOURISM**