19. TOURISM AND ART & CULTURE
Introduction

Tourism has a very high potential for local employment generation and Tamil Nadu has considerable natural endowments that enable tourism as an industry to flourish. Vision 2023 gives significant thrust to the development of this sector to its potential over the next 11 years. Tamil Nadu’s tourism industry is the second biggest in India and is built on several attractive propositions including beaches, hill resorts, architecture, and heritage sites. Infrastructure for tourism includes development of hotels and resorts, theme parks, entertainment complexes, improvements to heritage and archaeological monuments, development and connectivity to places of tourist interest. The State targets a foreign tourist inflow of 15 million by 2023. The estimated total investment is ₹10,000 crore for various projects proposed in connection to development of world class facilities in tourist locations with proper infrastructure. There are three types of tourists visiting the State, international, Inter-State and Intra-State. Separate strategies have to be evolved to attract each category of tourists.

Box 19.1.1: Approach to Tourism

The Approach Paper of Union Planning Commission’s Twelfth Plan recognizes tourism as one of the most important sub-sectors within the service sector with very high potential for employment generation, promotion of faster, sustainable and more inclusive growth. The travel and tourism sector in India is estimated to create 78 jobs per million rupees invested as versus manufacturing which is estimated to create 45 jobs per million rupees invested. Tourism stimulates the overall economic growth by creating demand for and providing supply of a wide range of tourism related goods and services through interactions between tourists, business suppliers, host governments and host communities. A marginal shift in investment to the tourism sector provides immense potential for achieving faster growth.

Source: Twelfth Five Year Plan, Union Planning Commission

- Thirukkural 86

The guest arrived he tends, the coming guest expects to see; To those in heavenly homes that dwell a welcome guest is he.
Tamil Nadu ranks second as a destination for foreign tourists and third with respect to domestic tourist arrivals. The State continues to be the leading State in foreign exchange earnings to the tune of ` 11,823 crore during the year 2012. The State of Tamil Nadu has been pursuing a two pronged strategy on making tourists to stay for a longer period and provides world class infrastructure facilities to boost the tourism sector.

Tamil Nadu is fast becoming a favoured destination for business travelers with Chennai becoming a global metropolis and the growth of various industries such as automobile, software, telecom and banking. Tourists from the rest of India spend time in exploring the State in detail, especially the zoological parks, pilgrimage centres, amusement parks, hill stations, beaches etc. On the other hand, foreign tourists are more interested in visiting historical monuments, heritage sites as well as understanding our ecological and cultural resources. There is substantial scope to promote Tamil Nadu as a destination for business travelers and health tourists.

The Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the objective of promoting tourism in Tamil Nadu by building adequate tourism related infrastructure facilities on commercial basis. Besides owning the largest chain of 55 Hotels and a fleet of 23 Coaches in Tamil Nadu, TTDC also provides facilities such as youth hostels, restaurants, boat houses and other tourist attractions covering all the major tourist destinations in the State. TTDC operates 37 types of package tours ranging from half a day to 14 days. Special Package Tours are organized for Corporate Sector and also for group Tourists from Malaysia and other countries. These tours cover tourist destinations in Tamil Nadu as well as some of the other states and they are very popular with tourists.

Rail cum Road Tours from New Delhi, Mumbai, Kolkatta, Ahmedabad and Jaipur to Tamil Nadu organized by TTDC are getting overwhelming response. TTDC also organizes the India Tourist and Industrial Fair every year for a period of 70 days from January to March. The 'Hop-on' - 'Hop-off' tour (Chennai to Mamallapuram), providing tourist infrastructure to even less known Tourist destinations are other measures for promoting Tourism in the State in a big way. The TTDC has been helping to achieve the objective of boosting tourism in the State by supporting the activities of the Department of Tourism. Through increased revenue and reduced overheads, the TTDC has enhanced its profitability.

**Review of Eleventh Plan**

In the Eleventh Plan, efforts were made to make Tamil Nadu the leading State in India in tourism sector and place it on the international map as an important tourist destination owing to its cultural heritage sites and its monuments of architectural splendor. The strategy during the Eleventh Plan was to look at Tamil Nadu and its various tourism products holistically and in an integrated manner. Increasing the tourist inflow, promoting private participation, generating employment opportunities, guaranteeing quality services in all sectors of tourism,
promotion of cultural tourism, eco-tourism and tourism in the coastal belt; and exploring and developing new global markets for tourism products were all essential elements of the plan for achieving the Eleventh plan objectives. During the Eleventh Plan period, Tamil Nadu registered an average annual growth of over 28.5 percent inspite of global economic recession.

**Financial Review and Performance of Eleventh Plan**

The outlay for tourism for the Eleventh Plan period was fixed at ₹ 174.95 crore. An expenditure of ₹ 158.39 crore was incurred during the Plan period. The details of outlay and expenditure during Eleventh plan with respect to State schemes are given in Table 19.1.1.

<table>
<thead>
<tr>
<th>Name of the Scheme</th>
<th>Plan Outlay</th>
<th>Outlay Sanctioned</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion and Publicity</td>
<td>60.00</td>
<td>57.00</td>
<td>57.82</td>
</tr>
<tr>
<td>Development of Infrastructure facilities at Tourist Destination</td>
<td>109.95</td>
<td>54.29</td>
<td>53.74</td>
</tr>
<tr>
<td>Improvement of Access of Roads</td>
<td>-</td>
<td>35.60</td>
<td>35.74</td>
</tr>
<tr>
<td>Schemes shared between State and Centre (GoI Assisted Schemes)</td>
<td>-</td>
<td>6.00</td>
<td>0.73</td>
</tr>
<tr>
<td>Fairs and Festivals</td>
<td>5.00</td>
<td>9.10</td>
<td>9.07</td>
</tr>
<tr>
<td>Other activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eco-Tourism Development of Kovai Courtalam</td>
<td>-</td>
<td>1.34</td>
<td>1.29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>174.95</strong></td>
<td><strong>163.33</strong></td>
<td><strong>158.39</strong></td>
</tr>
</tbody>
</table>

*Source: Dept. of Tourism and Culture, GoTN.*

**Table 19.1.2: Tourist Arrivals in Tamil Nadu**

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
<th>Growth Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5.06</td>
<td>0.18</td>
<td>5.24</td>
<td>29.20</td>
</tr>
<tr>
<td>2008</td>
<td>6.26</td>
<td>0.20</td>
<td>6.46</td>
<td>23.40</td>
</tr>
<tr>
<td>2009</td>
<td>7.80</td>
<td>0.24</td>
<td>8.04</td>
<td>24.35</td>
</tr>
<tr>
<td>2010</td>
<td>10.30</td>
<td>0.28</td>
<td>10.58</td>
<td>31.60</td>
</tr>
<tr>
<td>2011</td>
<td>13.67</td>
<td>0.33</td>
<td>14.00</td>
<td>32.36</td>
</tr>
<tr>
<td>2012</td>
<td>18.41</td>
<td>0.36</td>
<td>18.77</td>
<td>34.01</td>
</tr>
</tbody>
</table>

*Source: Dept. of Tourism and Culture, GoTN.*
The above table followed by the graph shows that the increasing trend of both domestic and foreign tourists to Tamil Nadu over the years. The Twelfth Plan will focus on development of domestic tourism with necessary infrastructure facilities with a view to attracting 7 million foreign tourists by 2017.

**Twelfth Five Year Plan**

**Objectives**

- To promote Tamil Nadu as an attractive international tourist destination and sustain its leading position
- To increase the number of tourist arrivals in the foreign and domestic sector too.
- To increase the duration of stay of tourists
- To preserve the rich cultural heritage and monuments of architectural splendor
- To increase the average amount spent per day, for both international and domestic tourists
- To promote Tamil Nadu as an attractive destination for medical tourism
- To qualitatively upgrade infrastructure in the State with futuristic approach in terms of traffic, accommodation, basic amenities etc
- To focus on human resource development among tourism service providers through capacity building and training.
Tourism and Art & Culture

Strategies and Thrust Areas

In order to boost tourism sector in Tamil Nadu, the following are the thrust areas suggested during the Twelfth Plan period:

Infrastructure improvements

- Providing quality tourist infrastructure.
- Basic amenities like Drinking water, Roads, Illumination, Sanitation, Clean Toilets, and Litter free environment etc.
- Cleanliness campaign to ensure clean surroundings at tourist destinations.
- Providing wayside facilities of international standards on the highways leading to tourist destinations.

Service delivery

- Including Art, Crafts, Handlooms, Silk, and Spices etc in tourism promotion by linking the historic ‘silk-route’ and ‘spice-route’.
- The thousand kilometre long coastal line from Pulicat in Tiruvallur District to Colachel in Kanniyakumari District to be used for promoting Cruise tourism through private sector.
- The tourist destinations are to be grouped as Core Destinations, Developing Destinations and District Excursion Centres. The facilities will be developed accordingly. In encouraging private sector, the tourism department will be a facilitator for development without being a partner or investor.
  - Encouraging participation of Corporate Sector, Oil companies for increasing certain tourist infrastructure facilities like Cruises, Star Hotels, Resorts, Air-Charter tours, Heli-taxi and wayside facilities close to petrol-pumps.
  - Human Resource Development in Tourism and Hospitality sector by conducting management courses at various educational institutions and training programmes for tourist guides.

Publicity and Tourism development

- Promoting important festivals.
- Printing of tourist friendly literature with authentic information.
- Improving last mile connectivity to tourist centres.
- Publishing our tourist attractions in India and abroad and attract more tourists.
- Conducting Publicity campaigns in all major cities in India and abroad and participating in the international Travel Marts.
- Developing Tamil Nadu as a MICE (Meetings, Incentives, Conventions and Exhibitions) destination to attract group tourists.

New Tourism Services and Initiatives

Eco-Tourism

A separate Eco-Tourism Wing has been established to promote sustainable eco-tourism by integrating facilities at the Hill Stations, Waterfalls, Forests, Bird Sanctuaries, Wild Life Sanctuaries and National Parks for the benefit of tourists. Various packages will

Box 19.1.2: Tourism Policy

In 2011-12, The Tamil Nadu State Government has announced preparation of a Tourism Policy for the State, highlighting the important aspects and providing a comprehensive package of schemes for the development of tourism in the State.

Source : Policy Note, 2011-12 Tourism and Culture Department, GoTN
be developed to promote Eco-Tourism in the State on sustainable basis without causing damage to environment and wild life.

- While promoting eco-friendly destinations, the carrying capacity of the destinations will be taken in to consideration.

Fig. 19.1.2 Courtalam Mainfalls

- The Tourist Interpretation Centres at each destination will sensitize the tourists about cleanliness and eco-friendliness.
- In eco-sensitive destinations, green hotels / resorts will be encouraged.
- Litter free zones and Waste management will be the priority to keep the tourist destinations clean.

In all developmental activities, the local community will be actively involved to ensure inclusive development.

**Rural Tourism**

Development of Rural Tourism has been undertaken with the assistance of Government of India and United Nations Development Programme. Government of India funds hardware (infrastructure) component; United Nations Development Programme funds software (Capacity Building) component and it is implemented with the assistance of local NGOs. 18 Rural Tourism Projects have been funded with a total outlay of ₹ 6.21 crore. Rural Tourism enables exposure of children brought up in urban areas to rural life and ensures rural livelihood.

**Adventure Tourism**

Adventure Tourism is gaining popularity among tourists. Trekking in low altitude hill areas, paragliding in Yelagiri, Water Sports in Muttukadu and Mudaliarkuppam Boat Houses are some of the innovative sports activities promoted under Adventure Tourism for the benefit of tourists. Adequate safeguards are made to ensure safety of the tourists.

**Medical Tourism**

Tamil Nadu is one of the leading medical destinations in India. Well-equipped Corporate Hospitals, less waiting time, reasonable cost of treatment and skilled medical professionals are the natural advantages that the state has and this would be used to promote Medical Tourism in our State. A ‘Medical Tourism Information Centre’ attached to the Tamil Nadu Tourism Complex and Travel Desks in corporate and major Hospitals have been set up. A comprehensive database has been established to assist medical tourists. Training programmes are conducted for CEOs and Front Office Managers of the Hospitals in Chennai and Madurai.

**Box 19.1.3: Linking Culture & Heritage**

The Union Planning Commission in its working group report on Art and Culture report has recommended two new schemes to be implemented by Archaeological Survey of India for improving and enhancing visitors/tourists experience in the field of culture heritage:

- Scheme for Mapping Cultural Heritage Resources and Dissemination of Information on Cultural Heritage Tourism
- Scheme for Creation of Cultural Heritage Management Council.

*Source : Twelfth Five Year Plan, Union Planning Commission*
Tourism and Art & Culture

World class medical facilities and expertise available in Tamil Nadu are highlighted in many domestic and international travel marts, seminars, conferences etc. Now, Tamil Nadu has emerged as a Medical Tourism hub of Asia. The medical tourists, particularly from U.K., U.A.E., Singapore, Malaysia, Mauritius, and African countries, Maldives and West Bengal, Northern-Eastern States avail medical facilities in Tamil Nadu.

Heritage Tourism

UNESCO has declared 788 places in the world as heritage sites, out of which 26 are in India. Of these, Tamil Nadu is bestowed with 5 world heritage attractions-Rock-cut monuments at Mamallapuram, the Big Temple atThanjavur, the Iravadishwara Temple at Darasuram, the Brahadeeswarar Temple at Gangaikondacholapuram and the Nilgiris Mountain Railway. This is the highest for any State. The rich cultural heritage of the state is one of the important tourist attractions. The tourists, particularly foreigners have a special liking for Tamil Nadu because of its art, culture, architecture, traditional crafts, cuisine etc. The festivals, particularly, the music and dance festivals during December – February attract a large number of foreign tourists. Tamil Nadu Tourism Department conducts Indian Dance festival, Food festival and Cultural festival to cater to a large number of domestic as well as foreign tourists.

Box 19.1.4: Chettinadu Mansion

Heritage building owners are encouraged by the Tourism department to convert heritage buildings into heritage hotels to attract tourists. Some of the Chettinad Mansions may be converted into Heritage Hotels. Kanadukathan, a Chettinad village, 15 km from Karaikudi, is a heritage village, with unique architecture, expansive courtyards, intricate woodwork, peaceful ambience could be highlighted to attract tourists.

Chettinad Mansion has variety of rural activities. Tourists come here for distinctive Chettinad cuisine, unpolluted environment and to study the culture of the area. Tourists are offered a cycle or bullock cart to ride and to see the 170-odd mansions in Chettinad area. The Commercial activity around tourist spot is promoted by the local community, local markets, antique stores thereby generating income for local people. Chettinad Tourism can be summed up in three words, “Weather, leisure and pleasure.”

Source: The Hindu, Metroplus February 4, 2013

Fig: 19.1.4 Tourists Riding Bullock cart in Chettinadu
Linking Heritage and Religious places

The State Government has declared 48 tourist places in Tamil Nadu as Heritage Places. Heritage places declared by UNESCO in Tamil Nadu will be linked with Temples in Trichy, Madurai, Chidambaram, Rameswaram, Tiruvannamalai, Thanjavur, Kumbakonam, Nagapattinam, Tirukkadaiyur, Gunaseelam and six abodes of Lord Muruga which attract a large number of domestic and foreign tourists. The places of worship are symbols of spirituality and more importantly of national integration and communal harmony. These places are year round destinations. The pilgrims invariably come in groups and these places are promotional tools for Tourism. Better infrastructure facilities at these places of worship would definitely go a long way in attracting more pilgrims and tourists. The Tourism Department would allocate additional funds for the maintenance and hygiene standards of these locations.

Cleanliness Drive

One of the important aspects which are considered by tourists, particularly foreign tourists is hygiene and tidiness. The poor civic management, particularly waste management is detrimental to tourism growth. Sometimes, during festivals, a large number of visitors as well as local public throw waste material, plastic bags, and food items at tourist destinations which overshadow the natural ambience of the place.

It is proposed to declare all tourist spots Litter Free Zones / Plastic Free Zones / Green Zones. In co-ordination with the local bodies and Non-Governmental Organizations, ‘Cleanliness Drive’ will be conducted in specified regulatory zones. Awareness campaigns will be conducted for the tourists as well as the shop keepers/ vendors.

All the important roads leading to the heritage places, high density temples and shrines will become integral part of Cleanliness Drive movement. These stretches will become the focal point for Litter Free Zones/Plastic Free Zones/ Green Zones. The Chennai- Mamalapuram and similar heritage stretches will be face lifted in terms of Waste Management with an amplified thrust on maintenance.

Box 19.1.5: Virtual Tourism

The TTDC’s Virtual Tourism initiative offers a virtual tour of 46 major tourist destinations in Tamil Nadu through a 360 degree panoramic view. This has been widely acclaimed by the media as a novel venture.

Source: Policy Note, 2011-12, Tourism and Culture Department, GoTN

Promotional Activities with Assistance from Government of India

Every year, World Tourism Day is celebrated on 27th September by the Government of Tamil Nadu. The Tamil Nadu Government has taken the following measures to develop tourism promotional activities with the help of Government of India.

- Tourist spots with all facilities at one place
- Seven Rural Tourism Clusters with software and hardware development of one village in each district.

Box 19.1.6: Master Plan

A Master Plan for Tourism has been prepared by HUDCO (a major private sector player in commercial infrastructure) after studying all the Districts and taking the views of the District Collectors and Stakeholders. The Master Plan envisages a total outlay of ₹ 1,611 crores for the development of tourism in the next 20 years. The State Government will formulate schemes with reference to this ‘Tourism Master Plan’ to promote Tourism in the State.

Source: Policy Note, 2011-12, Tourism and Culture Department, GoTN
Tourism and Art & Culture

• Development of four major Tourist Circuits in Tamil Nadu
• Skill Development for tourism personnel
• Provision of Basic amenities
• Road side Reception Centres
• Clean Toilet Campaign
• Good hygiene in street food.

Projects under Public - Private Partnership (PPP) Mode

• Development of Tourism Parks: One at Chennai and another at Tiruchirappalli.
• Development of Rural Clusters in seven districts: Sivagangai, Thanjavur, Tirunelveli, Kanyakumari, Madurai, Coimbatore and Namakkal.
• Wayside amenities centres: 25 Wayside amenities centres on Public - Private Partnership (PPP) basis alongside National Highways and State Highways connecting important tourist destinations will be established.
• Clean toilet campaign: The Tourism Department will formulate an action plan to provide toilet and rest rooms of acceptable standard in all tourist centres on PPP mode. Government of India has agreed to finance this scheme during 2012-13 under Clean India Campaign.
• Promotion of Heli Tourism / Cruise tourism and Cable Car project: Tamil Nadu Tourism will prepare an action plan to promote Heli Tourism and Cruise Tourism connecting various important tourist destinations and also cable car projects connecting tourist destination in the hill stations on PPP mode.

Promotion of Less Known Tourist Centres/Responsible Tourism

The core destinations like Udhagamandalam, Kodaikanal, Madurai, Rameswaram, Mamallapuram and Kanyakumari are attracting a large number of tourists. During summer, there is an excess tourist flow at places like Ooty and Kodaikanal, far beyond the carrying capacity. This situation makes an adverse effect on the destination itself. Therefore, as a sustainable tourism promotion effort, Tourism Department promotes ‘less known tourist centres’ which have tourism potential. Such places can absorb the excess traffic. To provide alternate destinations, 32 less known tourist places such as Yelagiri, Valparai, and Kolli hills etc., have been identified to provide infrastructural amenities on priority basis. Special efforts will be taken to promote and develop these tourist sites.

Human Resources Development

Guide Training Programme

Guides play a vital role in tourism promotion. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay. Tamil Nadu Tourism in co-ordination with the Anna Institute of Management, Chennai conducts Guide Training Programmes for the unemployed youth and retired Government officials. Identity cards are given to the trained guides.

Capacity Building Training

Training is imparted for local community in Rural Tourism Sites, Front Office Staff in Corporate Hotels, Drivers of Taxies and Auto-rickshaws and Personnel handling tourists at Airports and Railway Stations.

Tourist Security Organization

A Tourist Security Organizations functioning at five centres namely, Mamallapuram, Rameswaram, Kanyakumari, Kodaikanal and Udhagamandalam in the Tourism Department and based on its success, it will be expanded to other important tourist centres. It has a Chief Tourist Warden stationed at Chennai to co-ordinate with Station Tourist
Wardens at the above centres. In view of wide appreciation from all sectors, five new two wheelers have been provided to the Tourist Security Personnel.

The Ministry of Tourism, Government of India also encourages Tourist Security Organization and has appreciated the lead role played by Tamil Nadu Tourism. Performance of the Tourist Security Organization has been well appreciated by the visiting tourists and local public and it has been published in print media.

Tourism and Women

Capacity building and human resource development for sustainable tourism and destination management through empowerment of women and Self-Help Groups in the following fields:

- Women Guides as skilled four guides for the Hospitality Sector in Hotels
- Women and Self-Help Groups in Rural Tourism and Eco-Tourism including Herbal Garden Maintenance
- Inclusion of Women and Self-Help Groups in Tourist Security Organization
- Women Participation in Festivals, Dance and Cultural Activities
- Women and Self-Help Groups in Cleanliness Drive

e-Governance

Tamil Nadu Tourism Development Corporation has earned the distinction of being the first State Tourism Corporation, to introduce on-line booking of tours and hostels. A large number of tourists access the Website of Tamil Nadu Tourism Development Corporation. Hotel Management system (HMS), Tours Management system, Centralized Reservation system (CRS) and Boat House Management system to make bookings for journeys and accommodation. The following are the e-governance activities to be undertaken:

- Bring the services of the Tamil Nadu Tourism closer to the doorsteps of the tourists through Web based Information and Services.
- All the Tourist Services and Tourism Products under one umbrella.
- Identify Best practices in e-Tourism and use of Information and Communication Technology (ICT) to promote tourism in Tamil Nadu and make it preferred destination in South India.
- Further simplification and streamlining of the procedures of the Department.

Twelfth Plan Schemes

The outlay for State sector during the Twelfth Plan is ₹ 364.00 crore including schemes for provision of basic facilities, amenities and infrastructure in tourist centers. The approach to Twelfth Plan is to make Tamil Nadu as the most preferred destination in Domestic, International and Medical Tourism. The State is already one of the top ranked States in tourist arrivals and this has to be sustained.

- The infrastructure has to be qualitatively upgraded with futuristic approach in terms of traffic, accommodation, basic amenities etc.
- The Human Resource Development is to be given due importance. Capacity building training has to be given to service providers.

Tourist Infrastructure

The tourist amenities at destinations have to be improved to match international standards. 32 lesser known tourist centres have been identified in the State and given special attention for provision of basic infrastructure facilities through Government and Public Private Partnership (PPP) Initiatives. This will ease the pressure on major destinations during season time and more destinations in various Districts will find a place in the tourism map. Cleanliness
drive has to be undertaken at all tourist spots. For this, adequate funding is required. Tamil Nadu has multifarious destinations and hence the requirement of funds is ₹ 10.00 crore per year and ₹ 50.00 crore during the Twelfth Five Year Plan.

**Asian Development Bank Loan**

Tamil Nadu Tourism plans to enhance economic growth and provision of livelihood opportunities for local communities through Integrated Development of Tourist Destinations/Circuits/Cities. The following two Circuits namely-East Coast Circuit (Pilgrimage and Heritage) and Southern Circuit (Pilgrimage and Eco Circuit) are to be developed with the assistance ADB loan. The ADB loan assistance to Tamil Nadu during the next five years will be US$ 100 million (₹ 530.00 crore), in which the ADB’s share is 70 percent i.e. US$ 70 million (₹ 371.00 crore) and State Government’s share is 30 percent. For this US$ 30 million (₹ 159.00 crore) is to be provided in the Twelfth Five Year Plan.

**Publicity**

Tourism is seen as an engine of growth and the neighboring States are aggressively marketing their tourist attractions in India and abroad. The unlimited tourism potential of the State needs to be highlighted internationally, so that the tourist arrival can be increased further. A publicity blitzkrieg has to be undertaken to popularize our tourist attractions. FAM tours (familiarization tours) have to be conducted for travel writers and tour operators to attract group tours. Charter flight, cruise operators have to be actively involved. Targeted tour promotion must be undertaken in various foreign destinations to give a boost to foreign arrivals.

Mauritius and Re-union Islands near Mauritius have high spending ethnic population. A large number of tourists are coming from Singapore, Malaysia, South Africa, UK, USA, Germany, France, Belgium, Italy, Spain, Israel, Russia, Holland, Scandinavian countries, Australia and New Zealand. Good marketing can make an impact in promoting quality tourism. For effective publicity, a budget of ₹ 15.00 crore per year and ₹ 75.00 crore during the Twelfth Five Year Plan may be provided to keep pace with other States.

**Subsidy**

The Tourism department has in the Twelfth Five Year Plan proposed a subsidy to promote Public private partnerships to attract entrepreneurs to invest in the setting up of Star hotels, Amusement Parks, Golf courses, Spas, Boat houses in all the lesser known tourist places. The Department is considering proposals for converting heritage buildings into heritage hotels and a subsidy for the same will also be extended. This type of development when coupled with the Tourism promotional activities will help in generating foreign exchange, direct and indirect employment in the service sector. Private sector investments will also be welcomed for the development of wayside amenities, Infrastructural improvements in the National Highways. All tourist centres require clean toilet facilities of international standards and the local community would need to be involved on a regular basis in the maintenance and cleanliness awareness to ensure that the tourist spots are maintained with the same splendor. The fund required would be ₹ 4.00 crore per year and ₹ 20.00 crore for the Twelfth Five Year Plan.

**Fairs and Festivals**

Tamil Nadu has emerged as the ‘Cultural Hub’ and Chennai has become the ‘Cultural Capital’ of the country. Domestic and foreign tourist arrivals are generally high during cultural and festival seasons especially during the Music festival; Dance festival, Chithirai festival, Harvest festival and summer festival, Jallikattu (Bull Taming) etc. For conducting festivals, a fund of ₹ 5.00 crore per year and ₹ 25.00 crore during the Twelfth Five Year Plan has been provided.
**Printing of Tourism Publicity Materials**

Printing of informative folders and brochures and producing CDs, DVDs are essential. The authentic information on tourist attractions is the basic requirement. Hence good publicity materials will be brought out periodically. For this, a budget of ₹ 2.00 crore per year and ₹ 10.00 crore for Twelfth Five Year Plan is necessary.

**Improvement of Roads to Important Tourist Centres**

Tamil Nadu Tourism is focusing on the improvement of road net work leading to important tourist centres (the last mile connectivity). Development of road work is essential for the benefit of the visiting tourists. Hence, the requirement of fund for improvement of roads is ₹ 5.00 crore per year and ₹ 25.00 crore for Twelfth Five Year Plan.

**Twelfth Plan Outlay**

The total outlay for the Twelfth Plan for Tourism is ₹ 364.00 crore. The Activity-wise details are given in Table 19.1.4.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Scheme</th>
<th>Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Providing Tourist Infrastructure at Tourist destinations</td>
<td>50.00</td>
</tr>
<tr>
<td>2.</td>
<td>Asia Development Bank Loan Assistance Infrastructure Development Investment Programme for Tourism in Tamil Nadu</td>
<td>159.00</td>
</tr>
<tr>
<td>3.</td>
<td>Publicity - To popularize our tourist attractions in India and Abroad</td>
<td>75.00</td>
</tr>
<tr>
<td>4.</td>
<td>Subsidy for Private Investments, wayside amenities, clean toilet campaign</td>
<td>20.00</td>
</tr>
<tr>
<td>5.</td>
<td>Fairs and Festivals</td>
<td>25.00</td>
</tr>
<tr>
<td>6.</td>
<td>Printing of Tourism Publicity materials</td>
<td>10.00</td>
</tr>
<tr>
<td>7.</td>
<td>Improvement of access to the important tourist centers and signages</td>
<td>25.00</td>
</tr>
</tbody>
</table>

**Total** 364.00
19.2 ART AND CULTURE

Introduction

The Report of the Working Group on Art and Culture of the Union Planning Commission, Twelfth Five Year Plan rightly points out, “There is a growing recognition that culture is at the core of all developmental activities and is not a mere “fringe” activity for the leisured or privileged classes. Culture is that which gives a society its sense of direction and togetherness and a perception of value and excellence. Economic growth is not merely dependent on programmes and projects for production of goods and services. It loses its meaning and relevance if society ceases to care or does not care adequately for its heritage and lifestyle, which are the essential determinants of culture. Culture is thus integral to all development and it is felt that we must provide adequate attention to this sector in the Five Year Plans and not treat it as a marginal sector.”

Box 19.2.1: Culture

“Development is not synonymous with economic growth alone. It is a way to achieve a more satisfactory intellectual, emotional, moral and spiritual existence. As such, development is inseparable from culture.”

Source: UNESCO Report, 2011-12

Vision Tamil Nadu 2023 aims to propel the State into the league of developed regions of the world and to the top of the league of Indian States. Preserving and wherever possible, improving the quality of the environment and nurturing the cultural heritage of the State is the essential ingredient of Vision Tamil Nadu 2023. Tamil Nadu has a rich cultural history and heritage which spans several areas such as literature, art, music, dance, drama, architecture, sculpture, paintings and folk forms. All these need to be preserved for posterity as they remind the citizens of the State of its greatness and contribute to the feeling of achievement. In some areas (e.g. classical music and dance forms, temples, and beaches) Tamil Nadu has world class splendors to showcase, which need to be nurtured, packaged and appropriately promoted to support the branding and economic outcomes that Tamil Nadu Vision 2023 seeks to achieve.

Tamil Nadu is home to world’s oldest cultures, historical monuments and sites, some of the most outstanding temple architecture and has two clusters of World Heritage sites (the group of monuments at Mamallapuram and the Great Chola Living Temples - Brahadiswara temples in Thanjavur and Gangaikondacholapuram and the Airavatesvara temple in Darasuram). The State is also home to the renowned dance form of Bharatanatyam.

Tamil Nadu is endowed with a rich heritage of art and culture. Some of the art forms and heritage structures are unique to the State of Tamil Nadu. The foremost objective of the Department of Art and Culture is to disseminate the native art forms of Tamil Nadu to every nook and corner of the country/State. It strives to popularize various forms of art, patronizes artistes and fosters their contribution to make them available for posterity. The role of the Department of Archaeology is to conserve and preserve ancient monuments and to conduct excavations at historical sites. It
also undertakes cover copying, deciphering of stone inscriptions, documenting, publishing them chemical preservation of art objects and registration of antiquities etc. The Department of Museums plays an important role in preservation of art and culture in Tamil Nadu. Museum is a non-profit, permanent institution and open to public in the service of the society and its development. It acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purpose of education, study and enjoyment.

Eleventh Plan Review

During the Eleventh Plan period, most of the schemes were used to create awareness and appreciation of the cultural heritage of the State and revitalization of the cultural traditions. Other activities like construction of new buildings, renovation and improvement of heritage buildings, encouragement of new talent, imparting training to young artists, cultural programmes at the District level and state level, summer and winter camps for children, State level art competitions etc., were undertaken. The Archaeology Department has successfully completed works such as modernization of various district museums and Government museums, conservation of monuments, excavation of historical sites and improvement of site museums, publication of books on epigraphy, archaeological museum, and guide books on monuments and monographs; strengthening of office, improvement of government oriental manuscripts library and improvement of archaeological chemical laboratories.

Eleventh Plan Financial Performance

For the Eleventh Five Year Plan, an amount of ₹21.69 crore had been proposed for Art & Culture Sector including Museums and Archaeology. An expenditure of ₹20.40 crore was incurred during the Plan period.

Table 19.2.1: Eleventh Plan Outlay and Expenditure (₹ crore)

<table>
<thead>
<tr>
<th>Department</th>
<th>Allocation* Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art and Culture</td>
<td>17.65 17.37</td>
</tr>
<tr>
<td>Museums</td>
<td>2.18 1.49</td>
</tr>
<tr>
<td>Archaeology</td>
<td>1.86 1.54</td>
</tr>
<tr>
<td>Total</td>
<td>21.69 20.40</td>
</tr>
</tbody>
</table>

* Apart from the above mentioned departmental outlays, a sum of ₹100 crore was earmarked to the Public Libraries Department which falls under the control of the School Education Department and a sum of ₹13.61 crore was earmarked to the Archives Department falling under the control of the Higher Education Department.

Twelfth Five Year Plan

Objectives

The Twelfth Five Year Plan has laid down the following objectives for art and culture sector.

- Provision of infrastructural facilities, improvement and upgradation for the Directorate of Art and Culture, District Music Schools, Fine Arts Colleges, Government Music Colleges, Government College of Architecture and Sculpture at Mamallapuram
- Introduction of diploma courses.
- To conduct various cultural programmes, art training camps and documentation of rare art forms through Regional Cultural Centres
- Additional grants to Tamil Nadu Jawahar Siruvar Manram, Tamil Nadu Eyal Isai Nataka Manram, Tamil Nadu Ovia Nunkalai Kuzhu, and Tamil Nadu Folk Artistes Welfare Board

Table 19.2.1: Eleventh Plan Outlay and Expenditure (₹ crore)
• Improving the district museums under the control of the Department of Museums

• Improving the site museums under the control of the Department of the Archaeology

• Conservation, Modernization and improvement of galleries in Government Museum, Chennai and District museums

• Reprinting of museum publications

• Conservation of protected monuments and construction of buildings by the Department of Archaeology

• Excavation work and making a film on archaeological perspectives, digital publication of printed books, digitizing rare negatives and slides and publication of books by the Department of Archaeology

• Chemical conservation of monuments, antiquities and manuscripts by the Department of Archaeology

**Twelfth Plan Schemes**

**Ongoing Schemes**

**Department of Art and Culture**

The ongoing schemes for promotion of art and culture relate to development schemes for the music colleges, fine arts colleges, architecture and sculpture colleges, and grants to Jawahar Sirivar Manram, Tamil Nadu Eyal Isai Nataka Manram, Tamil Nadu Ovia Nunkalai Kuzhu, and Tamil Nadu Folk Artistes Welfare Board with continue to be implemented. A total outlay of ₹8.78 crore is proposed for the above ongoing schemes.

**Department of Museums**

It is proposed to improve the District museums under the control of Department of Museums at the cost of ₹1.60 crore and to improve the site museums under the control of Department of Archaeology at the cost of ₹0.55 crore. A total outlay of ₹2.15 crore is proposed.

**Department of Archaeology**

At present, there are no ongoing schemes under the Archaeology Department.

**New Schemes**

**Art and Culture Department**

**Construction of New Buildings and Creation of Infrastructural Facilities**

It is proposed to construct additional buildings for the Directorate of art and culture at Tamil Valarchi Valaagam. New buildings for district music schools, construction of Tagore Cultural Complex at Fine Arts College, Chennai with the assistance of Central Government. Construction of hostel for the benefit of the students; construction of auditorium at Government music college, Thiruvaiyaru with the assistance of Central Government, Converting the open air auditorium into closed one in the Government music college campus, Chennai and Construction of auditorium and compound wall at Government college of Architecture and Sculpture, Mamallapuram. A sum of ₹42.45 crore is proposed for the provision of the above facilities during the twelfth five year plan.

**Box 19.2.2 Cultural Activities**

“It is not for the State to guide culture as culture is around us, behind us and ahead of us. However, we have to create necessary infrastructural facilities to facilitate availability of various cultural goods and services to people on the one hand and create necessary environment for increased demands for such goods and services through education, awareness and other innovative programmes on the other hand”.

*Source: Twelfth Five Year Plan, Union Planning Commission.*
New Courses and Upgradation of Fine Arts Colleges

It is proposed to introduce diploma courses in Music Schools and degree courses in Music Colleges and also to upgrade the Fine Arts Colleges on the pattern of National Institute of Design for the benefit of the students and improve the standard of education. A sum of ₹ 75.75 crore is proposed to implement the above schemes during the Twelfth Five Year Plan.

Documentation, Training and Cultural Activities

It is proposed to conduct various cultural programmes, art training camps, documentation of rare art forms through Regional Cultural Centres. A sum of ₹ 9.02 crore is proposed for the provision of the above programmes during the Twelfth Five Year Plan.

Development of Colleges and Schools

It is proposed to purchase training and art materials, machinery and equipments, musical instruments, furniture, computers and accessories for the benefit of students and giving refresher training to teachers in Government College of Fine Arts, College of Architecture and Sculpture, Music Colleges and Music Schools. A sum of ₹ 11.01 crore is proposed for the above programmes during the Twelfth Five Year Plan.

Grants to Art Institutions

Tamil Nadu Jawahar Siruvan Manram, Tamil Nadu Ovia Nunkalai Kuzhu, Tamil Nadu Eyal Isai Nataka Manram and Tamil Nadu Folk Artistes Welfare Board are functioning by getting grants from the Government. The above institutions are conducting art trainings, festivals, implementing welfare schemes for the artistes etc. A sum of ₹ 39.13 crore is proposed for the above programmes during the Twelfth Five Year Plan.

A total outlay of ₹ 177.36 crore is proposed for the above new schemes of Department of Art and Culture.

Department of Museums

Modernisation and Improvement of Galleries in Government Museum, Chennai and District Museums

It is proposed to modernize the galleries in Government Museum, Chennai and to improve the galleries in District Museums at a cost of ₹ 6.77 crore. It is also proposed to put up more touch screen kiosks and to introduce display technique like LED, illuminated display boards, 360 Translide and to introduce audio guide facility for the museum galleries in the Government Museums, Chennai at a cost of ₹ 0.97 crore.

Special Projects

National Manuscripts Mission

The Government Museum Manuscripts Conservation Centre was established in 2004. The Centre has been conducting several preservation and conservation workshops, seminars and special exhibitions throughout Tamil Nadu to achieve the objectives of National Manuscripts Mission. There are innumerable manuscripts kept in various repositories in the Tamil Nadu State. Awareness on the conservation needs of such manuscripts is created by Government Museum Manuscripts Conservation Centre.

National Mission for Monuments and Antiquities

The project envisages documentation and digitized computerization of the entire wealth of monuments and antiquities. Currently, the documentation of the collections in the Chennai Museum is underway. Anthropology, Archaeology, Arts and Numismatics sections in the museum were entrusted with the project collectively. A sum of ₹ 2.20 lakh out of ₹ 7.36 lakh has already been released to National Mission for Monuments and Antiquities for the documentation and digitization of monuments and antiquities kept in the museum.
Re-Printing the Erstwhile Publications of Government Museums, Chennai

It is proposed to re-print the erstwhile publications of Government Museums, Chennai at the cost of ₹ 0.05 crore.

A total outlay of ₹ 7.79 crore is proposed for the above new schemes of the Department of Museums.

Department of Archaeology

Conservation of Protected Monuments and Construction of Marine Archaeological Building

It is proposed to conserve the protected monuments of Thirumalai Nayakkar Palace in Madurai district, Manora in Thanjavur district, Excavated site at Maligaimedu in Ariyalur district and Swaathic Well at Tiruvellarai in Trichy district at the cost of ₹1.27 crore. It is also proposed to document the monuments and heritage buildings in Tamil Nadu and to construct the Marine Archaeological building at Poompuhar in Nagapattinam district at a cost of ₹ 0.44 crore. The total cost involved for the above schemes is to ₹ 1.71 crore.

Excavation at Important Historical Sites and Publication of Excavation Reports

It is proposed to conduct excavations at the four important archaeological sites and to produce a film titled “Heritage of Tamil Nadu and Archaeological Perspectives”. It is also proposed to publish books on excavation Reports, digital publication of printed books and converting rare negatives and slides into digitized photo prints. The total cost involved for the above schemes comes to ₹ 2.10 crore.

Improving the Site Museums of the Department of Archaeology

The Department of Archaeology conducts excavation every year at important historical places to reveal the social, economic and cultural past of Tamil Nadu. The excavated antiquities are displayed in the 14 site museums of this department. The site museums are to be developed as thematic museum with special emphasis on certain themes and on contextual basis, which are culturally and historically relevant to the area by linking it to the hinterland. In this connection it is proposed to modernize the site museums by providing display labels, modern lightings, translides, showcases for enhancing the display of exhibits, for education activities to school and college students and for research scholars. The total cost involved for the above schemes comes to ₹ 1.00 crore.

Publication of 1,400 Inscriptions in Seven Volumes and Chemical Conservation

It is proposed to publish 1,400 rare and ancient inscriptions located in Tamil Nadu which are deciphered and edited by the Epigraphy wing of Department of Archaeology. It is also proposed to carry out work regarding chemical conservation of ancient monuments, antiquities under the control of Department of Archaeology and Manuscripts of Government Oriental Manuscripts Library and Research Centre. The total cost involved for the above schemes comes to ₹ 0.18 crore.

Upgradation of Library

The Tamil Nadu State Archaeology Department Library was started in 1963. Now the library has more than 11,000
books in usage. As the library is also a learning resource centre for the University of Madras, the scholars find valuable, unique and rare books in this library. The collections include various topics namely Art, Architecture, Numismatics, Epigraphy, Culture, History, Tamil Sangam Literature, Religion and Philosophy, Anthropology, Sociology and books related with archaeology and inscriptions. Hence, it is proposed to modernize this Archaeology Library by providing scanners, computer systems and furniture at the cost of ₹ 0.05 crore.

A total outlay of ₹ 5.04 crore is proposed for the above new schemes of the Department of Archaeology.

**Manuscript Resource Centre**

The National Mission for Manuscripts in New Delhi has planned to collect all the manuscripts available in India and has recognized the Government Oriental Manuscripts Library in Chennai under the control of the Department of Archaeology as Manuscripts Resource Centre for collecting the manuscripts in the State of Tamil Nadu and to list the manuscripts for conversion into disc form. On completion, all details of the manuscripts will be available facilitating visualization of the details about ancient Tamil civilization, arts, culture, grammar, literature, science and technology.

**Twelfth Plan Outlay**

For the Twelfth Plan period, an outlay of ₹ 201.12 crore has been proposed towards development of arts and culture in the State. The Table 19.2.2 gives details of the proposed outlay to include both ongoing and new schemes.

**Table 19.2.2: Twelfth Plan Outlay – Art and Culture** (₹ crore)

<table>
<thead>
<tr>
<th>S No.</th>
<th>Name of the Scheme</th>
<th>Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I</strong></td>
<td><strong>Directorate of Art and Culture</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Ongoing Schemes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Development of Art and Culture/ Provision for cultural activities</td>
<td>1.82</td>
</tr>
<tr>
<td>2</td>
<td>Development of Fine Arts Colleges/ Music Colleges</td>
<td>3.93</td>
</tr>
<tr>
<td>3</td>
<td>Grants to Jawahar Siruvar Manram/ Tamil Nadu Ovia Nunkalai Kuzhu/ Tamil Nadu Eyal Isai Nataka Manram</td>
<td>3.03</td>
</tr>
<tr>
<td><strong>Total – Ongoing Schemes</strong></td>
<td></td>
<td><strong>8.78</strong></td>
</tr>
<tr>
<td><strong>New Schemes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Construction of new buildings and creation of infrastructural facilities</td>
<td>42.45</td>
</tr>
<tr>
<td>2</td>
<td>Introduction of new courses, research and improving the education.</td>
<td>75.75</td>
</tr>
<tr>
<td>3</td>
<td>Documentation, training and cultural activities.</td>
<td>9.02</td>
</tr>
<tr>
<td>4</td>
<td>Development of Fine Arts Colleges/ Music Colleges/ Schools/ Architecture and Sculpture.</td>
<td>11.01</td>
</tr>
</tbody>
</table>
Table 19.2.2: Twelfth Plan Outlay – Art and Culture (Contd.)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Scheme</th>
<th>Outlay</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Grants to Jawahar Siruvar Manram/ Tamil Nadu Ovia Nunkalai Kuzhu/ Tamil Nadu Eyal Isai Nataka Manram/ Folk Artistes Welfare Board</td>
<td>39.13</td>
</tr>
<tr>
<td></td>
<td><strong>Total – New Schemes</strong></td>
<td><strong>177.36</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Total - Directorate of Art and Culture</strong></td>
<td><strong>186.14</strong></td>
</tr>
</tbody>
</table>

II Directorate of Museums

Ongoing Schemes

1. Improving the District Museums under the control of the Department of Museums / Site Museums | 2.15 |

**Total Ongoing Schemes** | **2.15** |

New Schemes

1. Modernization and Improvement of Galleries in Government Museum, Chennai and District Museums | 6.77 |
2. Touch Screen more attractive Visual Displays Interactive Working Models etc/ Reprinting of Museum Publications | 1.02 |

**Total- New Schemes** | **7.79** |
**Total - Directorate of Museums** | **9.94** |

III Directorate of Archaeology

A. New Schemes

1. Conservation of Protected Monuments and other than Monuments | 1.71 |
2. Excavation work and making a film on Archaeological Perspective, Digital Publication of printed books, digitizing rare negatives and slides and publication of Books | 2.10 |
3. Modernizing the Site Museums | 1.00 |
4. Publication of 1400 inscriptions in Seven Volumes | 0.18 |
5. Upgradation of Library | 0.05 |

**Total - New Schemes** | **5.04** |
**Total- Directorate of Archaeology** | **5.04** |

**Grand Total** | **201.12**