

**RELEASING OF TOURISM MONTHLY CALENDAR**

Tourism plays major role in earning foreign exchange, employment generation and national integration. Realising the importance of Tourism, this Government has provided a sum of Rs.46.00 crores during 2006-2007, out of which Rs.12.00 crores have been earmarked for promotion and marketing and Rs.23.00 crores for providing infrastructure facilities in the tourist centres.

**1) Tourism Police:**

Keeping in view the security and safety of tourists coming to our state, Government have ordered on 17.10.2006 forming a Tourism Police. In the first phase it will be introduced at,

- a) Mamallapuram
- b) Udthagamandalam
- c) Kodaikanal
- d) Madurai
- e) Kanniyakumari

One outpost Police Station will be established in the above destinations. One Head-Constable and five constables will be appointed in those outpost police station.

**2) Providing Trained Guides:-**

To ensure dissemination of correct and exhaustive information to tourists, Government have ordered on 5-9-2006 Training for 400 Tourist Guides who will work at the following Tourist Centres.

- 1) Chennai
- 2) Mamallapuram
- 3) Kancheepuram
- 4) Trichirappalli
- 5) Kodaikanal

6) Thanjavur

7) Madurai

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8) Rameswaram

9) Kanniyakumari

10) Udhamandalam

Applications have been called for from the aspirant candidates. Anna Institute of Management will organise the Training Programme.

### **3) Action taken for increasing domestic tourist arrivals:-**

To increase domestic tourist arrivals marketing campaigns have been conducted in the last six months at Mumbai, Ahmedabad, Kolkatta, Hyderabad and Jaipur.

TTDC introduced Rail-cum-Road Tour in association with Railways from Delhi, Mumbai, Ahamedabad, Hyderabad and Jaipur. Due to the continuous publicity efforts taken by Tourism Department, TTDC has been able to book tours upto December 2006 approximately of value of Rs.85.02 lakhs against the total revenue of Rs.32.38 lakhs generally tune these tours during 2005-2006.

### **4) Increase in Tourist Arrivals**

Due to the publicity efforts taken by Tourism Department number of tourists visited Tamil Nadu during this year has increased from 2,85,94,592 in the year 2005 to 3,46,61,821 (till November 2006). Similarly, the number of foreign tourists visited Tamil Nadu has also been increased from 9,66,159 in the year 2005 to 10,78,000 (till November 2006).

**5) Development of Less Known Tourist Place :**

Under the scheme of Development of less known Tourist Place during 2006-2007 Elagiri Hills (Vellore District) Rs100.00 lakhs Puliancholai (Thiruchi District) Rs.98.00 lakhs would be taken for development.

**6) Development of major Destinations**

During 2006-2007, infrastructure facilities would be provided in major Tourism destinations such as Thanjavur (Rs.427.46 lakhs), Kanniyakumari (Rs.258.52 lakhs) and Madurai (Rs.478.03 lakhs). These facilities would be implemented with the financial assistance of Government of India.

**7) Calendar :**

As a part of the promotion of Tourism, Tourism Department has brought out a monthly calendar highlighting the Tourist Destinations in Tamil Nadu. These calendars would be sent to all the Tourist Offices in abroad as well as in other States for issue to the Travel Writers, Tour Operators, Hoteliers etc.

**8) Coffee Table Book**

There are 26 world heritage monuments in India, out of which five are in Tamil Nadu. In order to give wide publicity about these world heritage monuments, a Coffee Table Book under the following topics have been produced by this Department:

1. Nilgiris Mountain Railways
2. Great Living Chola Temples
3. Pallava Monuments

This Coffee Table Book would be sent to the Travel Writers, Travel Agencies and Tour Operators.

**9) MAMALLAPURAM DANCE FESTIVAL 2007**

As part of efforts of the Tourism Department to increase arrival of tourists to Tamilnadu and to increase their stay, the Tourism Department is organising several festivals. Among them "Mamallapuram Dance Festival" is one of the important festival. This is organised every year during December-January. For the year 2007, the Mamallapuram Dance Festival would be Inaugurated by Thiru. M. K. Stalin, Hon'ble Minister for Rural Development and Local Administration on 29.12.2006 at 6.00 P.M. Mamallapuram near Arjunan Penance. Thiru. N. Suresh Rajan, Hon'ble Minister for Tourism will preside over the function. Thiru. Pongalur N. Palanisamy, Honble Minister for Rural Industries will inaugurate Handicraft Exhibitions. Thiru. T.M. Anbarasan, Hon'ble Minsiter for Labour Welfare and Employment Department will render special address.

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