



**TOURISM, CULTURE AND
RELIGIOUS ENDOWMENTS DEPARTMENT**

TOURISM

**POLICY NOTE
2022 – 2023**

DEMAND No. 29

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Minister for Tourism

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**Government of Tamil Nadu
2022**

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POLICY NOTE 2022 -2023
Contents

Sl. No.	Subject	Page No.
1.	Introduction	1
2.	Tourism in India	2
3.	Tourism in Tamil Nadu	3
	3.1 Objectives of Tourism Department	9
	3.2 Strategies	10
4.	Tourist visits to Tamil Nadu	11
5.	Fairs and Festivals	17
	5.1 Festivals conducted by the Department	17
	5.1.1 Indian Dance Festival	17
	5.1.2 Namma Oru Thiruvizha	18
	5.1.3 Summer Festivals	19
	5.1.4 Calendar of Festivals 2021-2022	20
	5.2 Domestic Travel Marts	20

Sl. No.	Subject	Page No.
	5.2.1 Domestic Travel Marts / Exhibitions 2021-2022	21
	5.3 International Travel Marts	22
	5.3.1 International Travel Marts / Exhibitions 2021-2022	23
	5.4 Awards	24
6.	World Tourism Day Celebrations	26
7.	Pongal Tourist Festival	28
8.	International Promotions	28
	8.1 Promoting Tamil Nadu as a preferred tourism destination through Indian Missions	28
	8.2 French Rendezvous 2022	29
	8.3 Collaboration with Czech Tourism	30
	8.4 National Day Celebrations of Bangladesh	30
9.	Tourism Promotion	31
	9.1 Tamil Nadu Tourism Website	31
	9.2 Promotional videos	31

Sl. No.	Subject	Page No.
	9.3 Virtual Reality Tours	32
	9.4 Augmented Reality Postcards and Pamphlets	33
	9.5 Advertisement in Magazines	33
	9.6 Radio Campaign with Radio Mirchi	34
	9.7 Social Media Campaigns	34
	9.8 Out-of-home (OOH) Advertising	37
10.	State Institute of Hotel Management and catering Technology (SIHMCT), Thuvakudi, Tiruchirappalli	39
11.	Tourist Security Organization	41
12.	Human Resource Development	42
	12.1 List of Skill Development Courses	42
13.	Tourism Infrastructure	45
	13.1 Tamil Nadu Tourism Destination Development Scheme	45
	13.1.1 Works sanctioned under Tourism Development Scheme 2021-2022	46

Sl. No.	Subject	Page No.
	13.2 Tamil Nadu Tourism Promotion and Development Committee	47
	13.3 Guidelines for registration of tourism operators	47
	13.4 Master Plan for 300 sites	51
	13.5 Tourism Awards	51
	13.6 Government of India Assisted Scheme	52
	13.6.1 Swadesh Darshan Scheme	52
14.	Proposed Projects	53
	14.1 Development of Rameswaram under "PRASHAD" Scheme	53
	14.2 Development of Mamallapuram as an Iconic Site	54
15.	Tamil Nadu Tourism Policy	54
16.	Tamil Nadu Tourism Development Corporation (TTDC)	55
17.	Hotel Division	56
	17.1 Upgradation of TTDC Hotels	57
18.	Boat Houses	57
	18.1 Boat House, Muttukadu	58

Sl. No.	Subject	Page No.
	18.2 Boat House, Mudaliarkuppam	58
	18.3 Boat House, Udthagamandalam	59
	18.4 Boat House, Pykara	60
	18.5 Boat House, Kodaikanal	61
	18.6 Boat House, Yercaud	61
	18.7 Boat House, Pichavaram	62
	18.8 Boat House, Courtallam	62
	18.9 Telescope House	63
	18.10 Blue Flag Beach, Kovalams	63
19.	Tours and Transport Division	65
	19.1 Tour Packages of TTDC	66
	19.1.1 Tirupati Tour Package	66
	19.1.2 Special Darshan Tickets	67
	19.1.3 Tour Packages from major cities of Tamil Nadu	67
20.	Marketing Initiatives of TTDC	70
	20.1 Holiday Home-Deposit Accommodation Scheme	71
21.	Fair Division	73
22.	e-Governance Initiatives of TTDC	75

Sl. No.	Subject	Page No.
23.	New Initiatives of TTDC	77
	23.1 Boat House at Valankulam Lake	77
	23.2 Upgradation of facilities at Beach Island, Mudaliarkuppam	77
	23.3 Purchase of new varieties of boats	78
24.	Conclusion	78
	Annexure – I : Organisation Structure (Directorate of Tourism)	79
	Annexure – II : Organisation Structure (Tamil Nadu Tourism Development Corporation)	80
	Annexure–III : Tourist Offices within Tamil Nadu	81
	Annexure – IV : Tourist Information Centres	82

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1. Introduction

Tourism sector has the unique potential to create an economy-wide impact and promote the economic development of local communities. The World Travel and Tourism Council (WTTC) estimates that in 2020, Tourism industry accounted for 5.5% of global GDP (USD 4.7 trillion) and supported 272 million jobs (8.9% of all jobs).

Emerging trends in the global tourism industry include rapid growth in leisure travel, changing travel preferences, promotion of sustainable tourism, growth of experiential tourism and rising popularity of niche tourism experiences.

2. Tourism in India

Tourism sector is a major contributor to providing employment, foreign exchange earnings and empowerment of women. The World Travel and Tourism Council (WTTC) states that tourism generated a revenue of USD 121.9 billion contributing 4.7% of India's GDP in 2020 and supported 31 million jobs accounting for 7.3% of its total employment. In 2019, the tourism industry generated USD 30.1 billion in Foreign Exchange Earnings. The Indian tourism industry is estimated to grow from USD 194 billion industry in 2019 to USD 460 billion industry by 2028.

It is estimated that the tourism industry will employ more than 50 million people by 2028. The Travel and Tourism Competitiveness Report 2019 released by WTTC, ranked India 34th out of 140 countries.

The Ministry of Tourism, Government of India formulates national policies and schemes for

the promotion of the tourism sector and the development of various tourism destinations.

The Ministry of Tourism consults and collaborates with various stakeholders in the sector including central ministries/agencies, State Governments and Private Sector representatives for the development of the tourism sector. The Ministry of Tourism manages the Incredible India campaign which promotes tourism in India and abroad.

3. Tourism in Tamil Nadu

Tamil Nadu is one of the leading tourist destinations in India. The State has a variety of tourist attractions spanning across temples, hill stations, wildlife, landscapes and beaches. The State offers multiple attractions for various segments of tourists.

- i. More than 36,627 temples such as Meenakshi Amman Temple-Madurai,

Nataraja Temple-Chidambaram,
Ramanathaswamy Temple-
Rameswaram, Arunachaleswarar
Temple-Thiruvannamalai etc.

- ii. 1,076 km coastal line spread across Chennai, Mamallapuram and Kanniyakumari accounting for more than 13% of India's total coastline.
- iii. Eco-tourism (including wildlife) - The State is home to 15 Wildlife Sanctuaries, 5 National Parks, 15 Bird Sanctuaries and 5 Tiger Reserves.
- iv. Heritage Tourism - Tamil Nadu is home to 5 UNESCO World Heritage sites, namely Group of Monuments at Mamallapuram, Brihadeeswarar Temple at Thanjavur, Brihadeeswarar Temple in Gangaikonda Cholapuram at Ariyalur, Airavatheeswarar Temple at Darasuram and Nilgiris Mountain Railway. The State also has 411 Archaeological Survey of India (ASI) monuments.

The Department of Tourism has identified ten tourism segments for development and promotion in years to come.

1. Heritage & Pilgrimage Tourism
2. Coastal Tourism
3. Adventure Tourism
4. Eco & Wildlife Tourism
5. Medical and Wellness Tourism
6. MICE Tourism
7. Rural and Plantation Tourism
8. Caravan Tourism
9. Cultural Tourism
10. Culinary Tourism

Domestic Tourism:

In 2020, Tamil Nadu emerged the top State for Domestic Tourist Visits, accounting for 23% of the total domestic tourist visits. The total

domestic tourist footfall increased from 333 million in 2015 to 495 million in 2019, a Compound Annual Growth Rate of 10%.

International Tourism:

Tamil Nadu is one of the leading States in India for international tourism occupying the second spot for Foreign Tourist Visits for 2020, accounting for 17.1% of the total foreign tourist visits to India. Total international tourist footfall increased from 5 million in 2015 to 7 million in 2019 at a Compound Annual Growth Rate of 10%.

Airports:

Tamil Nadu has four international airports, viz. Chennai, Madurai, Trichy and Coimbatore, two domestic airports at Salem and Thoothukudi.

Seaports:

The State has 3 major sea ports at Chennai, Thoothukudi and Ennore and 19 minor sea ports.

Railway Network:

Tamil Nadu's rail network density is higher than the national average. The Southern Railway headquartered at Chennai provides excellent connectivity to all destinations in the State through a well-developed railway network of over 4,000 km. main railway junctions in the State include Chennai, Madurai, Coimbatore, Salem, Erode and Tiruchirappalli.

Road Network:

Tamil Nadu boasts of a well-developed road network of 66,039 km providing connectivity to all tourist destinations in the State.

The Department of Tourism has taken various initiatives to increase tourist footfalls, visitor spending and increase the average length of stay of tourists in Tamil Nadu. The Department of Tourism has provided a major fillip to the tourism sector through aggressive tourism

promotion and marketing campaigns and provision of basic amenities and infrastructure at tourist spots that have resulted in the increase of tourist arrivals to Tamil Nadu.

Department of Tourism:

The Government of Tamil Nadu established the Department of Tourism on 01.04.1995 and Tamil Nadu Tourism Development Corporation on 30.06.1971 to develop and promote tourism in the state. The organizational charts are given in Annexure I & II.

The Department of Tourism has 38 Tourist Offices and 22 Tourist Information Centres in various districts of Tamil Nadu and important metropolitan cities in the Country. Dissemination of tourism information, implementation of various schemes, the conduct of fairs and festivals, participation in travel marts, liaison with other State tourism departments and all other tourism development works are the major activities

carried out by the State Tourism Department through these offices. The list of Tourist Offices and Tourist Information Centres are given in Annexures - III & IV.

3.1 Objectives of the Department

- Promote Tamil Nadu as a top tourist destination at national and international levels.
- Showcase the rich and diverse cultural heritage and monuments of architectural splendour.
- Facilitate the creation of new tourism infrastructure and augment the existing tourism infrastructure in the State.
- Identify and explore lesser-known tourist places for the promotion of tourism.
- Provide world-class services for the tourists visiting Tamil Nadu.

- Increase foreign exchange earnings for the country.
- Create avenues for generating employment in the tourism industry.

3.2 Strategies

- Integrated development of tourism infrastructure in tourism circuits.
- Enhance connectivity, amenities and tourist friendly services.
- Improve coordination and collaboration among multiple agencies.
- Promote environmentally and culturally sustainable tourism.
- Encourage private sector and community participation in tourism.
- Capacity building and human resource development.
- Participate in domestic and international marketing meets, tourism fairs, publicity campaigns

and exhibitions to promote Tamil Nadu as a favourite destination.

- Development of Eco-Tourism.
- Development and promotion of Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism and other Niche Tourism segments.

4. Tourist Visits to Tamil Nadu

Tamil Nadu attracts a large number of international and domestic tourists every year. The countries which contribute a major share of tourists visiting Tamil Nadu are U.S.A, U.K., Australia, Canada, China, Malaysia, Germany, Russia, Sri Lanka and Bangladesh.

In 2019, Tamil Nadu attained the first position in International Tourist Visits and the second position in Domestic Tourist Visits. Despite the threat of COVID pandemic, in 2020, the State attained the first position in Domestic Tourist Visits and the second position in International

Tourist Visits. The State has been witnessing an increasing trend in both domestic and international tourist visits. In the year 2021, the visits were reduced owing to COVID restrictions.

Details of Tourist visits to Tamil Nadu

Year	Domestic (in lakhs)	Foreign (in lakhs)	Total (in Lakhs)
2017	3450.61	48.60	3499.21
2018	3859.09	60.73	3919.82
2019	4948.64	68.66	5017.30
2020	1406.51	12.28	1418.79
2021#	1153.36	0.57	1153.93

- Provisional

Sustainable Development Goals:

The United Nations has formulated the Sustainable Development Goals (SDGs) to foster development that promotes social, economic and environmental sustainability. The 17 SDGs aim to provide effective solutions to various social and economic development issues including poverty,

hunger, health, education, global warming, gender equality, water, environment and social justice. One of the important Sustainable Development Goals, SDG 8, aims to promote sustained, inclusive and sustainable economic growth and provide decent employment opportunities for all.

The Tamil Nadu State Planning Commission has set the following target for the Department of Tourism pertaining to this goal:

"By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products."

In order to achieve this target, various steps have been taken by the Department of Tourism as listed below:

1. The Tamil Nadu Tourism Policy aims to create an enabling environment to promote inclusive tourism growth by

incorporating sustainability as an underlying principle in all its activities and initiatives. The Policy proposes strategic initiatives that accelerate economic growth through multiplier effect.

2. The Department of Tourism has published a list of skill development courses on the Tamil Nadu Tourism website to equip youth with requisite skill sets in various tourism related activities and benefit from employment opportunities in the sector.
3. The Department of Tourism has published promotional videos on various digital media platforms to promote the local culture and products of the State. These videos highlight the attractiveness of tourist destinations by showcasing mesmerizing landscapes, splendid cultural heritage, stunning architecture, pristine beaches,

therapeutic waterfalls, traditional art forms, renowned crafts and cuisine.

4. Adventure and eco-camping sites are being set up at lesser-known destinations to promote niche tourism segments like eco-tourism and adventure tourism that create livelihood opportunities and improve the standard of living for local communities.

Owing to the dedicated efforts taken up by the Department of Tourism to achieve this target, there has been a considerable increase in the tourist footfalls to the State. In 2020, Tamil Nadu emerged as the top State for Domestic Tourist Visits, accounting for 23% of the total domestic tourist visits with 140 million domestic tourists. The State also occupied the second spot for Foreign Tourist Visits for 2020, accounting for 17.1% of the total foreign tourist visits to India with 1.2 million foreign tourists.

Recovery from COVID:

The implementation of innovative tourism development strategies with strict adherence to COVID protocols and massive COVID vaccination campaigns by the Tamil Nadu Government has benefited all segments of the tourism and hospitality industry during the COVID pandemic. Adherence to strict COVID protocols such as mandatory temperature checks, compulsory masks, social distancing, frequent sanitization, contactless ticketing, digital billing and effective crowd management have instilled confidence in tourists and all stakeholders.

In order to ensure the creation of a safe and secure tourism environment, a committee was formed by the Government of Tamil Nadu to draw the "**Revival plan for Tourism Sector in Tamil Nadu after lockdown of COVID-19**". The recommendations of the committee coupled with the operational guidelines of the Health

Department helped in gradual revival of tourism sector post pandemic.

5. Fairs and Festivals

Tamil Nadu is well known for its vibrant cultural heritage. The Tourism Department organizes many fairs and festivals throughout the year to showcase the rich culture, art, architecture, heritage, traditional crafts, cuisine and other attractions of the State.

5.1 Festivals conducted by the Department

5.1.1 Indian Dance Festival

The renowned "Indian Dance Festival" is conducted every year at Mamallapuram from December to January, where several artistes representing various Indian States participate and perform at Mamallapuram. Thousands of domestic and foreign tourists travel to Mamallapuram every year to witness and enjoy this festival. The prestigious Indian Dance Festival 2021-2022 was

held at Mamallapuram Shore Temple from 23.12.2021 to 23.01.2022. More than 600 renowned exponents and budding artistes from all parts of the country participated in this programme. The event witnessed live performances of more than 80 classical and folk music and dance performances over a period of 30 days.

5.1.2 Namma Ooru Thiruvizha

The Department of Tourism in collaboration with the Department of Culture organized "Namma Ooru Thiruvizha", a grand folk-art festival to celebrate the various traditional folk-art forms of the State. More than 500 artistes from different parts of the State came together to perform about 30 varieties of folk dances at Island Grounds, Chennai on 20.3.2022.

Various traditional folk music and dance performances such as Kattai koothu, Kombu Isai,

Thol Paavai Koothu, Silambattam, Puliattam, Kavadiattam and Marakalattam enthralled the audience. Other performances included Amman show, Paraiattam, Karagattam, Kaalaiattam, Mayilattam, Poikkal Kuthiraiattam, Thevarattam, Saattai Kuchiattam, Jikkattam, Todarattam and Servaiattam.

5.1.3 Summer Festivals

During the summer season, summer festivals are organized at Udthagamandalam, Kodaikanal, Yercaud, Valparai, Yelagiri and Kolli hills that enable the tourists to enjoy the pleasant climate and admire the spectacular natural beauty of these major hill stations of Tamil Nadu.

The State also organizes a number of tourism festivals throughout the year to provide visitors with an opportunity to explore Tamil Nadu's culture and traditions.

5.1.4 Calendar of Festivals (2021-2022)

Name of Festivals	Month & Year
World Tourism Day	September 2021
75 th Suthanthira Thirunaal Amudha Peruvizha at Vellore	December 2021
Indian Dance Festival, Mamallapuram	December 2021
Pongal Vizha 2022, New Delhi	January 2022
Jallikattu Festival	January 2022
Kite boarding Championship 2022, Thoothukudi	February 2022
75 th Suthanthira Thirunaal Amudha Peruvizha at Krishnagiri	March 2022
Namma Ooru Thiruvizha, Chennai	March 2022
8 th Annual World Tamilar Festival, Chennai	March 2022

5.2 Domestic Travel Marts

Tamil Nadu tourism participates in domestic travel marts to promote Tamil Nadu tourist destinations and forge partnerships with tourism

stakeholders from across the country. Various State tourism departments and renowned tourism agencies organize these travel marts. They provide a platform to position Tamil Nadu as the most important and preferred tourist destination.

5.2.1. Domestic Travel Marts/Exhibitions 2021-2022

Name of the Domestic Travel Marts/Exhibitions	Month & Year
Second virtual edition of Travel, Tourism & Hospitality E-Conclave	August 2021
Covelong Classic 2021 at Surf Turf, Chennai	August 2021
International Tourism Conclave & Travel Awards (ITCTA), New Delhi	August 2021
Wow Tamil Nadu 2022 online photo contest	September 2021
TTF (Travel and Tourism Fair), Kolkata	September 2021

IITM (India International Travel Mart), Chennai	October 2021
IITF (Indian International Trade Fair), New Delhi	November 2021
IITM (India International Travel Mart), Pune	November 2021
ITM (India Travel Mart), Jaipur	December 2021
Keezhadi Archeology Exhibition as a part of Chennai Photo Biennale	December 2021
OTM (Outbound Travel Mart), Mumbai	March 2022
TTF (Travel and Tourism Fair), Chennai	March 2022

5.3 International Travel Marts

The Tourism Department participates in international travel marts to promote tourism destinations of Tamil Nadu and to showcase our vibrant culture and heritage. Hoteliers, tour operators and travel agents from Tamil Nadu are enthusiastically participating in these travel marts

as co-exhibitors alongside the Tourism Department. During these travel marts, various tourism stakeholders hold business meetings in our Tourism pavilion. As a result, the number of foreign tourists visiting the country has increased over the years.

5.3.1 International Travel Marts/Exhibitions 2021-2022

Name of the International Travel Marts /Exhibitions	Month & Year
International Balloon Festival at Leon, Mexico	November 2021
Expo 2020 Dubai	March 2022

International Balloon Festival:

For the first time, Tamil Nadu represented India at the International Balloon Festival, held in Leon, Mexico from 12.11.2021 to 15.11.2021. A vibrant hot air balloon showcasing the tricolour and the logos of Incredible India and Tamil Nadu Tourism adorned the skies during the event which helped create awareness about Tamil Nadu as an

international tourism destination. This event witnessed enthusiastic participation from representatives of more than 60 countries.

Expo 2020 Dubai:

The Government of Tamil Nadu participated in Expo 2020 Dubai in the last week of March. Various tourism destinations of the State were showcased at the State Floor during Tamil Nadu Week at India Pavilion. A presentation was made on the potential of Medical and Wellness tourism in Tamil Nadu during a panel discussion for the "Heal in India" campaign of the Ministry of Tourism.

Due to the spread of the corona virus, many international travel marts and tourism exhibitions were not held in the year 2021-2022.

5.4. Awards

Tamil Nadu Tourism Department won the following awards in 2021-2022:

1. **"Religious and Pilgrimage Tourism"** Award at the **International Tourism Conclave & Travel Awards** (ITCTA) held in New Delhi on 20.08.2021 as a part of the VIIth ITCTA Expo & Conclave
2. **India Today Tourism Survey and Awards 2021** organized by the India Today Group on 12.11.2021 in New Delhi:
3. **Best Mountain Destination Award** for Coonoor, Nilgiris District in the Mountain category
4. **Best Festival Destination Award** for Pongal festival in the Festival category.
5. **Most Scenic Road Award** for Kolli Hills in Namakkal District in the Scenic category.
6. **"Excellence in Design and Decoration of a Tourism Pavilion"** Award at the **Outbound Travel Mart** held in Mumbai on 16.03.2022.

7. **"Best State for Pilgrimage"** Award at the **Safari India South Asia Travel Awards 2021** in New Delhi on 28.03.2022 organized by the Pacific Area Travel Writers Association (PATWA).

6. World Tourism Day Celebrations

World Tourism Day, celebrated on September 27, is an international day designated by UNWTO to raise awareness of tourism's social, cultural, political, and economic impacts. **"Tourism for Inclusive Growth"** was the theme for World Tourism Day celebrations in 2021.

The Department of Tourism celebrated World Tourism Day (WTD) 2021 by conducting special programmes across all districts to raise awareness about the importance of tourism. Cultural events, cleanliness campaigns, seminars and other special cultural programmes were held throughout Tamil Nadu during World Tourism Day.

The following events were held as a part of the World Tourism Day Celebrations, 2021 at Chennai:

1. Heritage Walk at Fort St. George, Chennai
2. Flagging off ceremony of the **"Influencers on Wheels"** Campaign at Island Grounds on September 27, 2021
3. Listing of Hotel Tamil Nadu properties on websites of leading travel aggregators for seamless booking of TTDC hotels
4. Launch of the **"Wow Tamil Nadu Photography and Videography contest"**
5. Release of Augmented Reality based postcards, pamphlets and posters to promote and publicize tourist destinations of the State

6. Launching of promotional videos for various tourist destinations of the State

7. Pongal Tourist Festival

Pongal Tourist Festival was celebrated in a grand manner by Tourist Officers in all districts of Tamil Nadu. A large number of domestic tourists / foreign tourists attended and enjoyed Tamil Nadu's traditional cultural festival.

8. International Promotions

8.1 Promoting Tamil Nadu as a preferred tourism destination through Indian Missions

The Ministry of Tourism, Government of India has appointed Tourism Officers in 20 Indian Missions who have been entrusted with the responsibilities of promoting important Indian tourist destinations and attracting more foreign visitors. The twenty countries that contribute to large tourist footfalls to India are Australia, Canada, China, France, Germany, Italy, Japan,

Malaysia, Myanmar, Oman, Portugal, Russia, Singapore, South Korea, Spain, Sri Lanka, Thailand, Netherlands, UK and the USA.

The Government of Tamil Nadu has contacted these 20 Indian Missions to promote Tamil Nadu as a preferred tourism destination at the international level. Detailed discussions were held with Tourism Officers and other stakeholders from these countries. Promotion materials and videos were sent to the embassies to promote and create awareness about our tourist destinations.

8.2 French Rendezvous 2022

To encourage cultural cooperation and friendly ties between France and India, the Department of Tourism collaborated with the Consulate General of France in Pondicherry and Chennai and the Alliance Francaise of Madras to organize the "**French Rendezvous 2022**" from 27th March to 4th April 2022. This event helped in creating awareness about the French culture and

also showcased Tamil dance forms and music to international audience.

8.3 Collaboration with Czech Tourism

A tourism webinar titled “**Growing Opportunities in Tamil Nadu: Czech Tourism,**” was organized on 29.11.2021 to enhance cultural ties between India and Czech Republic and to explore collaboration opportunities for tourism development and promotion. The major areas of focus were heritage, medical, wellness and leisure tourism.

8.4 National Day celebrations of Bangladesh

The officials of Department of Tourism, Government of Tamil Nadu attended the Independence and National Day Celebrations of Bangladesh on 28.3.2022 in Chennai and discussed avenues of strengthening cultural ties and joint tourism promotions with the Deputy High Commissioner of Bangladesh.

9. Tourism Promotion

9.1 Tamil Nadu Tourism Website

The Tamil Nadu Tourism Website is a comprehensive platform that facilitates promotion, marketing and information dissemination for tourism in Tamil Nadu. The website acts as the single source of information about Tamil Nadu for all potential visitors. The website facilitates the provision of effective assistance to visitors in their travel, including pre, during and post-visit phases of a trip. Efforts are being taken to optimize the website and position it as a well-designed website with global and user-friendly access.

9.2 Promotional videos

India at 75 - Azadi Ka Amrit Mahotsav - is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. As a part of the celebrations, Tamil

Nadu Tourism has launched 75 promotional videos for highlighting the attractiveness of tourist destinations in Tamil Nadu by showcasing mesmerizing landscapes, splendid cultural heritage, stunning architecture, pristine beaches, mesmerizing waterfalls, traditional art forms, renowned crafts and cuisine. These videos helped in promoting and positioning Tamil Nadu as a top tourist destination in India and across the globe.

9.3 Virtual Reality Tours

Tamil Nadu Tourism has developed Virtual 3D tours of major tourist destinations by incorporating emerging technologies like Virtual reality and 3D mapping. Virtual Reality Tours have been developed for the 5 UNESCO World Heritage Sites of the State and other important tourist destinations like Pichavaram, Gingee Fort and Kailasanathar Temple.

9.4 Augmented Reality Postcards and Pamphlets

Augmented reality-based postcards, pamphlets and posters were launched in order to facilitate enhanced promotion of tourist destinations. These Augmented Reality postcards help visitors experience the beauty of the destinations through a unique perspective with the aid of the latest technology.

9.5 Advertisements in Magazines

For promoting the tourism destinations of Tamil Nadu, Tourism Department advertises throughout the year in leading tourism-related journals, top magazines, domestic and international in-flight magazines.

Advertisements were published in international and national magazines like AutoX magazine, BW Businessworld magazine, India Today (Independence Day Special Issue), 'Kungumam' weekly magazine (Tamil), Outlook

magazine, T3FS Magazine Special issue (WTM London-2021), The Forecast Front monthly magazine (English) and The Week Magazine.

9.6 Radio Campaign with Radio Mirchi

On the occasion of World Tourism Day, Tamil Nadu Tourism associated with Radio Mirchi Tamil to promote tourist destinations of the State. An exclusive Enchanting Tamil Nadu video song was released on the Mirchi Tamil YouTube channel. The event also witnessed an engaging live broadcast session where the senior officials of the Department shared their vision and views on the resurgence of the tourism sector during the COVID pandemic.

9.7 Social media campaigns

The Department of Tourism has launched various social media campaigns to engage the public and showcase the hidden tourism potential of the State and promote emerging tourist

segments. Dedicated efforts are being taken to position Tamil Nadu as a State where stories never end with unique tourism offerings.

A to Z of Tamil Nadu Tourism Facebook Campaign:

A breakthrough campaign, titled “**A to Z of Tamil Nadu Tourism**” Facebook Photography Contest was launched on social media to celebrate the grandeur of lesser-known tourist places through the Alphabet encyclopedia of Tamil Nadu Tourism. Social media users actively shared photos of lesser-known tourist spots of different districts of Tamil Nadu starting with the “**Alphabet of the Day**”. Hence, the Tamil Nadu Tourism had a unique repository of hidden tourism gems of the State.

My Tamil Nadu My Story Reel Contest: A Reel contest titled #MyTNMyStory was launched on Instagram to highlight the beautiful tourist destinations of various districts of the State

through creative reels. The contest has garnered great appreciation and active participation from social media users.

Food February Campaign:

Food February campaign was launched as a nine-day initiative in February to showcase one culinary delicacy of the State per day on Instagram and Facebook.

She Explores Tamil Nadu Campaign:

As a part of Women's Day celebrations, an interesting social media campaign named #SheExploresTN was launched to encourage people to travel.

Co-branding initiatives:

Co-branding short YouTube videos were launched to promote tourist destinations in the State.

Audio tours have been developed in partnership with Story Trails Pvt. Limited for important temples and historical monuments showcasing the rich culture and heritage of the State. These curated tours are designed to help visitors experience the lesser-known stories of Tamil Nadu's tourist destinations at their own pace. Explanatory Youtube videos have also been developed for various tourist destinations to promote Tamil Nadu as a destination 'where stories never end'. The Department of Tourism has also collaborated with Heaven Explorer YouTube channel to promote important tourist destinations of the State.

Advertisements were also released on Facebook, Instagram, Twitter, Youtube, LinkedIn, Pinterest, etc.

9.8 Out-of-home (OOH) Advertising

Tamil Nadu Tourism Department incorporated many effective advertisement strategies in

2021-2022 that helped in increasing tourist visits to the State.

- Audio-visual Advertisements displayed at Railway Stations included advertisements on LCD TV screen, panels inside Train coaches, Express Train engines, Seat Back food tray and Railway Tickets. Tourism promotional videos were displayed at 12 major railway stations including New Delhi, Agra, Mumbai CST, Chennai Central, Ahmedabad, Jabalpur, Udaipur etc.
- Backlit Display advertisements were also displayed in 13 Delhi Metro Stations (DMRC).
- Coimbatore Airport was redesigned and rebranded through aesthetic enhancement of the interiors. Attractive images were displayed in the airport premises to promote and showcase the rich tourism assets of the state.
- Advertisements were displayed on backlit scrollers at airports at Cochin, Goa, Surat and Vadodara.

- Innovative advertising was carried out at Dharmapuri, Erode, Theni and Virudhunagar through LED screens mounted on moving trucks with audio/visual systems.
- Advertisements banners about the Indian Dance Festival 2021-2022 were displayed on MTC Buses in Chennai and LED screens maintained by the Greater Chennai Corporation.
- Tent cards with unique and attractive designs were designed and printed for display at Travel Marts.
- Tamil Nadu Tourism brand was advertised through Meghdoot Postcards and Postal Saving Bank Passbooks.

10. State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Tiruchirappalli

The State Institute of Hotel Management and Catering Technology, formerly known as the Food Craft Institute, was

established on 01-10-1981 at Thuvakudi in Tiruchirappalli District. Jointly sponsored by the Government of India and the Government of Tamil Nadu, this institute is affiliated to the National Council for Hotel Management and Catering Technology, Noida, Uttar Pradesh.

The institute imparts quality training in the following courses:-

- Three year Degree Course in Hotel Management and Catering Technology.
- One and a half year Diploma Courses in food production, food and beverage service, housekeeping, bakery and confectionery.
- Certificate courses in food production, food and beverage service, housekeeping, bakery and confectionery.

Besides the regular programmes, short term programmes are also conducted under the

'Hunar Se Rozgar' scheme of the Government of India.

A sum of Rs 5.00 lakhs is sanctioned every year by the State Government as a recurring grant to the Institute to meet the essential expenditure and maintenance.

11. Tourist Security Organization

Since 2010, the Tourist Security Organization has been operating under the Department of Tourism with the goal of ensuring safe and comfortable travel, extending maximum communication support to tourists in their local language, providing required information and assistance during their visit, and extending assistance during any unforeseen events.

The Tourist Security Organization is currently operational in five centres at Mamallapuram, Udthagamandalam, Kodaikanal, Rameswaram and Kanniyakumari. The Chief

Tourist Warden stationed at Chennai coordinates and monitors the work of Tourist Wardens deployed at each station.

12. Human Resource Development

Under the 'Tourism Hospitality Skill Development and Certification Programme', the Department of Tourism has partnered with the Tamil Nadu Skill Development Corporation to promote skill courses to encourage students and industry stakeholders and facilitate enrolment for various courses. These skill development programmes aim to equip and enhance the skill set of youth in various tourism related activities and enable them to tap the huge employment potential that is offered by the tourism sector.

12.1 List of Skill Development Courses

Sl. No.	Job Role	Duration in hrs	Qualification
1.	Travel Consultant	270	Diploma

2.	Counter Sales and Executive	280	12 th Pass
3.	Street Food Vendor – Standalone	330	Primary Education
4.	Home Delivery Boy	240	8 th Pass
5.	Room Attendant	340	Primary Education
6.	Front Office Associate	435	12 th Pass
7.	Food and Beverage Service – Steward	340	10 th Pass
8.	Commis Chef	540	8 th Pass
9.	Food and Beverage Service – Trainee	475	8 th Pass
10	Multi-Cuisine Cook	540	Primary Education
11	Housekeeping Attendant (Manual Cleaner)	290	Primary Education

12	Home Delivery Boy	240	8 th Pass
13	Room Attendant	340	Primary Education
14	Front Office Associate	435	12 th Pass
15	Food and Beverage Service – Steward	340	10 th Pass
16	Commis Chef	540	8 th Pass
17	Food and Beverage Service – Trainee	475	8 th Pass
18	Multi-Cuisine Cook	540	Primary Education
19	Housekeeping Attendant (Manual Cleaner)	290	Primary Education

13. Tourism Infrastructure

13.1 Tamil Nadu Tourism Destination

Development Scheme

The Department of Tourism has launched a new scheme called the “Tamil Nadu Tourism Destination Development Scheme” to identify and develop tourist destinations/ attractions in the State with a focus on enhancing tourist experiences at the destination. The scheme provides for the holistic development of identified tourist destinations by a convergence of resources and expertise through coordinated action with all stakeholders.

During the year 2021-2022, the following works were sanctioned under the scheme:

13.1.1 Works sanctioned under Tourism Destination Development Scheme (2021-2022)

Sl. No.	Name of the work	Amount sanctioned (Rs.in lakhs)
1	Development of Kolli Hills with various tourist facilities	222.86
2	Development of Jawwadhu Hills with various tourist facilities	291.80
3	Development of Mudaliarkuppam with various beachfront facilities	50.00
4	Illumination of Ayyan Thiruvalluvar Statue in Kanniyakumari with laser 3D Mapping technology	1022.00
5	Development of Adventure and Eco Camping Sites at Hill Stations, Forests, Coastal Areas and Dam sites	1115.00
6	Development of Yelagiri with various tourist facilities	298.30
7	Periodical Maintenance of Ayyan Thiruvalluvar Statue	100.00
	Total	3099.96

Detailed Project Reports have been prepared for development of Poompuhar, Hogenakkal and Pichavaram under the Destination Development Scheme. These projects are under consideration by the Government of Tamil Nadu.

13.2 Tamil Nadu Tourism Promotion and Development Committee

The Government of Tamil Nadu has reconstituted the existing “**Tamil Nadu Advisory Committee**” as the “**Tamil Nadu Tourism Promotion and Development Committee**” to advise the Government on measures needed for rapid development of tourism and tourist centres in the State.

13.3 Guidelines for registration of tourism operators

To streamline the tourism industry, standardize operations and quality of service and ensure the safety of tourists, the Department of

Tourism has formulated guidelines for the registration of the following tourism operators:

1. Adventure Tourism (Air, Land and Water)-Guidelines:

The tourism industry is currently witnessing a shift from destination-based tourism to experience-based tourism. Owing to the growing popularity of adventure tourism in the State, a significant rise has been witnessed in the emergence of Adventure Tourism Operators in Tamil Nadu. In order to streamline and standardize the operations and ensure the conduct of safe, accessible and sustainable Adventure Tourism Activities in the State, guidelines have been formulated for the registration of Adventure Tour Operators in the State engaging in conducting adventure activities like trekking, off-roading, nature walks, ziplining, paragliding, boating, surfing, scuba diving, bungee jumping, hot air balloon rides etc.

2. Caravan Tourism and Caravan Parks-Guidelines:

Caravan Tourism has gained immense popularity globally, owing to its flexibility, comfort and safety. This Niche Tourism segment attracts a wide range of tourists including youth, families, senior citizens and international tourists. In order to promote Caravan Tourism in the State and facilitate the development of Caravan Parks, detailed guidelines have been formulated for the registration of Caravan Tour Operators and Caravan Park Operators.

3. Camping Sites-Guidelines:

Camping has emerged as a popular recreational activity among tourists seeking immersive experiences in the State. Owing to the growing popularity of this niche tourism segment, the State has witnessed an emergence of camping sites in popular hill stations like Ooty, Kodaikanal, Yelagiri etc. In order to facilitate the promotion

and development of Camping Sites and streamline eco-camping activities in the State, guidelines have been formulated for the registration of Camping Operators and classification of Camping Sites into two categories, namely Standard and Premium.

4. Homestays and Bed & Breakfast Establishments-Guidelines:

Homestays provide an opportunity for tourists to explore the authentic culture and hospitality of the residents from the local communities. Homestay establishments and Bed & Breakfast establishments have emerged as an excellent means of improving hospitality infrastructure at tourist destinations where full-fledged hotels may not be available. Guidelines have been formulated for the registration, classification and re-classification of homestay establishments and Bed & Breakfast

establishments into two categories, namely Gold and Silver.

13.4 Master Plan for 300 sites

The Department of Tourism has prepared Master Plans for 300 tourist destinations across the State. These Master Plans provide an integrated and holistic framework to develop and upgrade infrastructure and amenities on par with the industry standards of quality, safety and comfort at selected destinations.

13.5 Tourism Awards

In order to promote tourism and encourage various tourism stakeholders who are actively contributing to the growth of tourism sector, the Government of Tamil Nadu has introduced **Tamil Nadu State Tourism Awards**. These Awards will be presented annually on September 27th, World Tourism Day. Tourism Awards will be given in 17 categories covering various stakeholders such

as tour operators, airlines, accommodation units, restaurants, guides etc. This year, the first edition of the Tamil Nadu State Tourism Awards will be held on September 27th, 2022.

13.6 Government of India Assisted Scheme

13.6.1 Swadesh Darshan Scheme

The Ministry of Tourism, Government of India (MoT, GoI) has launched the Swadesh Darshan Scheme to develop theme-based tourist circuits having tourist potential in a planned and prioritized manner.

Under this scheme, a sum of Rs.73.13 crores has been sanctioned for the development of Coastal Tourism Circuit in Tamil Nadu, linking important tourist locations from Chennai to Kanniyakumari. Major tourist destinations developed under this circuit include Marina Beach and Besant Nagar Beach in Chennai district, Mamallapuram Beach in Chengalpattu district,

Rameswaram Beach at Ramanathapuram district, Kulasekarapattinam at Thoothukudi district and Kanniyakumari, Therkuruchi & Manakudy Estuary at Kanniyakumari district. All the works under this scheme have been completed and put into use.

14. Proposed Projects

14.1 Development of Rameswaram under 'PRASHAD' Scheme

The Ministry of Tourism, Government of India (MoT, GoI) has launched the "Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)" scheme to enhance tourism attractiveness of identified pilgrimage destinations by providing well-planned tourism infrastructure. Under this scheme, Rameswaram has been identified for comprehensive development and a Detailed Project Report has been prepared by a consultant. This proposal has received in-principle approval

by the Ministry of Tourism, Government of India for sanction of funds.

14.2 Development of Mamallapuram as an Iconic Site

The Ministry of Tourism, Government of India has identified Mamallapuram as one of the iconic sites for development and the Initial Project Report has been prepared for an amount of Rs.461.22 crores by a consultant. This Project Report is under consideration of the Ministry of Tourism, Government of India for sanction of funds and Coastal Regulation Zone clearances are being obtained for the project.

15. Tamil Nadu Tourism Policy

The Government of Tamil Nadu is in the process of framing a tourism policy that would be a catalyst to transform the tourism industry to become a leading employer and driver of economic growth. The Policy also aims to confer industry status to tourism and proposes strategic

initiatives, incentives and requisite regulatory reforms to facilitate private investment and participation in the tourism sector. The Policy strives to create a sustainable tourism ecosystem in Tamil Nadu and lays emphasis on providing a safe and high-quality experience for tourists and creating a confident and conducive environment for investment in tourism.

16. Tamil Nadu Tourism Development Corporation (TTDC)

Tamil Nadu Tourism Development Corporation was incorporated on 30.06.1971 to provide accommodation, conduct various types of tours, operate Boat Houses and conduct fairs and festivals in Tamil Nadu. This year, TTDC has celebrated 50th anniversary of its incorporation. TTDC has a chain of 53 Hotels and a fleet of 14 Coaches under its umbrella. Youth Hostels established at Ooty, Kodaikanal and Yercaud cater to students and budget tourists. Some of the

hotels have been leased out / franchised and the rest are managed by TTDC.

17. Hotel Division

TTDC currently owns 53 properties, of which 28 hotels are operated directly while the rest are leased out. TTDC has been taking consistent efforts to upgrade its properties, improve service delivery and thereby meet the expectations of the tourists/guests. Regular training sessions are conducted for the hotel staff to upgrade their technical knowledge, managerial and operational skills.

Upon completion of the lease period, Hotel Tamil Nadu Ranipet, Coonoor and Tirunelveli were taken over by TTDC. Ranipet and Coonoor have been renovated and upgraded with latest amenities and facilities and are being operated by TTDC.

17.1 Upgradation of TTDC Hotels

Upgradation and renovation of the following hotels were been taken up in 2021-2022:

- 1. Beach Resort Complex, Mamallapuram
- 2. Hotel Tamil Nadu, Madurai -II
- 3. Hotel Tamil Nadu, Tiruchendur
- 4. Hotel Tamil Nadu, Kanniyakumari
- 5. Hotel Tamil Nadu, Coimbatore

18. Boat Houses

The vast landscape of Tamil Nadu is home to numerous water bodies that provide a perfect backdrop for boating and adventure activities. TTDC operates 8 Boat Houses at Muttukadu, Mudaliarkuppam, Ooty, Pykara, Kodaikanal, Yercaud, Pichavaram and Courtallam which offers a serene getaway experience to the tourists through a mix of adventurous boating and water sports activities at these locations.

18.1 Boat House, Muttukadu

Muttukadu, a popular weekend getaway from Chennai is a perfect destination for adventure and leisure activities. Located on the Muttukadu backwaters, this water sports facility offers a thrilling boating experience and avenues for a day-long outing and entertainment with facilities like Motor Boats, Row Boats, Speed Boats and Water Scooters. Latest water sports equipment such as Water Cycles and Kids Pedal Boats have been introduced at the boat house to attract tourists.

18.2 Boat House, Mudaliarkuppam

Located on the East Coast Road on the Odiyur lake backwaters, Mudaliarkuppam Boat House, also known as Raindrop Boat House offers relaxation and rejuvenation for tourists. This facility is situated about 36 Km away from Mamallapuram and 92 Km away from Chennai.

Motorboat trips arranged to a nearby picturesque beach Island are a major highlight of this destination. One can spot migratory birds during the ride to the Island and relish coastal delicacies at the Boat House restaurant. The Boat House has rowboats, pedal boats, single-seater kayaks, banana boats, water scooters, motorboats and jet skis. The latest-model Canoe Boat has been introduced to attract tourists.

Eco-friendly beachfront development activities with water sports facilities are being carried out at the beach island to enhance tourist visitations and position Mudaliarkuppam boat house as a unique recreational destination.

18.3 Boat House, Udhagamandalam

Located in the heart of Ooty, the “Queen of Hill Stations”, Ooty lake covers an area of 85 acres and offers a vibrant rejuvenating experience to the tourists. Boating is a prime attraction at Ooty Boat House, which has pedal boats,

rowboats and motorboats. The restaurant at the boat house offers lip smacking delicacies. The water sports facility offers great avenues for recreation including a mini train ride. TTDC is setting up a glamping site with adventure and eco camping activities at Ooty Boat house to provide alternative recreational avenues to tourists and promote growth and development of adventure tourism in the State.

18.4 Boat House, Pykara

The Pykara Reservoir is located about 21 Km from Ooty on the Udhagamandalam - Mysore Road and offers a breathtaking scenic view for the tourists. This pristine water body attracts a large number of tourists and offers exciting rides on motorboats and speed boats. The restaurant operated by TTDC offers delicious snacks and savouries. This year, 2 new speed boats have been purchased and deployed at Pykara Boat house for the benefit of tourists.

18.5 Boat House, Kodaikanal

TTDC operates two Boat Houses at Kodaikanal, a popular tourist destination of the State, fondly referred to as the "Princess of Hill Stations". TTDC offers a splendid experience to the tourists at the star-shaped lake spanning across 59 acres. Latest water sports equipment such as Water Cycle and Canoe Pedal boats have been introduced at the boat house to attract tourists.

18.6 Boat House, Yercaud

Popularly known as the "Jewel of the South", Yercaud is a pristine destination situated in Shervaroy range of hills in the Eastern Ghats. Covering an area of 28.40 acres, the Yercaud lake is a popular sightseeing spot that provides a perfect venue for boating with pedal boats, rowboats and motorboats and attracts tourists from far and wide. Latest-model Boats such as

the 2-Seater and 4-Seater Swan type Pedal Boats have been introduced to attract tourists.

18.7 Boat House, Pichavaram

Pichavaram is renowned for its vast mangrove forests that are a heaven to migratory birds spanning across an area of 5.27 acres. The Pichavaram boat house offers great avenues for scenic boat rides amidst a calm and soothing environment. Efforts are being taken to renovate the existing restaurant and kitchen to cater to the needs of the tourists.

18.8 Boat House, Courtallam

Often referred to as the “Spa of the South”, Courtallam is a popular tourist getaway located in the Western Ghats in Tenkasi district. This wellness tourism destination is home to scenic surroundings and spectacular waterfalls. The Boat House at Courtallam is operational during the months of June, July and August. Facilities offered

at the boat house include rowboats, pedal boats and kayaks.

18.9 Telescope House

TTDC operates Telescope Houses in popular hill stations, namely Doddabetta at Udthagamandalam, Kodaikanal and Yercaud. The Telescope Houses attract large numbers of tourists for the panoramic views of the valleys. The snack bar at Doddabetta offers regional delicacies and has been renovated.

18.10 Blue Flag Beach, Kovalam

Kovalam Beach, located about 40 km away from Chennai, has the distinction of being the first beach in Tamil Nadu and the 9th beach in India to be awarded the prestigious Blue Flag certification by the Denmark-based Foundation for Environment Education (FEE). This eco-level tag is awarded to clean and well-managed beaches and marinas fulfilling globally recognized standards.

Criteria for qualifying for the certification include eco-friendly environment, safety services, water quality, educational and accessibility standards.

TTDC took over the operations and maintenance of Blue Flag Beach from the District Administration of Chengalpattu on 23.10.2021.

The major facilities available at Kovalam beach include safety surveillance services and visitor amenities like, a safe swimming zone area, shower change area, drinking water facility, outdoor fitness equipment, children's play area, reclining bamboo lounge chairs, hammocks, sit out umbrellas, toilet blocks and bamboo made litter bins. Life Guards have been stationed at the watchtower for any emergency call and First Aid attenders have been deputed at the site to attend to any untoward incident for the tourists.

TTDC is taking varied efforts to promote Kovalam Blue Flag Beach as a recreational

destination. In this regard, Beach Yoga was organized on 05.03.2022 and 06.03.2022 as a part of International Women's Day. The event witnessed participation from women residents, college students and school students of Chennai and Kovalam.

19. Tours and Transport Division

TTDC offers splendid and memorable travel experiences to visitors through various tour and travel packages highlighting the tourism wealth of the State.

The organization runs a fleet of 14 luxury coaches comprising 35 seater AC(4), 35 seater Non-AC(3), 18 seater AC(3), 45 seater Volvo AC (1) and 43 seater Volvo AC(3). Action is being taken for increasing the fleet strength of TTDC coaches.

Among the various tours operated by TTDC, One-day Tirupati Tour, 3 days Navagraha Tour,

8 Days Tamil Nadu Tour and 8 days East-West Coast Tour are the most popular among the tourists.

Apart from these tours, TTDC has also been organizing custom-made tours, LTC tours for Government employees and educational tours for school students. Action is being taken to operate recreational boat services from Thiruvotriyur fishing Harbour in association with Royal Madras Yacht Club. In this regard, in principle approval has been received from the Fisheries Department.

19.1 Tour Packages of TTDC

19.1.1 Tirupati Tour package

One day Tirupati Tour package is the most popular tour among the trips conducted by TTDC. The Online Reservation system of TTDC has been fully integrated with Tirumala Tirupati Devasthanam's (TTD) system which enables seamless booking and darshan for tourists.

Tirumala Tirupati Devasthanam (TTD) offers 150 Seegra darshan tickets per day to TTDC for the benefit of pilgrims visiting from Tamil Nadu. To cater to the increasing demand of pilgrims, TTDC has requested Tirumala Tirupathi Devasthanam to increase the daily allotment of Seegra Darshan tickets.

19.1.2 Special Darshan tickets

In order to increase the attractiveness of TTDC's Temple Tour packages, the Hindu Religious & Charitable Endowments Department has permitted special darshan tickets for tourists travelling under TTDC package tours at 33 major temples in the State.

19.1.3 Tour Packages from major cities of Tamil Nadu

To commemorate the 50th anniversary of TTDC and meet the growing demand of tourists, special tour packages have been introduced from

major cities of Tamil Nadu like Coimbatore, Trichy and Madurai.

TTDC has also launched the following tour packages in 2021-2022:

1. Heritage Walks:

In order to create awareness about various historical monuments in Chennai, TTDC has launched heritage walks themed around history and heritage in collaboration with renowned historians.

One such event was the Heritage Walk organized by TTDC at Fort St. George, Chennai as a part of World Tourism Day celebrations. The Heritage Walk covered Cornwallis Cupola, Fort Museum, Parade Square, St Mary's Church, Wallajah Gate, St. George's Gate and St. Thomas Street. The event garnered great reviews and appreciation.

2. Heritage Cycling trails:

To explore the rich historical heritage of Chennai, TTDC has launched four new Heritage Cycling trails in Chennai. Trails launched as a part of this initiative include Portuguese Trail, Armenian Trail, American Trail and George Town Trail.

3. Photo Walks:

Inclusive photography walks and workshops were organized by TTDC at Kapaleeswarar Temple in Mylapore, Parry's Corner Flower Market and Weaver's Market in Chintadripet for differently-abled participants on the themes of culture, architecture and heritage.

On the occasion of the World Disability Day, TTDC partnered with Madras Photo Bloggers, Nam Veedu Nam Ooru Nam Kadhai and Sony Alpha to organize an inclusive photography tour to Mamallapuram for differently-abled photography

enthusiasts on 03.12.2021. The event encouraged persons with disabilities to travel and pursue their passion for photography. A sign language interpreter was also provided for assistance and better understanding.

20. Marketing initiatives of TTDC

The Marketing division of TTDC is responsible for carrying out effective marketing of TTDC tour packages, hotels and boat houses. Various marketing strategies have been formulated to promote TTDC hotel properties and tour packages to improve the occupancy ratio and increase revenue.

To attract fitness and history enthusiasts, new weekend recreation events like Heritage Walks, Heritage Cycling Trails, Photo Walks and Beach Yoga are being organized regularly. Through influencer marketing campaigns, TTDC has been engaging social media influencers to popularize TTDC properties and restaurants.

To encourage post-pandemic travel and increase bookings of Hotel Tamil Nadu properties, a theme-based special discount campaign was introduced. MoUs have been signed with tour operators from other States to promote TTDC tour packages and increase revenue. Various tie-up arrangements have been made with Central Excise, ESI and EPFO under a deposit accommodation scheme for providing holiday home facilities at TTDC hotels.

20.1 Holiday Home-Deposit Accommodation Scheme

The Employees State Insurance Corporation, Chennai has deposited Rs.70.00 lakhs (Hotel Tamil Nadu, Ooty - Rs.35.00 lakhs and Hotel Tamil Nadu, Kanniyakumari- Rs.35.00 lakhs) under the Deposit Accommodation Scheme for two years from 01.05.2020 to 30.04.2022. Two Double Rooms each at Hotel Tamil Nadu, Ooty

and Hotel Tamil Nadu, Kanniyakumari have been blocked for their stay.

The Employees State Insurance Corporation, Madurai has deposited Rs.32.00 lakhs under the Deposit Accommodation Scheme for three years from 03.07.2020 to 02.07.2023. Two Double Rooms at Hotel Tamil Nadu, Kodaikanal have been blocked for their stay.

The Employees State Insurance Corporation, Salem has deposited Rs.35.00 lakhs under the Deposit Accommodation Scheme for three years from 05.05.2021 to 04.05.2024. Two Double Rooms at Hotel Tamil Nadu, Yercaud have been blocked for their stay.

The Central Excise Department, Madurai has deposited Rs.30.00 Lakhs under the Deposit Accommodation Scheme for three years from 01.06.2019 to 30.05.2022. Two Double Rooms at

Hotel Tamil Nadu, Kodaikanal have been blocked for their stay.

The Employees' Provident Fund Organization, Nagercoil has deposited Rs.50.00 lakhs under the Deposit Accommodation Scheme for two years from 06.12.2020 to 05.12.2022. Two Double Rooms Non-AC and One Family room at Hotel Tamil Nadu, Kanniyakumari have been blocked for their stay. Through this scheme, TTDC has received a deposit of Rs.217 lakhs during 2021-2022.

21. Fair Division

One of the important functions of TTDC is conducting fairs and festivals to promote the rich culture and heritage of Tamil Nadu.

Island Grounds, Chennai:

TTDC is promoting Island Grounds as a centrally located year-round event space suitable for hosting events and concerts of any magnitude.

Since 1974, TTDC has been conducting the annual Trade Fair i.e. India Tourist and Industrial Fair every year from December to March for a period of 70 days at Island Grounds, Chennai-9. Due to the COVID-19 pandemic, TTDC was unable to conduct the India Tourist and Industrial Fair during 2020-2021 & 2021-2022.

TTDC conducted the "Diwali Crackers Market 2021" at Island Grounds for 15 days from 22.10.2021 to 05.11.2021.

A live music concert by Padma Vibhushan awardee, Dr. Ilayaraja titled "Rock with Raaja" was conducted at Island Grounds on 18.03.2022. This event attracted more than 25,000 visitors.

The Department of Tourism and Department of Art & Culture jointly conducted the "Namma Ooru Thiruvizha" cultural programme at Island Grounds on 21.03.2022. More than 500 folk

artistes participated in this function and performed more than 30 varieties of folk dances.

22. e-Governance Initiatives of TTDC

TTDC has implemented various e-Governance initiatives in order to provide information about tourist destinations in Tamil Nadu and enable hassle-free booking for TTDC hotel properties and tour packages through an online real-time reservation system.

TTDC appointed a Channel Manager to improve revenue and increase the presence of TTDC hotels on the websites of popular Online Travel Aggregators (OTAs) like Make My Trip, Goibibo, Booking.com, etc. The listing of Hotel Tamil Nadu properties on the websites of Leading Travel Aggregators facilitated seamless booking. This initiative also helped in popularizing and promoting the brand across the globe and thereby increasing the revenue.

As a result, TTDC has received 2,032 bookings from OTA platforms and earned about Rs.70.00 lakhs from September 2021 to March 2022.

TTDC has installed a feedback mechanism system at all Hotel Tamil Nadu properties for obtaining feedback from customers. The feedback has helped to identify shortcomings and improve service delivery. TTDC received 540 customer reviews and feedback from September 2021 to March 2022. TTDC has also revamped its website and made it more responsive and user-friendly. In order to increase its digital presence, TTDC created new Twitter, Facebook and Instagram handles to promote hotels, boathouses, telescope houses and tour packages operated by the organization.

23. New Initiatives of TTDC

23.1 Boat house at Valankulam Lake

TTDC is setting up a new boat house at Valankulam Lake, which is one of the popular tourist attractions in Coimbatore and a paradise for bird lovers and nature enthusiasts. In this regard, an MoU has been signed between TTDC and Coimbatore Smart City Limited. Solar-powered and electric powered environmental friendly boats will be an added attraction at this boat house.

23.2 Upgradation of facilities at Beach Island, Mudaliarkuppam

In order to upgrade Mudaliarkuppam into a world-class tourist destination, beachfront development activities have been taken up at a cost of Rs.50.00 lakhs. Some of the facilities for tourists include an entrance arch, eco-friendly shacks, conical thatched roof sheds, waiting sheds, palm trunk seating benches, restaurants, toilet-cum-shower cubicles etc.

23.3 Purchase of new varieties of boats

In order to cater to the growing tourist demand and to provide unique thrilling experiences, TTDC has introduced innovative and latest boats at its Boat Houses. Newly purchased equipment include canoe boats, water cycles, kids pedal boats, swan type boats and Zorbing balls.

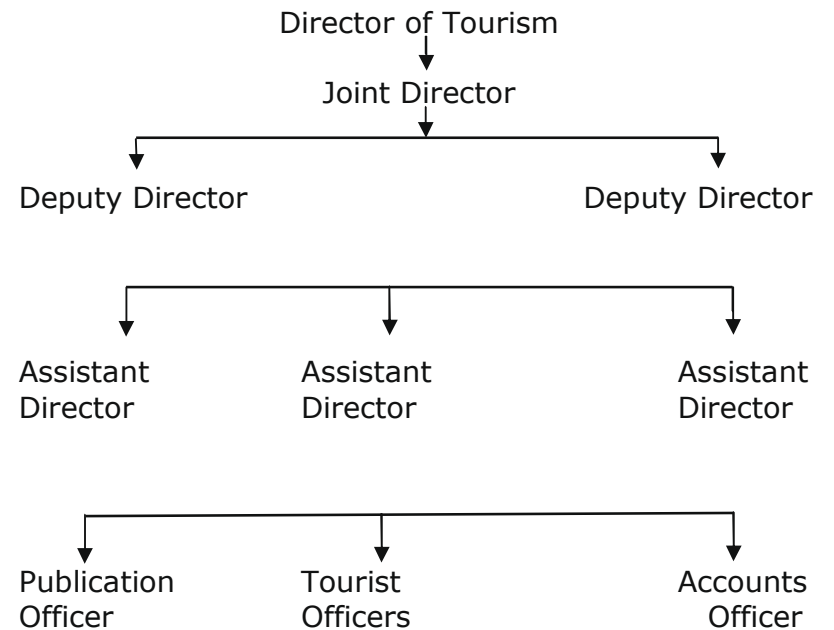
24. Conclusion

The Tourism Department is committed to develop and upgrade tourist destinations, promote lesser-known tourist locations and niche tourism sectors in coordination with various tourism stakeholders. The Department, through innovative strategies and tourism products, will promote and develop the tourism industry in the State and position Tamil Nadu as the most preferred tourist destination in the national and international arena.

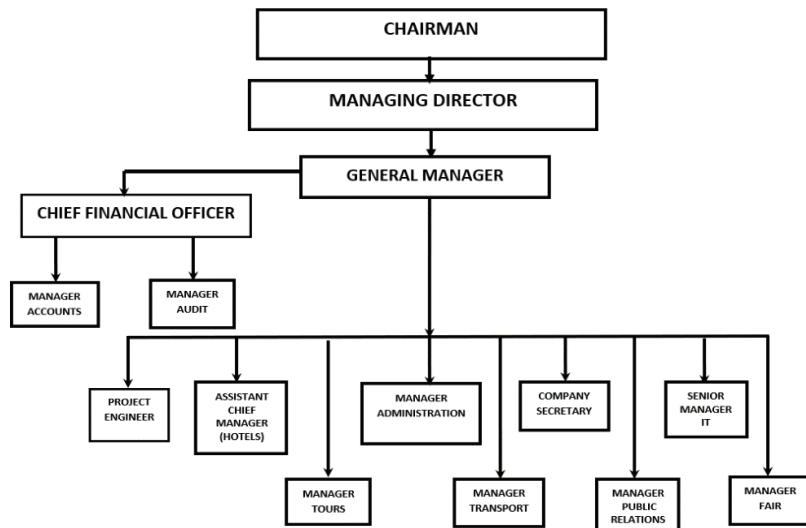
DR. M. MATHIVENTHAN
MINISTER FOR TOURISM

Annexure-I

ORGANIZATION STRUCTURE OF DIRECTORATE OF TOURISM



Annexure-II
ORGANIZATION STRUCTURE
OF TAMIL NADU TOURISM DEVELOPMENT
CORPORATION



Annexure-III
TOURIST OFFICES
WITHIN TAMIL NADU

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

TOURIST OFFICES
OUTSIDE TAMIL NADU

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

Annexure-IV
TOURIST INFORMATION CENTRES

AT AIRPORTS	AT RAILWAY STATIONS
1. Chennai (International Terminal) 2. Chennai (Domestic Terminal) 3. Coimbatore 4. Madurai 5. Tiruchirappalli 6. Thoothukudi 7. Salem	1. Chennai (Egmore) 2. Coimbatore 3. Madurai 4. Tiruchirappalli 5. Tirunelveli
AT BUS STANDS	AT OTHER PLACES
1. Chennai Metropolitan Bus Terminus, Koyambedu	1. Gudalur (The Nilgiris District) 2. Rameswaram (Temple) 3. Hotel Tamil Nadu Complex, Thanjavur 4. Panchalankurichi (Thoothukudi District)

TOURIST INFORMATION CENTRES	
PLACE	STATE
1. Railway Junction, Bengaluru	Karnataka
2. Hyderabad	Telangana
3. Thiruvananthapuram	Kerala
4. Ahmedabad	Gujarat
5. Bhubaneswar	Odisha



Hon'ble Minister for Tourism, Govt. of Tamil Nadu Dr. M. Mathiventhan, presented the awards to the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin on 29.11.2021 at the Secretariat. These awards were won by Tamil Nadu Tourism Department under various categories during the India Today Tourism Conclave and Awards Festival held in New Delhi on 12.11.2021. Coonoor in Nilgiri District secured first place in the best Mountain Destination category, Pongal Festival was declared the winner in the Best Festival category, and KolliMalai, Namakkal was the runner up in the Most Scenic Road category.



Thiru. Udayanithi Stalin, MLA, Chepauk–Thiruvallikeni inaugurated the "Cultural Art Sculpture" depicting the art and culture of Tamil Nadu at the Chamber of Hon'ble Minister for Tourism, Dr. M. Mathiventhan, Govt. of Tamil Nadu at Secretariat on 10.01.2022. Thiru. V. Senthil Balaji, Hon'ble Minister for Electricity, Non Conventional Energy Development, Prohibition & Excise, Dr. M. Mathiventhan, Hon'ble Minister for Tourism, Thiru. K.R.N. Rajesh Kumar, Member of Parliament, Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, TC&RE Department & Chairman, TTDC and Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC participated in the event.



Dr. M. Mathiventhan, Hon'ble Minister for Tourism Govt. of Tamil Nadu, Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, TC & RE Department & Chairman, TTDC and Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC participated in the International Balloon Festival held in Leon, Mexico from 12.11.2021 to 15.11.2021.



Thiru. Thangam Thennarasu, Hon'ble Minister for Industries, Tamil Official Language and Tamil Culture, Archeology Department, Thiru. P.K. Sekar Babu, Hon'ble Minister for HR & CE Department, Thiru. Gingee K.S. Masthan, Hon'ble Minister for Minorities Welfare & Non Resident Tamils Welfare and Dr. M. Mathiventhan, Hon'ble Minister for Tourism inaugurated "Namma Ooru Thiruvizha" conducted by Art & Culture and Tourism Department, Govt. of Tamil Nadu on 21.03.2022 at Island Grounds, Chennai. Tmt. R. Priya, Hon'ble Mayor, Greater Chennai Corporation, Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, TC & RE Department & Chairman, TTDC and Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC, Thiru. S.R. Gandhi, I.R.P.F.S, Director of Art & Culture Department and Government Officials participated in the event.



Dr. M. Mathiventhan, Hon'ble Minister for Tourism, Govt. of Tamil Nadu inaugurated the grand Jallikattu Festival, at S.S.M. College, Komarapalayam Taluk, Namakkal District on 27.01.2022. Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC, Thiru. K.R.N. Rajesh Kumar, Member of Parliament participated in the festival.



On the occasion of "World Tourism Day - 2021" Hon'ble Minister for Tourism Dr. M. Mathiventhan flagged off the "Discover Tamil Nadu - Influencers on Wheels" campaign for the social media influencers from various states of India, at Chennai Island Grounds on 27.09.2021. Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, TC & RE Department & Chairman, TTDC and Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC, and officials of the Tourism Department have attended the function.



Hon'ble Minister for Micro, Small and Medium Enterprises Department Thiru. T.M. Anbarasan and Hon'ble Minister for Tourism Dr. M. Mathiventhan inaugurated the Indian Dance Festival 2021-2022 on 23.12.2021 at Shore Temple Complex, Mamallapuram in Chengalpattu District. Tmt. M. Varalakshmi, MLA, Chengalpattu, Thiru. S. Aravind Ramesh, MLA, Sholinganallur, Thiru. S. S. Balaji, MLA, Thiruporur, Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, T C &RE Department and Chairman, TTDC, Thiru. Sandeep Nanduri, IAS, Director of Tourism and MD, TTDC, Thiru. A.R. Rahul Nath, IAS, District Collector, Chengalpattu, Government Officials, Foreign and Domestic Tourists participated in the Dance Festival.



Hon'ble Minister for Tourism Dr. M. Mathiventhan inaugurated the "Heritage Walk" event conducted on the eve of World Tourism Day (26.09.2021) at Fort St. George, Chennai. Dr. Chandra Mohan. B, IAS, Principal Secretary to Government, TC & RE Department and Chairman, TTDC, Thiru. Sandeep Nanduri, IAS, Director of Tourism and MD, TTDC and Government Officials have participated in this event.



Hon'ble Minister for Tourism, Government of India Thiru. G. Kishan Reddy, presented three awards to Tamil Nadu Tourism Department at India Today Tourism Conference and Awards Ceremony held in New Delhi on 12.11.2021. Coonoor in Nilgiri District secured first place in the Best Mountain Destination category, Pongal Festival was declared the winner in the Best Festival category and Kollimalai, Namakkal was the runner up in the Most Scenic Road category.

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On the occasion of "World Tourism Day - 2021" Dr. M. Mathiventhan, Hon'ble Minister for Tourism, Govt. of Tamil Nadu launched the listing and booking facility of TTDC Hotels on several OTA platforms like Make My Trip and Yatra at an event held in Anna University on 27.09.2021. Thiru. Sandeep Nanduri, IAS, Director of Tourism & MD, TTDC and officials of the Tourism Department have attended the function.

