



**TOURISM, CULTURE AND
RELIGIOUS ENDOWMENTS DEPARTMENT**

TOURISM

**POLICY NOTE
2021 – 2022**

DEMAND No. 29

Dr. M. MATHIVENTHAN
Minister for Tourism

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**Government of Tamil Nadu
2021**

TOURISM DEPARTMENT

Demand No.29

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1. Introduction

Tourism cultivates man and makes one mature. When a person undertakes a journey, he learns to set his foot on the soil and reach out to the sky as a branch. Travel enriches ones' thoughts as they come across people from various Countries speaking different languages.

According to a Chinese proverb, "One must travel ten thousand miles and read ten thousand books in his life time. "Travel has been a central theme of many Tamil epics. Silapadhikaaram is an epic based on a journey undertaken from Kaveripoompattinam to Madurai. Only when one

travels, life becomes historic, otherwise it is a mere incident. Not only Indian epics, but also Greek epics are based on travel.

Tourism is an activity that markets experience to humans. The experience of gazing at hill ranges, bathing in the waterfalls, rejuvenating at beaches, getting enchanted by the grandiose of palaces or travelling in the deep sea is the real asset earned from tourism.

Tourism makes people live in harmony and fosters humanity. It yields love and character in humans and stimulates learning by providing employment opportunities. Tourism connects people from all walks of life in a single thread.

The emerging segments of tourism include educational tourism, business tourism, MICE tourism, spiritual tourism, religious tourism, heritage tourism, adventure tourism, luxury tourism, leisure tourism, sports tourism, entertainment tourism, dark tourism, archaeological tourism, wildlife tourism,

beach tourism, farm tourism and cultural tourism. While tourism is the face of a Country, the culture is its address. Two types of experiences are important, one is a memorable experience and the other is an enjoyable experience. The intensity of tourism is determined by how we remember it.

2. Tourism in India

The growth of the tourism sector in India is significant for boosting the Country's economy. The World Travel and Tourism Council (WTTC) States that tourism generated ₹16.91 lakh crores (US\$240 billion) revenues contributing 9.2% of India's GDP in 2018 and supported 42.673 million jobs accounting for 8.1% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to ₹32.05 lakh crores (US\$450 billion) by 2028 (9.9% of GDP).

The Travel and Tourism Competitiveness Report 2019, ranked India 34th of 140 countries.

India improved its ranking by 6 places over the 2017 report which was the greatest improvement among the top 25% of countries ranked. The report ranks the price competitiveness of India's tourism sector as 13th of 140 countries. It mentions that India has good air transport infrastructure (ranked 33rd) and reasonable road and port infrastructure (ranked 28th). The Country also scores high on natural resources (ranked 14th), cultural resources and business travel (ranked 8th).

The Ministry of Tourism formulates national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/ Agencies, State Governments, Union Territories and Private Sector representatives. Concerted efforts are being made to promote niche tourism products such as rural, cruise, medical and eco-tourism. The Ministry of Tourism manages

the **“Incredible India”** campaign which focuses on promoting tourism in India.

3. Tourism in Tamil Nadu

Tamil Nadu is a distinctly unique State that is home to the world’s oldest culture, heritage, monuments, outstanding temple architecture, mesmerizing landscapes and forests. Tamil Nadu houses five UNESCO World Heritage monuments viz. Group of monuments at Mamallapuram, Brihadeeswarar Temple– Thanjavur, Brihadeeswarar Temple– Gangaikondacholapuram, Airavatheeswarar Temple – Darasuram and the Nilgiris Mountain Railway.

Tamil Nadu has a well-developed road network of 66,039 km and an extensive rail network providing excellent connectivity to all major tourist destinations. Air connectivity is boosted by the presence of four international airports at Chennai, Madurai, Tiruchirappalli and Coimbatore and two domestic airports at Salem

and Thoothukudi. The State also has two major sea ports at Chennai and Thoothukudi.

The Government of Tamil Nadu established the Department of Tourism and Tamil Nadu Tourism Development Corporation 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 is given in Annexure-III & IV.

TTDC is responsible for conducting package tours, operating hotels (Hotel Tamil Nadu), restaurants, boat houses, telescope houses and other activities that aid in promoting and developing tourism.

3.1. Objectives of Tourism Department

- To promote Tamil Nadu as a high-priority tourist destination at the national and international level.
- To showcase the rich and diverse cultural heritage and monuments of architectural splendour.
- To facilitate the creation of new tourism infrastructure and augment the existing tourism infrastructure in the State.
- To identify and explore lesser-known tourist places for the promotion of tourism.
- To provide world-class services for the tourists visiting Tamil Nadu.
- To increase foreign exchange earnings for the Country.

- To create avenues and generate employment in the tourism industry.

3.2. Strategies

- Integrated development of high-priority tourism infrastructure in high potential tourism circuits.
- Enhanced connectivity, utilities and tourist services.
- Improved coordination and collaboration among multiple agencies.
- Promotion of environmentally and culturally sustainable and socially inclusive tourism development.
- Encouragement of private sector and community participation in tourism.
- Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental conservation,

advancement of women and disadvantaged groups.

- Participation in domestic and international marketing meetings, publicity campaigns and exhibitions.
- Development of Coastal Tourism.
- Development of holistic Eco-Tourism without causing damage to the environment and wildlife.
- Development of Meetings, Incentives, Conventions, Exhibitions (MICE) Tourism and other niche tourism avenues.

4. Tourist Visits to Tamil Nadu

A large number of International and Domestic tourists visit different tourist places of interest in Tamil Nadu. 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.

Details of Tourist visits to Tamil Nadu

Year	Domestic (in lakhs)	Foreign (in lakhs)	Total (in Lakhs)
2016	3438.10	47.20	3485.30
2017	3450.61	48.60	3499.21
2018	3859.09	60.73	3919.82
2019	4948.64	68.66	5017.30
2020#	140.65	12.28	152.93**

- Provisional,

** - No arrivals due to lockdown from April to August 2020 (5 months)

In 2016, 2017 and 2018, Tamil Nadu held the first position in the Country in both domestic and foreign tourist visits. In 2019, the State attained the first position in international tourist visits and the second position in domestic tourist visits. The State has been witnessing an increasing trend in both domestic and

international tourist visits. In the year 2020 the visits were drastically reduced owing to COVID restrictions.

5. Fairs and Festivals

Tamil Nadu is one of the world's top tourist destinations and attracts tourists from across the world. To enable tourists, understand and appreciate the culture and rich heritage of Tamil Nadu, many fairs and festivals are being organised by the Tourism Department through out the year.

The renowned "**Indian Dance Festival**" is conducted every year at Mamallapuram during December and January, where several artists representing various Indian States participate and perform. Thousands of domestic and foreign tourists travel to Mamallapuram every year to witness and enjoy this festival.

During the summer season, summer festivals are organized at Udhagamandalam, 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 various festivals at tourist destinations to showcase our vibrant culture.

5.1. Participation in Domestic Travel Marts

To promote tourism in Tamil Nadu and to showcase the tourism potential of the State, the Tourism Department has been participating in domestic travel marts and tourism exhibitions, organized by other State Tourism Departments and reputed travel trade companies. These travel marts provide a platform for many rewarding opportunities such as discussions with tourism entrepreneurs and buyer-seller meets, which help achieve the goal of making Tamil Nadu the most sought-after tourist destination. Tamil Nadu participates in Government exhibitions held at various districts to showcase the tourism destinations of Tamil Nadu amongst tourists.

5.1.1. Domestic Travel Marts/Exhibitions 2020-2021

Travel Marts / Exhibitions	Month & Year
TTF (Travel and Tourism Fair), Kolkata	February 2021
10 th Annual Convention of ADTOI (Association of Domestic Tour Operators of India), Gujarat	February 2021
Outlook Responsible Tourism Summit at Konark, Odisha	February 2021
ITM (India Travel Mart) at Jammu	March 2021
SATTE (South Asia's Travel & Tourism Exchange) at Greater Noida, New Delhi	March 2021

5.2. Participation in International Travel Marts

To showcase and promote tourism destinations of Tamil Nadu, Tourism Department has been participating in international travel marts. Stakeholders such as hoteliers, tour operators, wellness tourism promoters and travel

agents enthusiastically participate in these travel marts as co-exhibitors along with the Tourism Department. They conduct their business meetings in the State's Tourism pavilion during these travel marts. As a result, foreign tourist footfalls to our State have increased considerably.

6. World Tourism Day Celebrations

World Tourism Day is celebrated every year on 27th September in all districts of Tamil Nadu to create awareness about tourism and its importance. Every year, the theme of World Tourism Day is declared by the United Nations World Tourism Organization (UNWTO). During this festival, Tourism awareness themed events such as cleanliness campaigns, seminars and special cultural programmes are organized in all districts in Tamil Nadu.

Due to the COVID-19 related travel restrictions, World Tourism Day celebrations for

the year 2020 were organized virtually in all districts by the Tourist Officers. In these celebrations, the District Administration and various tourism stakeholders participated and created awareness on the importance of tourism.

6.1. Pongal Tourist Festival

To create awareness among the tourists about our rich culture and traditions, Pongal Festival was celebrated in all districts of Tamil Nadu during the month of January. A large number of domestic and foreign tourists participated and enjoyed the traditional cultural festivals of Tamil Nadu.

7. Publicity – Advertisements

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 apart from advertisements at airports and railway stations.

Tamil Nadu Tourism is being promoted through digital marketing on Facebook, Instagram, Twitter, You Tube, LinkedIn, etc.

Advertisements were published in international magazines and in-flight magazines viz. Condé Nast Traveller, Travel + Leisure (India and South Asia), Indes (French), Spice Route (Spice Jet Airways), Gulf Air, Digital Tourism magazine (Travel and Tour World).

Advertisements were also published in various domestic in-flight magazines and travel magazines like Shubh-Yatra (Air India), Outlook, Outlook (Business), Outlook Traveller, Woman's Era (Hindi), Grihalaksmi, Travel Heights, Swar Sarita, Grih Shoba, The Week, Lonely Planet, National Geographic Traveller (India), Travel Scapes, Abhiyaan (Gujarati).

For the first time, back lit advertisement boards were installed at all District Collector Offices, Tourist Offices and Tourist Information Centres. Selfie booth advertisement spots were

also installed at important tourist places. Electronic media advertisements have positively impacted tourism promotion and contributed to an increase in domestic and international footfalls. The advertisement strategy adopted by the Department has helped in increasing tourist visits to the State.

Publicity materials like 'Discover Tamil Nadu booklet', 'Tourism Passport booklet' and 'Tamil Nadu Map' were produced in English and Tamil and have been further translated into foreign languages like Japanese, French, German, Chinese, Russian and Spanish. These have been distributed to visiting tourists and tourism stakeholders in the domestic and international travel marts. Pen drives containing Tamil Nadu tourism films were also distributed to the visitors at the Tamil Nadu Tourism pavilion put up at the domestic and international travel marts.

7.1. Coffee Table Books

Special Coffee table books highlighting the UNESCO Sites, temples, nature and eco-tourism destinations and heritage monuments of Tamil Nadu were printed and circulated to embassies, consulates and other tourism stakeholders in the Country. Special Coffee table books about various circuits covering 108 Divya Desam sites dedicated to Lord Vishnu were printed and circulated to popularize the significance of these temples to various tourism stakeholders.

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

The Food Craft Institute was established on 01-10-1981 at Thuvakudi in Tiruchirappalli District by the Government of India. It was upgraded to the State Institute of Hotel Management and Catering Technology w.e.f. 15-12-1998. It was registered under the

Societies Act, 1975, and is jointly sponsored by the Government of India and the Government of Tamil Nadu. This Institute conducts 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. This institute is affiliated to the National Council for Hotel Management and Catering Technology, Noida, Uttar Pradesh.

The State Government has been sanctioning a sum of ₹5.00 lakhs every year as a recurring grant to the Institute to meet the essential

expenditure viz. maintenance. The Institute has recently upgraded its infrastructure facilities like smart classroom, conference hall, staff room, training restaurant, students training kitchen, training bakery department, provision of new equipment, furniture and education room at a cost of ₹5.00 crores, which is funded by the Government of Tamil Nadu.

9. Tourist Security Organization

Tourist Security Organization is functioning under the Department of Tourism with the objective of ensuring safe and comfortable travel, providing proper communication support to tourists in their local language to the possible extent, providing required information and assistance to tourists during their visit and extending assistance during any unforeseen happenings in which the tourist may find it difficult to get along in a new place or a crowd.

The organization is presently functioning at five tourist places, viz., Mamallapuram,

Udhagamandalam, Kodaikanal, Rameswaram and Kanniyakumari. Each station has a Tourist Warden whose work is co-ordinated and monitored by the 'Chief Tourist Warden' stationed at Chennai. The current strength of this organization is 31. The performance of the Tourist security organization has been appreciated by tourists and other dignitaries.

Based on the feedback and requests received from tourists, a proposal has been sent to the Government for extending the services of the Tourist Security Organization to Madurai, Tiruchirappalli, Kancheepuram, Thanjavur and Yercaud and strengthening the existing manpower at Mamallapuram, Udhagamandalam, Kodaikanal, Rameswaram and Kanniyakumari.

10. Tourism Infrastructure

10.1. State Funded Schemes

To enhance the experience and provide better amenities, the Department is sanctioning

funds for the development of basic infrastructure facilities at tourist destinations for the benefit of tourists visiting Tamil Nadu. The major components are rest sheds, toilets, approach roads, changing rooms, parking, drinking water, signages and lighting facilities, etc.

During the year 2020-2021, for the provision of basic infrastructure facilities and improvement of approach roads, the following works have been sanctioned.

10.1.1. Infrastructure Facilities Scheme - 2020-2021

Sl. No	Name of the Work	Amount sanctioned (Rupees in lakhs)
1.	Development of Basic facilities at Gunderipallam Dam site, Gobichettipalayam, Erode District	130.17
2.	Tourism Development works at Kalugumalai, Thoothukudi District	50.00
3.	Renovation work at Courtallam Kalaivanar Arangam and Basic Facilities at Main Falls, Tenkasi District.	155.00

4.	Kumaragiri Arulmigu Dhandayuthapani Temple Rest House and Toilet Facilities Salem District.	73.00
5.	Sound and Light Show at Mamallapuram.	500.00
6.	Basic Facilities at Arulmigu Thittamalai Kuzhanthai Kumarasamy Kovil Erode District (Balance amount)	17.90
Total		926.07

10.1.2. Development of Roads -2020-2021

Sl. No	Name of the Work	Amount sanctioned (Rupees in lakhs)
1.	Development of Approach Road facilities at Gunderipallam Dam site, Gobichettipalayam, Erode District	56.23
2.	Tourism Development works at Kalugumalai, Thoothukudi District	50.00
3.	Formation of Ghat Road and Basic Facility work at Nainamalai, Namakkal District.	542.17

4.	Kumaragiri Dhandayuthapani formation of Ghat temple	Arulmigu Temple Road at Hill	393.77
Total			1042.17

10.2. Government of India Assisted Scheme

10.2.1. 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 to enhance tourist attractiveness in a sustainable manner by providing world-class infrastructure in the circuit/destinations.

The identified coastal tourist locations in Tamil Nadu are:

1. Chennai - Marina Beach and
Besant Nagar Beach,
2. Mamallapuram Beach,

3. Rameswaram Beach,
4. Kulasekarapattinam Beach and
5. Kanniyakumari
 - Kanniyakumari Beach
 - Triveni Sangamam Beach
 - Therkurichi Beach
 - Manakudy Beach.

A sum of ₹73.13 crores has been sanctioned for the creation of facilities like landscaping, illumination, Tourist Information Centre, creation of public convenience, wayside amenities, development of walkway, up-gradation of beachfronts, rescue boats, beach buggies, jet-ski, ampicraft, Wi-Fi, installation of CCTV cameras, information signage and erection of first aid kiosks. All the works under this scheme have been completed and put into use.

10.3. Asian Development Bank Project

The Infrastructure Development Investment Programme for Tourism (IDIPT-TN) in Tamil Nadu

is under implementation with the assistance of the Asian Development Bank under Tranche-4. 70% of the project cost is provided by ADB and 30% by the Government of Tamil Nadu. The project consists of 13 packages, out of which 11 package works were completed at a cost of ₹164.07 crores. The works are as follows:-

1. Installation of Energy Efficient Lighting (LED).
2. Installation of retro reflective signage boards.
3. Construction of Tourist Rest Houses at Alangudi and other basic facilities in Arulmigu Vedaraneshwarar Temple at Vedaranyam.
4. Construction of Tourist Guest House and Information Centre at Hogenakkal in Dharmapuri District.
5. Construction of Pilgrim Tourist Rest House at Kancheepuram.
6. Construction of Tourist Information Centre and Theatre, Cultural Centre with other facilities at Sri Ramanujar's birth place in Sriperumpudur in Kancheepuram District.

7. Purchase of Two Volvo buses and 129 boats for TTDC.
8. Purchase of Two ferries (one 75-seater capacity and another 150-seater capacity) for Vivekananda Rock Memorial at Kanniyakumari.
9. Providing solar lights and PV panels in TTDC Hotels.
10. Conservation and restoration of 12 important heritage monuments of the State Archaeological Department.
11. Improvements work in Government Museum at Egmore, Chennai.

With more and more tourists preferring to make online bookings, search for information, a website and a Mobile App have been commissioned to meet the demand. Design and development of Tourism Promotion Materials (Website & Mobile App) and Construction of Pilgrim Tourist Rest House in Chidambaram is under progress and will be completed shortly.

10.3.1. New Mobile App and Website for Tourism Department

The Mobile App and website will not only provide detailed information about tourist places, hotels, and details of festivals conducted, along with pictures and videos but also facilitate reservation for the TTDC hotels, boat houses and tours. The high-end yet easy-to-use tourist companion App, helps tourists discover, reserve, participate in discussions and share their valuable experiences with fellow travellers and encourage them to visit Tamil Nadu.

Both Tamil and English portals provide all necessary information, help and guidance to the tourists and the content ensures introducing new places, new plans, adventure trips, package deals to the visitors.

10.4. Proposed Projects

10.4.1. 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 ₹461.22 crores by the consultant. This Project Report is under consideration of the Ministry of Tourism, Government of India for sanction of funds.

10.4.2. 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 is under consideration of the Ministry of Tourism, Government of India for sanction of funds.

11. Tamil Nadu Tourism Development Corporation (TTDC)

Tamil Nadu Tourism Development Corporation was incorporated on 30.06.1971 to promote tourism and develop infrastructure at important tourist locations. TTDC runs a chain of 53 hotels and operates boat houses, telescope houses, organizes tour packages and various fairs and festivals.

With a fleet of 14 luxury coaches, TTDC operates various customized tour packages within and outside the State. TTDC also operates Youth Hostels at premium hill stations of Udthagamandalam, Kodaikanal and Yercaud catering to students and budget tourists.

12. Hotel Division

TTDC currently owns 53 properties, of which 25 hotels are operated directly while the rest are leased out. To meet the expectations and demands of the tourists/guests, TTDC has been taking persistent steps and concrete efforts for upgrading all the hotels under its purview. To improve managerial and operational skills and to upgrade their technical knowledge, the staff members are regularly trained on food production, housekeeping service, and front office by leading hospitality trainers through ADB Scheme.

Skill Testing and Certification Programme was organized for the hotel staff at Rameswaram and Kanniyakumari through the State Institute of Hotel Management and Catering Technology, Thuvakudi, Tiruchirappalli.

12.1. Upgradation of TTDC Hotels

TTDC has carried out various infrastructural enhancement and upgradation works at hotel

properties through the ADB funds. The works include improvement of tourist guest house with 4 new suites at Hogenakkal, construction of banquet hall and tourist hotel with 15 new rooms at Tiruchirappalli and renovation of tourist heritage centre at Kanniyakumari. Pilgrim tourist rest house, dormitory and Tourist Reception Centre along with other basic facilities are under construction at Chidambaram.

13. Boat Houses

Tamil Nadu is home to numerous water bodies that provide a perfect venue for boating and adventure activities. TTDC offers serene getaway experiences to tourists through adventurous boating experiences and water sports through its boat houses at Muttukadu, Mudaliarkuppam, Udthagamandalam, Pykara, Kodaikanal, Yercaud, Pitchavaram and Courtallam. To enhance infrastructure, improve services and provide a better experience, TTDC

has purchased the following State-of-the-art boats and equipment under ADB funds.

- 108 Pedal Boats and Rowboats
- 18 Motor Boats and Speed Boats
- 4 Water Scooters
- 27 Out Board Motor
- 124 Life Jackets and Lifebuoys

Two ferries at the cost of ₹8.24 Crores have been purchased through the ADB scheme and handed over to Poompuhar Shipping Corporation to facilitate the movement of tourists from the Kanniyakumari Boat jetty to Vivekananda Rock Memorial and Ayyan Thiruvalluvar statue.

13.1. Skill Upgradation and Certification Programmes for Boat House Staff

TTDC has been putting in its best efforts for ensuring a safe and splendid tourism experience at its boat houses. Capacity Building Workshops,

Adventure Sports Training and Tourism Training programmes are being organized regularly.

'Water Sports guide' workshop was conducted for the staff and boatmen of Muttukadu and Mudaliarkuppam boat houses for the safe conduct of water sports by a reputed trainer. The workshop provided hands-on training to staff members covering various aspects like soft skill training, emergency handling, rescue techniques, first aid procedures, engine repair and maintenance.

13.2. Boat House, Muttukadu

Muttukadu boat house is a popular weekend getaway for the residents of Chennai, Chengalpattu and Kancheepuram. This pristine location offers an impeccable boating experience and is situated on the Muttukadu backwaters en-route to Mamallapuram. This water sports facility offers avenues for a day-long outing and entertainment with facilities like Motor Boats, Row Boats, Speed Boats and Water Scooters.

A perfect space for adventure and relaxation, this boating spot clubbed with restaurant facilities receives more than 4000 visitors during weekends. 94,073 tourists visited the boat house during 2020-2021.

13.3. Boat House, Mudaliarkuppam

Mudaliarkuppam Boat House, also known as Raindrop Boat House, is a bird watcher's paradise that offers unique water sports and picnic opportunities. This fascinating facility is located on the East Coast Road, 36 Km from Mamallapuram and 92 Kms from Chennai. Perched on the Odiyur lake backwaters, this boat house is a haven for migratory birds.

Motorboat trips are organized to the picturesque beach Island located in the Odiyur lake, where picnic facilities are the main attractions while the restaurant serves delicious lunch and snacks for visitors. The boat house has row boats, pedal boats, single-seater kayaks,

banana boats, water scooters, motorboats, and jet skis. During 2020-2021, 29,641 tourists visited the boat house.

13.4. Boat House, Udhagamandalam

Nilgiris, the “Queen of Hill Stations”, is a treasure trove of biodiversity and a popular hill station. Centrally located in an area spanning 85 acres, the Udhagamandalam lake is a serene man-made reservoir that compliments the natural beauty of the Nilgiris. Popular for its aesthetic location and scenic setting, boating is the prime attraction at this vibrant tourist spot. Facilities available at the boat house include pedal boats, row boats and motor boats. One can also relish the local delicacies at the restaurant and enjoy the serene landscape through a mini train ride. During 2020-2021, 3,24,866 tourists visited the boat house.

13.5. Boat House, Pykara

The Pykara reservoir lies amidst a dense forest in the picturesque environs of Nilgiris, offering a breathtaking scenic view for the tourists. Perched on the Udthagamandalam - Mysore Road, about 21 Km from Udthagamandalam, Pykara Lake is a pristine water body that attracts a large number of tourists. One can experience the scenic beauty along with exciting rides on motor boats and speed boats run by TTDC. TTDC also operates a restaurant that serves delicious snacks and savouries. Eco toilets have also been provided for the convenience of the tourists. During 2020-2021, 42,209 tourists visited the boat house.

13.6. Boat House, Kodaikanal

Kodaikanal, referred to as the "Princess of Hill Stations", is a popular tourist destination famous for the Kurinji – flowers that blossom once in twelve years. TTDC operates two boat houses

at Kodaikanal. The star-shaped lake with a sprawling area of 59 acres gives a splendid experience to the visiting tourists. During 2020-2021, 1,84,380 tourists visited the boat house.

13.7. Boat House, Yercaud

Yercaud, popularly known as the “Jewel of the South” is a renowned tourist location situated in the Shevaroy range of hills in the Eastern Ghats. With a total area of 28.40 acres, the captivating beauty of the Yercaud lake and its surroundings attract tourists from far and wide. The awe-inspiring lake provides a perfect venue for boating with pedal boats, row boats and motor boats. During 2020-2021, 1,03,608 tourists visited the boat house.

13.8. Boat House, Pichavaram

Pichavaram is home to vast mangrove forests and is a haven for migratory birds. This boat house offers great avenues for scenic boat

rides amidst the mangrove forests while enjoying the picturesque landscape. The boat house spans an area of 5.27 acres and is separated from the sea by a sandbar. During 2020-2021, 69,668 tourists visited the boat house.

13.9. Boat House, Courtallam

Courtallam, popularly known as the “Spa of the South” is located in the Western Ghats in Tenkasi district. Blessed with scenic surroundings and spectacular waterfalls, this place is a popular tourist destination in the south. TTDC operates boating services for tourists at Courtallam during June, July and August. Tourists can use row boats, pedal boats, and kayaks for thrilling rides amidst nature’s abundant beauty.

13.10. Telescope House

Tamil Nadu Tourism Development Corporation operates Telescope Houses in popular hill stations like Doddabetta at Udhagamandalam, Kodaikanal and Yercaud attracting large numbers of tourists for the panoramic views of the valleys.

TTDC has funded the construction of a cafeteria at Telescope House, Doddabetta, which was executed by the Forest Department. These three telescope houses attracted 2,38,800 visitors during 2020-2021.

14. Tour and Transport Division

Travelling to a new exotic destination introduces people to varied cultures, customs and exhilarating experiences. To enhance service delivery and cater to the ever-evolving tourist demand, TTDC has taken several break through approaches in the travel sector by offering splendid and memorable travel experiences to visitors. TTDC has been operating 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).

TTDC has been organizing tour packages to various tourist destinations in the State. 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.

14.1. Pilgrimage Circuits

One day Tirupati Tour package is the most popular tour among the trips conducted by TTDC. The Online Reservation system of TTDC has been integrated with Tirumala Tirupati Devasthanam's (TTD) system and for every booking, a barcode is generated, which facilitates tourists to get the permit without manual verification. Tirumala Tirupati Devasthanam (TTD) offers 150 Seegra darshan tickets per day to TTDC for the benefit of pilgrims visiting from Tamil Nadu.

14.2. Marketing Initiatives of TTDC

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

To improve the occupancy ratio at TTDC hotels, various tie-up arrangements have been made with Central Excise, ESI and EPFO under deposit accommodation scheme for providing holiday home facilities at TTDC hotels.

14.3. Holiday Home-Deposit Accommodation Scheme

The Employees State Insurance Corporation, Chennai has deposited ₹70 lakhs (Hotel Tamil Nadu, Udthagamandalam - ₹35.00 lakhs and Hotel Tamilnadu, Kanniyakumari - ₹35.00 lakhs) under deposit Accommodation Scheme for two years from 01.05.2020 to

30.04.2022. Two Double bed Rooms each at Hotel Tamil Nadu, Udthagamandalam and Hotel Tamil Nadu, Kanniyakumari have been blocked for their stay.

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

The Employees State Insurance Corporation, Salem has deposited ₹35.00 lakhs under the deposit accommodation scheme for three years from 05.05.2021 to 04.05.2024. Two Double bed Rooms at Hotel Tamil Nadu, Yercaud have been blocked for their stay.

The Central Excise Department, Madurai has deposited ₹30.00 Lakhs under deposit accommodation scheme for three years from 01.06.2019 to 30.05.2022. Two Double bed

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

The Employees' Provident Fund Organization, Nagercoil has deposited ₹50 lakhs under the deposit accommodation scheme for two years from 06.12.2020 to 05.12.2022. Two Double bed 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 ₹217 lakhs during 2020-2021.

Deposit Accommodation Scheme-2020-2021

Organization (year 2020-2021)	(Rupees in Lakhs)
ESIC, Chennai	70.00
ESIC, Madurai	32.00
ESIC, Salem	35.00
Central Excise and Customs Dept., Madurai	30.00
EPFO, Nagercoil	50.00
Total	217.00

15. Fair Section

TTDC is responsible for conducting various fairs and festivals for promoting the art and culture of the State. The Annual Trade Fair i.e., India Tourist and Industrial Fair is organized by TTDC at the centrally located Island Grounds, Chennai, which is spread over 21 acres and renowned for conducting the city's largest annual events. This facility serves as the hub for business gatherings and other events.

Due to the COVID-19 pandemic in 2020-2021, TTDC could not operate the India Tourist and Industrial Fair or any other major events. To make the Island Ground a hub of activity with the State-of-the-art infrastructure for conducting various fairs & festivals, exhibitions, amusement and other activities, a Detailed Project Report is under preparation by a reputed consultant.

16. e-Governance Initiatives of TTDC

e-Governance in TTDC was initiated with the aim of providing information about tourist destinations in Tamil Nadu and enable tourists to

book rooms and tour packages online. TTDC has witnessed an increase in global bookings.

The Centralised Reservation System is a cutting-edge reservation software that enables tourists to book hotel properties or tour packages from any TTDC sales counter located in Tamil Nadu. An Online Real-time Reservation System was introduced at all TTDC hotels for booking rooms on a real-time basis. TTDC has also integrated its Online Reservation System with the Tirumala-Tirupati Devasthanam's (TTD) System.

In order to streamline the boating operations, the Boat House Management system has been implemented at all boat houses of TTDC. This helps in capturing booking details and facilitates the effective utilization of boats. For enhanced social media penetration and the creation of brand awareness, TTDC has launched various social media marketing initiatives on Twitter, Facebook, Instagram, etc.

17. Payment of Dividend

Tamil Nadu Tourism Development Corporation Ltd., handed over a cheque for ₹3.12 crores towards a 30% dividend for the year 2019-2020 to the Government of Tamil Nadu.

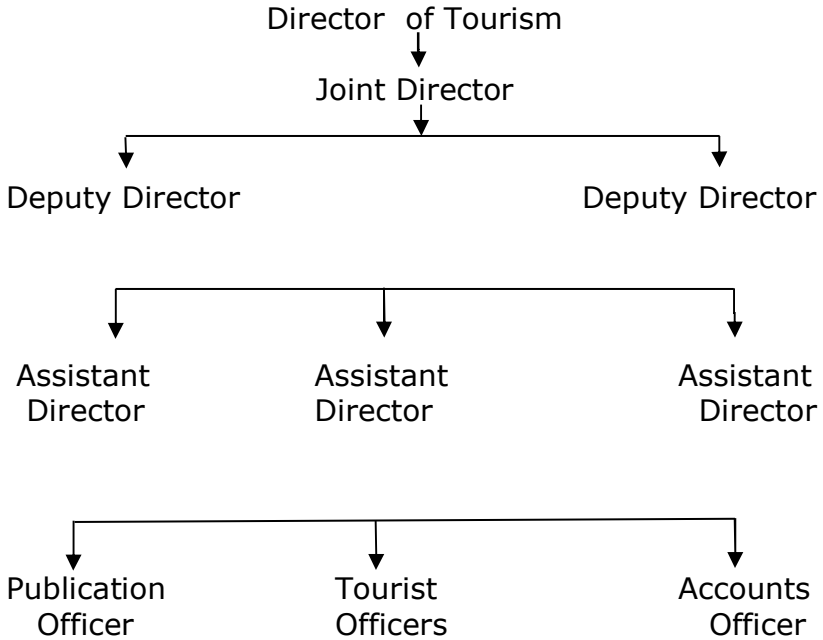
18. Conclusion

The State Tourism Department will continue promoting tourism and developing tourist destinations through its innovative activities and strategies. The Department will also focus on promoting and developing lesser-known tourist destinations and niche tourism sectors by coordinating with various tourism stakeholders. The State is putting in constant efforts in a planned manner to position Tamil Nadu as the most preferred tourist destination in the national and international arena.

Dr. M. MATHIVENTHAN
MINISTER FOR TOURISM

Annexure-I

ORGANISATION STRUCTURE



Annexure-II

ORGANIZATION STRUCTURE (TTDC)



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. Udhagamandalam
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
<ol style="list-style-type: none"> 1. Chennai (International Terminal) 2. Chennai (Domestic Terminal) 3. Coimbatore 4. Madurai 5. Tiruchirappalli 6. Tuticorin 7. Salem 	<ol style="list-style-type: none"> 1. Chennai (Egmore) 2. Coimbatore 3. Madurai 4. Tiruchirappalli 5. Tirunelveli
AT BUS STANDS	AT OTHER PLACES
<ol style="list-style-type: none"> 1. Chennai Metropolitan Bus Terminus, Koyambedu 	<ol style="list-style-type: none"> 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 Dr.M. Mathiventhan presented the award to the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K.Stalin on 30.08.2021 at Secretariat, conferred to Tamil Nadu Tourism as the best State for Spiritual and Pilgrimage Tourism, received during the 7th International Tourism Conclave and Travel Awards, New Delhi, held on 20.08.2021.



Dr. M. Mathiventhan, Hon'ble Minister for Tourism and Thiru Sandeep Nanduri, I.A.S., Director of Tourism were inspected Ayyan Thiruvalluvar Statue on 30.7.2021 along with officials.



Art Gallery - Poompuhar



Aakasha Ganga Waterfalls - Kolli Hills



Nature Tourism - Hogenakkal Waterfalls



Ayyan Thiruvalluvar Statue - Kanniyakumari



Adventure Activity - Paragliding, Yelagiri



Heritage Tourism - Chettinadu, Sivagangai.



Heritage / Religious Tourism - Airavatesvarar Temple , Darasuram



Ceiling Painting – Arulmigu Aatkondanathar Temple, Iraniyur, Sivagangai.