11.4 Tourism

Introduction

Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, specially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. The foreign exchange earnings from tourism during the year 2000 were estimated at about Rs. 14,408 crores with an estimated direct employment of about 15 million, which is about 2.4% of the total labour force of the country. Tourism is the third largest foreign exchange earner for India. The International tourist traffic in the country is estimated to be 2.64 million during the year 2000. However, according to the World Tourism Organisation (WTO), India’s share in world tourism arrivals is only 0.38%, accounting for 0.62% of the world tourist receipts. This indicates that much of the tourist potential is yet to be tapped.

With rapid advances in Science & Technology, tourism has acquired the status of an industry in all industrialised countries. The high influx of foreign tourist traffic has accelerated demand for certain economic production and distribution activities. Tourism has emerged as an industry next in importance only to Information Technology industry in the Services sector. By 2005, the contribution of Tourism to the world economy will be doubled. The economic liberalisation in India and consequent foreign investment opportunities, development of tourist facilities including expansion in air-line services, etc. provide an impetus for a spurt in tourist arrivals as in South Asian regions.

Domestic tourism plays a vital role in achieving the national objectives of promoting social and cultural cohesion and national integration. Its contribution to generation of employment is very high. With the increase in income levels and emergence of a powerful middle class, the potential for domestic tourism has grown substantially during the last few years.

Realising the importance of tourism, the Government of Tamil Nadu has accorded high priority to tourism promotion and has taken initiatives to improve/ create infrastructure in tourism potential centres and geared to encourage private sector investment in this regard.

The many splendoured State that Tamil Nadu is has been described in the following paragraphs:
Tall palms and taller gopurams, the towering, intricately carved temple towers of a land of temples welcome the traveller to Tamil Nadu. There is no better place to begin one's discovery of the ageless South than in this colourful historic State, an ancient land of proud cultural heritage.

Tamil Nadu is a window to the modern South as much as it is a wide open archive of ancient legacies. Yet amazingly, for all its modern-day progress, Tamil Nadu retains its old-world charm. The harmony of the ancient and the new and the picturesque is truly remarkable here. Giant chimneys, symbols of an industrial upsurge that has put the land of the Tamil people in the fore-front of Indian development; stately palaces and exquisitely hewn temples of by-gone eras; beautiful unspoilt hill resorts and beaches and forest sanctuaries, massive developmental projects and new industries - they all mingle in one marvellous mosaic in Tamil Nadu.

Chennai - a tiny fishing village that has mushroomed leisurely into a sprawling metropolis in the 300 - odd years since it was founded in 1639 - is the capital of Tamil Nadu, a land that has seen the rise and fall of many ancient kingdoms, the Cholas, the Pandyas, the Cheras, the Pallavas and many others, each leaving behind in the sands of time ineradicable cultural treasures. Chennai a spacious city of distances, a city open to the skies, a city free of most of the ecological problems of the major cities of today, a city of beaches and parks and historic landmarks, is the pleasantest starting point for one who sets out to enjoy the delights of the South.

From Chennai no part of Tamil Nadu is too far. Excellent road and rail and air services speed travellers to any point in this ancient land. None of which is very much more than 24 hours away from the capital, each of which has something delightfully different to offer.

The names of the towns are as musical as the ancient language of the people and they roll off the tongue sounding as exquisite as the sights they have to offer the beholder. Here are ancient capitals of once-proud kingdoms. Like magnificent Madurai, its temple one of the wonders of India, and ancient Thanjavur, its Brahadesswarar temple, a tribute to the splendour of Chola builders, among the greatest the world has ever known. Here are the ruins of historic Poompuhar, the Chola port and planned city known to Ptolemy and Pliny. Here are the Pallava towns of Kancheepuram and Mamallapuram, the former, one of Hinduism's seven sacred cities and a town of a thousand temples, the latter, famed for its sculpture but now becoming better known as one of India's finest beach-resorts. Here are Tiruchirappalli and Kanyakumari where ancient legends live on, in rock and plaster and wood. Here are hill stations that waft the aroma of tea and coffee, eucalyptus and pine. Hill resorts that seem like little bits of England's green country that are as rugged as India's own. And here, too, are forest and sanctuaries untouched by man. Mudumalai, Vedanthangal and Point Calimere where the deer and the buffalo roam and the stork and the flamingo and egret nest.
Tamil Nadu has immense potential in tourism. The multitude of choice the State offers from beach resorts to hill stations, adventure holidays to cultural tours, heritage packages to wildlife sanctuaries should be presented to holiday makers.

**Ninth Five Year Plan Review**

For the Ninth Plan period, a sum of Rs. 30 crores was provided for Tourism sector. Against this the total expenditure during the Ninth Plan period is expected to be around Rs. 24.06 crores. This works out to 80.20% of the total outlay. For the year 2001-02, the outlay for the Tourism promotion activities was stepped up to Rs. 11.82 crores. A sum of Rs. 2.95 crores was also spent on Tourism promotion projects under the Hill Area Development programme.

The following schemes were taken up during the Ninth Plan:

(i) Establishment of Tourist Information Centres at Tiruvandrum, Bangalore & Hyderabad
(ii) Conduct of Fairs and Festivals
(iii) Provision of Infrastructure facilities and important Tourist Centres
(iv) Identification of heritage towns and their preservation
(v) Grant of incentives for construction of Hostels, purchase of generators
(vi) Luxury Coaches
(vii) Encouragement to joint venture schemes.
(viii) Development of Taragambadi, Marina Beach and Children's Park at Guindy

The position in regard to tourist arrivals during the period from 1995-2000 may be seen from the Table below:

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*The home of Carnatic music and Bharata Natyam, the legacies of temple songs and dances handed down through the centuries. The home of magnificent schools of art and architecture. The home of great cultures and philosophies. This is Tamil Nadu. Gloriously ancient. Proud preserver of its traditions. Now magnificently modern. Everywhere here, there is exciting experience, splendid sights and havens away from it all.*

(From "India - The Sunny South Beckons" published by the Joint Committee of the Directors of Tourism of the Southern States - 1975)
<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic Tourists (in Lakhs)</th>
<th>Growth Rate</th>
<th>Foreign Tourists (in Lakhs)</th>
<th>Growth Rate</th>
<th>Total (in lakhs)</th>
<th>Growth Rate</th>
</tr>
</thead>
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<td>1995</td>
<td>172.1</td>
<td>7.4</td>
<td>5.9</td>
<td>17.6</td>
<td>178.0</td>
<td>7.7</td>
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<tr>
<td>1996</td>
<td>182.1</td>
<td>5.7</td>
<td>6.1</td>
<td>4.8</td>
<td>188.2</td>
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<tr>
<td>1998</td>
<td>204.1</td>
<td>7.8</td>
<td>6.4</td>
<td>-----</td>
<td>210.5</td>
<td>7.6</td>
</tr>
<tr>
<td>1999</td>
<td>211.4</td>
<td>3.5</td>
<td>7.2</td>
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<td>7.9</td>
<td>8.8</td>
<td>237.7</td>
<td>8.7</td>
</tr>
</tbody>
</table>

**Tenth Five Year Plan (2002-07)**

**Vision**

- To make Tamil Nadu the number one State in India in respect of Tourism sector and place it on the map of International Tourism by marketing it as an important destination with heritage sites.
- Double the tourist arrivals and revenue to the Government by the end of the X Five Year Plan period.
- To address rampant unemployment problem through tourism.
- To make tourism a major economic activity in the coming years.

**Goals, Objectives and Strategy**

The following elements *inter alia* will influence the policies and programmes of the Tourism Department during the Tenth Five Year Plan period:

a) **Sustainability**

Hitherto the maintenance of the assets created was not taken care of adequately. In recognition of this aspect, the State Government has taken recently earnest efforts to improve infrastructure at various destinations. In order to ensure sustainability, proper upkeep and operation and maintenance also would be made part of the projects in future. As a first step in this direction, a project directory containing all relevant details of tourism related projects implemented in the State since 1980 is being prepared. This maiden venture will not only provide an opportunity for review and evaluation of the facilities already available, the facilities required to be created etc., but also help the State plan its future activities.

b) **Tranquility, Public Order and Tourism**

The terrorist attack on world trade centre, U.S.A. on 11-9-2001 was indeed a black day in the history of tourism. The attack had a devastating effect on Tourism as fear gripped all over and, in its aftermath, several nations issued negative advisories regarding travel. The situation has, however, quickly returned to normalcy. The ethnic strife in Sri Lanka, the ongoing warlike situation in West Asia, the cross border terrorism from
western borders of the country have all had a contributory role and share in affecting tourism. Tourism can thrive and prosper only if there is peace and tranquility. Tamilnadu offers from this angle a very safe destination. However, the issues concerning safety and security of tourists and their belongings should be kept in mind.

c) **Private Sector participation**

Recognition of the fact that tourism is essentially a private sector activity and the Government has to play only a catalytic role and that of a facilitator and to provide the platform for accelerated growth of tourism in the State. And the realisation that the Government need no longer be a service provider.

d) **Institutional arrangement**

More effective coordination among various organisations and sectors of Government such as civic administration and adequate road, rail and air connectivity, communication, general administration etc. would be ensured.

e) **‘Product – identification’ and ‘product development’**

Keeping the clientele in view, products such as cultural and architectural heritage, pilgrims and religious destinations, eco-tourism destinations such as hill stations, beaches, rural and village tourism, arts and performing arts, crafts, and handicrafts, music, dance, the whole life-style yoga, health, Ayurveda, Siddha etc and provision of world class infrastructure/support systems etc., would have to be on the top of agenda.

f) **Paradigm shift**

To recognise that tourism is an economic activity and is a major engine of economic growth; for it has very extensive forward and backward economic linkages that builds upon and has impact on overall income, employment etc., especially for the vulnerable sections such as women, children, disabled etc.

g) **Tamil Nadu as a complete Tourist Destination**

To position Tamilnadu as a complete tourist destination for all seasons and for all.

h) **Information Technology and Tourism**

At the working level, therefore, evolve a new work culture taking note of the requirement of an environment of co-operative federation, diversification and technological advancement.

**Goals/ Objectives**

1. To increase the Tourist inflow to Tamilnadu to 10-12 % per annum from the present level of 7-9 % (special focus will be on tourists from abroad as also up country domestic tourists).
2. To increase the period of stay of domestic tourists in Tamil Nadu from 7-9 to 10-12 days and in respect of foreign tourists from 4-7 days to 6-8 days; and restore the prime position Tamil Nadu had in the tourism sector in the past.

Projected tourist arrivals in Tamil Nadu @ 10% anticipated growth rate during Tenth Plan period

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic (in lakhs)</th>
<th>Foreign</th>
<th>Total</th>
<th>Remarks</th>
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</thead>
<tbody>
<tr>
<td>2000</td>
<td>229.8</td>
<td>7.9</td>
<td>237.70</td>
<td>Actual</td>
</tr>
<tr>
<td>2001</td>
<td>252</td>
<td>8.7</td>
<td>260.70</td>
<td>(Projected)</td>
</tr>
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<td>2002</td>
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<td>9.5</td>
<td>286.50</td>
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<td>2003</td>
<td>304</td>
<td>10.4</td>
<td>314.40</td>
<td>-do-</td>
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<td>11.4</td>
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<td>-do-</td>
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<td>2005</td>
<td>367</td>
<td>12.5</td>
<td>379.50</td>
<td>-do-</td>
</tr>
<tr>
<td>2006</td>
<td>404</td>
<td>13.75</td>
<td>417.75</td>
<td>-do-</td>
</tr>
<tr>
<td>2007</td>
<td>444</td>
<td>15.00</td>
<td>459.00</td>
<td>-do-</td>
</tr>
</tbody>
</table>

3. To evolve a Government led, private sector driven and community oriented framework at the organizational level, since tourism essentially is a private sector activity where Government has to play only a catalytic role.

4. To fully exploit tourism potentials and convert these as employment generation and poverty alleviation programmes.

5. To recognise the deep rooted innate relationship between Tourism and Culture and promote as such.

6. To promote eco-tourism.

7. To tap the tourism potential in the coastal belt.

8. To expand the product base to have more effective coordination with other States in India in general and immediate neighbours in particular.

9. To make extensive use of information technology and other technological advancements.

10. To make tourism a CORE competency sector.

The thrust areas, keeping the above goals/objectives in view, therefore, during the Tenth five year plan period would be:

(1) Clear product identification, development and expansion, such as destination, circuits, services etc.;

(2) Creation and upgradation of required infrastructure, basic amenities etc., following an integrated and holistic approach;
(3) Human resource development and skills upgradation; and
(4) Promotion and marketing these aggressively and holistically.

Strategies

At strategy level also there would be a paradigm shift; instead of looking at various destinations & activities in isolation, attempt would be to look at Tamil Nadu and various tourism products holistically and in integrated manner.

A. Long Term Measures

For increasing the tourist inflow

Aggressive marketing strategies will be adopted to publicise the tourist potential of Tamil Nadu both nationally and internationally. Some of the main features of this strategy are as follows:

a) Opening of Tourist Information Centres in other States.

b) Appointment of marketing agents throughout the country and also abroad.

c) Advertisement blitzkrieg in print and electronic media.

d) Publishing of high quality literature in Indian and foreign languages, and

e) Screening of documentaries in theatres, railway stations, airports, bus termini etc.

World Class infrastructure will be provided at all important tourist destinations. (For this purpose Rs.5 crores was provided in 2001-2002 and Rs. 12 crores during 2002-2003). Mega tourism projects pertaining to the products/ infrastructure and destination development, development of tourist circuits, large revenue generating projects like rope ways, sound and light shows, cruises etc., and capacity building (training of personnel engaged in the hospitality and related skills) will be launched. Setting up of natural therapy centres, developing village tourism, construction of jungle lodges, promotion of adventure tourism, Yoga/ transcendental meditation centres, constructing star hotels at important pilgrim centres, eradication of beggar menace, deployment of tourism police together with good civic governance would be some of the important aspects of the strategy.

For promoting private participation

The Government will gradually assume the role of a catalyst/ facilitator and involve the private sector in restoring the prime position occupied by the State in tourism earlier. Besides facilitating clearances to attract the private entrepreneurs, it is proposed to adopt a multi - pronged strategy, viz.,

a) A land bank will be opened where available government and private lands throughout Tamil Nadu will be identified and pooled. Land from this bank will be made available to the private entrepreneurs on long term lease basis on concessional terms;
b) The Project proposals submitted by the private entrepreneurs will be cleared instantaneously through single window clearance system; and

c) Attractive incentives will be offered; and

d) Required technical assistance would be made available.

For Generating Employment Opportunities and guaranteeing quality services in all sectors of tourism.

It is a well known fact that tourism industry is capable of generating huge employment (both direct and indirect) opportunities. It is estimated that world wide tourism industry enjoys a 10 % share in generation of employment opportunities. Therefore, steps will be taken to train educated un-employed youth in the tourism related fields. i.e., Hotels, Guide, Recreation activities, Studio services, Theatres, Communication net work, Bar, Beauty parlour etc. The unskilled rural folk will be trained in the fields of Driving, Hospitality, Costumes, Traditional arts, Handicrafts etc. Proposals are also there to include Tourism studies in the Schools and College curriculum to create awareness among youth so as to fully prepare and sensitise the coming generations.

For Promoting Tourism in the Coastal belt

Tamil Nadu has been bestowed with a spectacular thousands kms. long coastline. With respect to tourism related activities, the Government of India also have granted certain relaxations as to the 'coastal regulation zone rules'. These would be fully utilised to establish recreational and entertainment provision by roping in the private sector in a big way.

B. Short Term Measures

For Promotion of Cultural Tourism

The rich culture and heritage of Tamil Nadu is renowned the world over. Foreign tourists especially from ethnic countries and non-resident Indians are specially attracted by this unique feature of Tamil Nadu. To fully exploit this potential it is proposed to conduct fairs/ festivals at more centres and also expand the product range by introducing new festivals, which will highlight the salient features of Tamil culture and heritage.

For Promotion of Eco-Tourism

Rapid advancements in science and technology are threatening to turn the world into a concrete jungle. Hence the tourists nowadays yearn to visit eco-tourism centres like hill resorts, water falls, mangrove forests etc. Therefore, in the Tenth Five Year Plan period, the endeavour will be to exploit the natural resources maintaining complete harmony with nature and without endangering the otherwise extremely fragile ecology and to introduce trekking, boating, water sports, hang gliding etc. in a big way both by refining and repackaging the available products as also by enlarging the product base.
For Co-ordination with other States

Recognizing the need for developing suitable inter-regional circuits and products as also with a view to properly packaging and marketing these, emphasis would be laid on establishing more effective co-ordination with other States. The first step in this direction was the signing of memorandum of understanding with Andhra Pradesh, Karnataka, India Tourism Development Corporation, Uttar Pradesh, Uttarakhand, Rajasthan, Delhi and Orissa Tourism Development Corporations. Tie-up arrangements with West Bengal, Kerala, Maharashtra, Andaman and Nicobar Islands tourism departments as also with other States are also on anvil.

To explore and develop new global markets for Tamil Nadu Tourism Products

Communication scenario has witnessed a sea change, thanks to the advent of computers. Tourism Department has already established E-mail, Web site, Touch Screen and C.D. Rom facilities. Computerisation of the various units under the control of Commissionerate of Tourism and Tamil Nadu Tourism Development Corporation are underway. Once this process is completed, online booking facilities for the tours and accommodation in Hotels by TTDC will be possible by just a click on the mouse from anywhere in the world. In this scenario besides US, European and African Countries, it would also be the endeavour to make full use of good relations with the countries in the South Asia/ South East Asia regions to attract more regional tourists.

Programmes / Schemes for the Tenth Five Year Plan

Product Identification

The tourists visiting Tamil Nadu can be broadly classified into three main groups viz., international, national and local.

1. International Tourists - The international tourists form a considerable chunk of tourist inflow into Tamil Nadu. In the year 2000, the number of foreign tourists who visited Tamil Nadu stood at 7-9 lakhs. An analysis of the international tourist traffic shows that foreign tourists usually arrive in Tamil Nadu between October and March. U.K. is by far the single largest source of tourists to India. East and South East Asia are the most important tourist generating markets for South India. Americans and Japanese also prefer to stay for longer periods in India. Europe is the biggest tourist market globally. The strategy in respect of overseas market will be tailored to suit the above pattern. The products which can be sold to the foreign tourists mainly comprise cultural and architectural heritage, temples and historical monuments, arts, performing arts, handicrafts, festivals, wild life etc. The availability of good infrastructure at the tourist spots is critical, particularly as far as foreign tourists are concerned. Hence during 2001-2003, the Government of Tamil Nadu made a budget allocation of Rs.17 crores to update/create infrastructure facilities. This will be sustained and stepped up in the years to come. The products, both destinations and circuits, identified for the International Tourism are:
Mamallapuram, Kancheepuram, Kanniyakumari, Thanjavur, Dharasuram, GangaiKondacholapuram, Chidambaram, Pichavaram- Madurai, Thiruvannamalai, Gingee, Tranquebar, Trichy, Ooty, Kodaikanal, Yercaud, Mudumalai, Top Slip etc. In addition to the above, Velankanni in Nagapattinam district and St.Thomas Mount in Chennai could be two other important destinations, that could be developed and marketed.

Similarly the classical Bharathanatyam, folk dances, classical music both vocal and instrumental, handloom, Thanjavur painting, Swamimalai crafts etc. also form part of attractive products/services.

2. National Tourists - The national tourists arrive in Tamil Nadu from all the States of India. The number of domestic tourists to Tamil Nadu in a year is around 25 crores. These tourists visit mainly hill stations, pilgrim centres, beach-resorts, dam sites, cultural & heritage destinations etc. To attract such tourists, it is proposed to fully develop and equip with required facilities all the pilgrim centres, develop trekking routes in hills and blend the product with adventure water sports, boating, fairs/festivals etc. For the national tourism, the products (destinations and circuits) identified are: Kanniyakumari Rameswaram, Madurai, Tiruchirappalli, Thanjavur, Tranquebar, Thiruvannamalai, Chidambaram, Pichavaram, Kancheepuram, Mamallapuram, Ooty, Kodaikanal, Yercaud, beaches along the nearly 1000 kms long coastline, wild life sanctuaries etc.

3. Local (Domestic) Tourists - Besides the above, marketable products (destinations and circuits) for the benefit of local tourists identified for development in the first phase are Palani, Gingee, Tiruchendur, Elagiri Hills, Courtallam, Tiruthani, Point Calimere, wild life sanctuaries, local circuits and destinations in the districts of the State.

Product Development

(a) Development of Infrastructure facilities at tourist destinations
(Outlay Rs. 25 crores)

To increase the number of tourists visiting Tamil Nadu, it is proposed to create infrastructure facilities of international standards. Under this scheme, development of Dam sites and minor water falls, like Thirparappu, Papanasam, Jalagambarai, will be taken up. It is also proposed to identify centres in the Districts with tourism potential and declare them as District Tourist Centres/ Circuits. These centres would include the places of worship, water falls, minor wild life sanctuaries and other lesser known tourist places. The District Tourism Centres will be provided with infrastructure facilities like hotels, approach roads, toilets, street lights, drinking water, etc., of high standard. Each district may have small towns, which may not have any amusement centres. In such places, City Entertainment Centres will be set up. The attractions would include cinema halls, videogames, virtual reality games, simulators, cyber cafes, food courts, multi-purpose cultural centres, shopping mall etc. These are some of the areas and activities where large scale private investment is also expected. Initially, it is proposed that City Entertainment Centres may be put up in Tirunelveli, Kanniyakumari, Tiruchirappalli, Salem and Thanjavur Districts. More towns can be covered in
the subsequent phases. During the Tenth Five Year Plan, 80 Tourist Centres are proposed for which an amount of Rs.25 crores will be provided.

(b) Further, an amount of Rs.10 crores is proposed for the development of infrastructure facilities for tourists in important tourist attraction centres under the Coastal Area Development Programme (CADP)

_Provision of Basic Amenities at tourist destinations (Outlay Rs. 10 crores)\

The object of this scheme is to develop and improve basic amenities such as drinking water supply, sewerage and sanitation systems, in particular “Pay and Use toilets”, provision of Cloak room facilities, hygienic eateries etc. at the Tourist Centres. Initially 20 Tourism centres will be selected for this purpose during the Tenth Plan period in co-ordination with other Departments like Public Works Department, TWAD Board, Department of Rural Development, Town and Country Planning and a sum of Rs.10 crores would be earmarked for these. Similarly 38 towns have been identified as heritage towns and Rs. 50 lakhs has been earmarked for provision of basic infrastructural facilities in each of these towns. This amount would come from the Local Administration budget.

_Sound & Light Programme (Outlay Rs. 5 crores)\

Sound & Light shows will be set up at Mamallapuram, Thanjavur Big temple and Kancheepuram to attract more tourists. Sound and Light shows at Thirumalai Mannar Palace, Madurai will be upgraded using the services of professionals and using advanced techniques in Audio visual communications and Acoustics. The cost has been estimated at Rs. 1.50 crores for each of the above three places and Rs. 0.50 crore for restoring and upgrading the programme at Madurai.

_Cultural Festivals and Fairs (Outlay Rs. 5 crores)\

Tamil Nadu's ancient and rich cultural legacies and heritage and a variety of living traditions and cultures spread over throughout the State have high marketability. Therefore, for promoting cultural tourism, festivals such as Cape Festival at Kanniyakumari, Dance Festival at Mamallapuram, Tea and Tourism Festival at Coonoor, Mango Festival at Krishnagiri, Chithirai Festival at Madurai besides Pongal Festival in all tourist centres, Summer Festival in important hill stations and celebration of World Tourism Day in all tourist centres, Natyanjali Festival at Chidambaram, Indira Vizha at Poompuhar, Saral Thiruvizha at Courtallam and Kattabomman Vizha at Panchalankurichi are some of the events for which cultural package tours would be organised by travel agencies. Presently, Summer Festivals are being organised in the months of May and June every year at 1) Udhagamandalam, 2) Kodaikanal, 3) Surili Falls, 4) Sirumalai, 5) Elagiri, 6) Kolli Hills, 7) Yercaud, 8) Nagapattinam Beach, 9) Valparai, 10) Javvadhu Hills, 11) Pachamaiai, 12) Silver Beach and 13) Panchalankurichi. September 8th Festival at Velankanni in Nagapattinam District could be another important Festival to be marketed effectively. A new Festival at Rameswaram could also be thought of, since it could enhance its holding and retaining capacity. It
is proposed to identify new festivals and showcase them throughout the country and also abroad. A calendar of the above programmes prepared and distributed well in advance to all concerned through departmental offices across the country and also the Government of India tourist offices abroad will enable dissemination of the required information to the prospective tourists. A sum of Rs.5 crores would be provided for this purpose.

**Product Expansion**

*Setting up of New Boat Houses/ Upgradation of existing Boat Houses (Outlay Rs. 5 crores)*

Apart from backwaters on the East Coast stretch, there are lakes, corals etc., where boating is feasible. One of the objectives in the 10th Five Year Plan is to increase the influx of tourists to Tamil Nadu by at least 10% per annum. Secondly, tourists should stay for a longer period. To achieve these objectives setting up of new boat houses and upgradation of the existing ones will be taken up for these are likely to increase the holding capacity of the place: (1) Opening of new boat houses at Adyar (Chennai), Pulicat, Nainarkulam (Tirunelveli), Alambrai, Muttukadu-II, Iddaikazhinadu @ Rs.50 lakhs per centre, and (2) Up-gradation of the boat houses at Kodaikanal, Muttukadu, Udhamandalam and Yercaud @ Rs. 50 lakhs per centre. Besides Introduction of Row boats, motorboats etc. upgradation will also include improvements to boat-jetty, purchase of new traditional boats & water-sports equipments @ Rs. 15.55 lakhs per centre. Similarly, such centres would be identified throughout the State and developed for local tourists.

*Development of Hill Stations & Natural Falls (Outlay of Rs. 5 crores)*

*The Yercaud Hills*: The Boating Centre and other Tourist spots will be renovated. The lake will be cleaned up for a better boat ride.

*Hogenakkal Falls*: Boating will be developed.

*Javaddu Hills*: During the Plan better boarding/ lodging facilities will be provided.

*The Elagiri hills*: It is proposed to develop a bird sanctuary and improve all tourist attractions in particular, the lake.

*Arapalleeswarar Falls at Kolli Hills*: It is proposed to improve the Hotel and Transport facilities.

*Surli Falls at Kambam Valley*: Basic amenities like road, restaurant, hotels (with boarding & lodging) and public toilets, park etc. will be provided during the Tenth Five Year Plan. An amount of Rs. 5 crores would be earmarked for this purpose.

**Subsidy (Outlay Rs. 5 crores)**

Tourism has been declared as an Industry and realizing the importance of private sector participation in the Tourism Industry, it is proposed to continue the scheme of capital and generator subsidy for the construction of hotels, amusement parks, golf courses etc.
State's share for Government of India Assisted Tourism projects including land cost (Outlay Rs. 10 crores)

The Tourism Department of Government of India extends financial assistance to Tourism projects. However, the State Government is to bear the cost of land, external amenities like approach road, parking lot etc. Hence, it is proposed to provide Rs.10 crores as the State’s share for tourism projects during the Tenth five year plan on the assumption that the Government of India’s allocation may be Rs.100 crores.

Tourism Police (Outlay Rs.2 crores)

The Safety and Security of tourists is extremely important and is a critical factor for the promotion of tourism.

Tourists - foreign and domestic, have nightmarish experience at times at some of the tourist centres. Some of the tourists lose their travel documents, some encounter local anti-social elements while they visit places or during the stay in hotels. In some places they meet hostile youngsters. The local people forget that they are expected to be tourist-friendly and to extend all possible help to make their visit and stay pleasant so that the influx of tourists increases. Therefore, the Government has proposed to introduce Tourism Police facilities in all important tourists centres like Mamallapuram, Rameswaram, Kaniyakumari, Madurai, Kancheepuram etc., as also at places like airports, railway stations, monuments etc., in a phased manner.

Other Product Expansion Programmes (Outlay Rs. 5 crores)

Village (Rural) Tourism - The new concept of Rural and Village tourism as envisaged by the Government of India aims at providing adequate infrastructural facilities while maintaining the rural ambience. The villages for promotion of village tourism are identified by the District Tourism Advisory Committees. The tourists may meet and mingle with the village community, halt overnight and observe the life-style of the rural folk before resuming their journey to their further destinations. Many foreign tourists like the experience of visiting and having further sojourn in a simple Indian village. As this will generate rural employment and advance development of these areas, bring out the rich and un-adulterated culture, tradition, fine arts, martial arts, games, worship forms, handicrafts, herbal cures etc. which are preserved, protected and maintained only in the villages, it is aimed to bring out these inbuilt talents and expose some of the salient features of rich tradition to the outside world.

Adventure Tourism - Though, there is tremendous potential in the State to promote adventure tourism, very little has been done so far. Hence a fillip would be given to adventure tourism activities in the Tenth Plan. Trekking, hang gliding, para gliding, para sailing, balloon expeditions and water sports will be promoted with active participation from the private sector.

The trekking routes identified in Kodaikanal, Ooty and other hill stations will be developed and expeditions will be conducted regularly during the seasons.
Alamparai on the East Coast Road 120 kms., from Chennai has been identified as an ideal centre for development of adventure water sports. Water sports will also be developed at Muttukadu. The private sector will be encouraged to invest in adventure tourism projects for which speedy clearance will be ensured through the Single Window Machinery.

**Eco-Tourism** - Eco-Tourism is a form of “tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying the natural sceneries, wild plants, animals, as well as any existing unique aspects found in these areas” according to the World Tourism Organisation. Natural environment is the primary attraction in Eco-tourism.

Tourists especially from other countries are keen to enjoy visiting Eco-friendly environs. They never fail to include eco-friendly tourist spots in their itinerary while visiting Tamil Nadu. Out of the total number of tourists more than 25 percent visit natural surroundings in Tamil Nadu every year.

Among the biosphere reserves in India, two (*the Nilgiris and the Gulf of Mannar*) are located in Tamil Nadu. In order to explore eco-friendly tourism potential in the Kurusadai group of islands near Rameswaram, Glass Bottom Boats will be introduced and Eco-friendly adventure tourism activities could be encouraged at Kolavai lake, Muttukadu, Pichavaram etc.

**Jungle Lodges** - Tamil Nadu has been bestowed with dense deciduous forests in which there are abundant wildlife, rare species of birds and landscapes full of greenery. Tourists love to visit places which abound with natural wealth, e.g., jungles. As the jungles fall under the "Reserved" forest areas, where taking up any major construction activity will endanger the extremely fragile ecology of the region, it is proposed to construct jungle lodges with minimum human intervention, which will be operated and maintained by the Forest Department. The expertise and financial resources of the private sector will also be utilised in these ventures. The jungle lodges will enable the tourists to watch the wildlife, flora and fauna etc. and offer to them the luxury of a star hotel in a natural elegant setting. There are numerous places where it may be worthwhile to take up construction of jungle lodges, e.g., Mudumalai, Anaimalai, Kalakkad, Mundanthurai, etc.

**Convention Centre (NRI/ Private Sector)** - It is proposed to construct a massive Convention Centre with NRI / private sector support with 1500 capacity in between Chennai and Mamallapuram. This Convention Centre will have World class facilities for conducting National and International Conferences. This project will be taken up as a joint-venture in an area of around 500 acres and will contain a Five Star Hotel with 1000 rooms, Mini Conference Halls, shopping arcade, Disney land, ethnic village, handicraft emporium, children park, textile museum, swimming pool, bar, theatre, all modern communication links, wide car parking area, huge exhibition mansion, art gallery, etc. The total cost will be worked out at the time of implementation since it is to be fully entrusted to NRI / Private Sector.

**Perspective Plan**

Tourism is a field of human activity known to mankind from time immemorial. The State Government officially stepped into this sector nearly
three decades ago by creating a Tourism Department in the Secretariat. Right from the first year of its inception, the Tourism industry in Tamil Nadu has received a big fillip. The main tasks assigned to the department were to attract more tourists to Tamil Nadu and provide the very basic requirements like transport facilities for sight seeing & Hotels for food/ accommodation etc. To provide these facilities, the Government of Tamil Nadu and Government of India have pumped in crores of rupees. A major portion of this expenditure has gone into creation of assets like Hotels, Parks etc. [In just two years (2001-2003), the State Government has made a big allocation of Rs. 17 crores for improving the infrastructure at tourist centres]. It is necessary to ensure that the funds are spent judiciously & purposefully. This is possible only if a critical analysis is made of the facilities already available, the gaps and the maintenance of the facilities. Such a scientific study could be undertaken only by professional agencies. The Government of India has selected a private firm, M/s. Consulting Engineering Services (I) Pvt. Ltd., to prepare a 20 years perspective plan for development of Tourism in Tamil Nadu.

2) The firm has also prepared its report, which has generally identified the following bottlenecks:

- Lack of accommodation facilities.
- Poor water supply & sanitation.
- Poor connectivity.
- Inadequate power supply.
- Piling up of garbage near tourist centres.
- Lack of travel booking facilities.
- Insecurity.

The report has also suggested to introduce a number of facilities; some of the important ones being as follows:

- Kiosks at Beach.
- Haat at Chennai & few other places.
- Development of lesser known Tourist Centres.
- Airport at Kanyakumari.
- Improvement to Roads leading to important tourist spots.
- Heli-taxi.
- Folders in foreign languages.
- New Boat Houses and
- Sound & Light shows.

According to them, the factors affecting the Tourism Industry in Tamil Nadu are:

1. High luxury tax
2. High camera entry ticket & regulations
3. Presence of Health Centres in Kerala, which may divert tourists from Tamilnadu to Kerala
4. The report has suggested augmentation of infrastructure at National Tourist Centres of Kanniyakumari, Courtallam, Kodaikanal & Rameswaram

During the Tenth Five Year Plan Period, the new initiatives will therefore focus on the above mentioned lines. The Consultant has also opined that to implement short term schemes, it will be ideal to prepare a master plan, which would be operational for a limited period of 4 - 5 years. Master plans will, therefore, have to be prepared for development of destinations, circuits, product etc.

**Technical Assistance / Outsourcing**  
*(Outlay Rs. 2 crores)*

Tourism Department, since its inception has been executing several projects in and around tourist spots throughout Tamil Nadu. These projects relatively small in nature were mainly in the nature of providing basic amenities required by tourists, viz., drinking water, toilet, roads, lights, restaurant, rest shed etc. Such projects do not require much technical know-how. But in the coming years, as mentioned in earlier paragraphs since the Government would be implementing Mega Tourism Projects and the cost of such projects will run into crores and the state of the art technology will have to be employed, outsourcing of technical assistance is envisaged. As each project would require a detailed techno-economic feasibility study before the work is commenced on the project to begin with, a technical consultancy wing has been created in the TTDC. This wing will comprise of technical staff drawn from TTDC and elsewhere. This will help not only in preparation of techno-economic feasibility study for major projects like ropeways, sound and light shows etc., by outsourcing professional consultants, but would also help in management of the projects. This wing will also offer technical support to private entrepreneurs, who are likely to invest in tourism projects thereby considerably increasing the private sector participation. To facilitate this, therefore, an outlay of Rs. 2 crores has been suggested.

**Tourism Circuits**  
*(Outlay Rs. 5 crores)*

Tamil Nadu is the "complete destination" for all reasons and seasons. To facilitate tourists visiting their desired destinations without any hardship as also to properly package and market the products holistically in an integrated manner, it is proposed to identify and develop ‘Tourism Circuits’. The infrastructure in these circuits would be created and up-dated keeping the twin objectives of attracting more tourists and extending their stay in Tamil Nadu in view. Accordingly, the following tourism circuits have been identified:

a) For International Tourists

Most of the international tourists visiting India are from U.K., U.S, Japan, Australia, South Asian, Africans regions etc. These countries abound in hill and beach resorts, water falls, forests etc. Hence, such products cannot
be marketed to the international tourists beyond a point. The foreign tourists however show keen interest in historical, architectural and cultural heritage, monuments and temples of Tamil Nadu. They enjoy the exquisite, unique, inspiring, extravagantly sculpted carvings in the temples. The carvings are not only delicate and distinct and at the same time integrally linked with each other but also display the ingenuity and artistic skills of the sculptors. Hence circuits linking Mamallapuram, Kancheepuram, Thanjavur, Gangaikondacholapuram, Poompuhar, Madurai Rameswaram, Thiruvannamalai etc., destinations will be the most ideal itinerary for the foreign tourists. These, however, would have to be packaged along with other products and presented in such a way so as to offer attractions for the foreign tourists of all the age groups. The tourist circuits identified for the purpose, therefore, are:-

a) Chennai-Mamallapuram-Kancheepuram  
b) Chennai-Mamallapuram-Pondicherry-Gingee-Thiruvannamalai-Kancheepuram  
c) Six abodes of Lord Muruga (particularly for NRI Tamils)  
d) Chennai-Pondicherry-Chidambaram-Pichavaram-Gangaikondacholapuram-Thanjavur-Tiruchirappalli-Rameswaram-Kanniakumari-Madurai-Chennai- (Tamil Nadu Tour).  
e) Navagraha Sannidhi (for NRIs).  
f) Thekkadi-Kodaikanal-Madurai-Rameswaram-Kanniakumari

b. National Tourists

Tourists from all the Indian states visit Tamil Nadu. The top six States which account for generating the maximum number of tourists to Tamil Nadu are U.P. Andhra Pradesh, Maharashtra, Gujarat, Karnataka and West Bengal. These tourists usually visit the religious destinations, hill resorts, which are a beautiful mix of mountain ranges and plains, bays and sun drenched beaches, wild life sanctuaries, meandering rivers, water falls which provide an awesome spectacle of colossal cascade of water and pilgrim centres. The circuits most suited and popular among these tourists are:

a) Chennai-Tirupathi-Kancheepuram-Mamallapuram-Chennai  
b) Mumbai-Chennai -Tamil Nadu -Tirupathi-Mumbai  
c) Kolkatta-Chennai-Tamil Nadu - Tirupathi-Kolkatta-  
e) Kodaikanal-Madurai-Rameswaram-Kanniakumari  
f) Six abodes of Lord Muruga and Navagraha Sannidhi.  
g) Chennai- Yercaud-Ooty-Kodaikannal-Chennai.  
h) Chennai-Velankanni-Chennai.
11.4 Tourism

i) Chennai-Nagore-Chennai

j) Chennai - Andaman and Nicobar - Chennai.

k) Buddhist and Jain Circuits - Showcasing Tamil Nadu

c) Local Tourists

The local tourists would have visited all the important tourist centres in the State. Some of them may have visited the tourist spots even more than once. However, many of them may not have visited the lesser known tourist places like small water falls, dam sites, heritage towns etc. With this target group in mind, the State Government has declared 38 towns as cultural and historical centres. Similarly 41 centres have been declared as District Excursion Centres (DECs). Intensive publicity and marketing will have to be undertaken to popularise these centres among the local tourists. The circuits will cover all the districts in which the cultural/ historical towns and D.E.C. are located. Some of the popular circuits so identified are:

a) Chennai-Coimbatore-Sabarimalai.


c) Chennai-Vellore-Elagiri Hills - Chennai.

d) One day Chennai-Tourist covering temples in and around Chennai.

e) Chennai-Puttaparthi-Bangalore-Chennai.

f) Chennai-Vellankanni, Nagore-Chennai.

g) Chennai-Coimbatore-Ooty-Mysore-Bangalore.

h) Chennai- Palani-Madurai and around-Palani-Coimbatore.

i) Madurai City Tour.

j) Trichy and Thanjavur.

k) Buddhist/ Jain Circuits - showcasing Tamil Nadu.

Human Resources Development (outlay Rs.3 crores)

Human Resources Development is vital for promoting tourism. This may be considered under the following three heads:

1. Hospitality - Hotels are places visited by almost all the tourists, either to have food or for accommodation. The hotels require qualified personnel to understand the specific requirements of tourists & fulfill them according to the taste/ spending capacity of the tourists. Ill-behaviour or discourtesy by the hotel staff will create an adverse image of the hotel, the people and the State. To train qualified youth in hospitality, there are two Institutions in Tamil Nadu, one functioning under the aegis of Government of India, i.e., Institute of Catering Technology & Applied Nutrition, Taramani, Chennai and the other one, the State Institute of Hotel Management & Catering Technology, Tiruchi, sponsored by the Govt. of Tamil Nadu. Both the above institutions turn out
graduates, young and well equipped to attend on the tourists. During the Tenth Five Year Plan, it is proposed to improve the curriculum, increase the intake & create and upgrade the facilities. Efforts will also be taken to open more such institutions, preferably with private participation.

2. Guides

Another area where the human factor is important pertains to Guides. Today, tourists have multifarious means like Telephones, E-mail, CD Rom, documentary film, folders, touch screen, website, press etc to apprise and upgrade themselves with information on tourist products. But inspite of all these facilities, the Guides present at the tourist spots have a very important role. They, therefore, have to be well informed, courteous and should possess good communication ability and knowledge of language and of history, art and culture of the State. Since they interact directly with the tourists, efforts would be made to bring out an elite group of guides, for which well equipped youngsters will be selected & they will be given intensive training. Such guides will be deployed in important tourist spots in a phased manner.

3. Skilled Workers

Un-employed youth will be trained as drivers, travel agents, beauty parlour attendants, costume designers etc., and their skills upgraded.

Promotion of Marketing (Outlay Rs.15 crores)

1. Publicity & Direct Marketing (Outlay Rs.10 crores)

Tourism is one of the 3 leading "socio-economic and service businesses" of the new century and "Promotion, Publicity & Marketing" play a vital role in promotion of Tourism. For an aggressive, powerful and effective marketing, dissemination of tourist information through various media is absolutely essential to motivate the potential tourists. Publication of good quality brochures, posters, picture post-cards etc., and their distribution through various outlets of the Tourism Department including Government of India Tourist offices and other means is equally important. Airlines, travel agents, release of advertisements in leading journals within the country and abroad, production of short films and screening at important locations, conduct of press meets and familiarisation tours for leading domestic and foreign travel writers, Road shows at important centres, participation in tourist marts within the country and abroad would be strategically used to market various tourist destinations, circuits and other products. A focussed, integrated & holistic publicity and marketing campaign during the Tenth Five Year Plan period would, therefore, be an important element of the strategy for promoting tourism. An amount of Rs.10 crores will be provided for the following measures during the Plan to attract tourists:

1) Creating a 'Tamil Nadu Brand' position
2) Differentiate from the competitive destinations and develop a unique market position image.
11.4 Tourism

a) Printing of brochures of high quality for free distribution at Airports, Railway Stations, Hotels, Bus terminals and at all destinations.
b) Production of 30mm short films for screening at Theatres, Railway Station, Exhibition, Airports, Flights, TVs.
c) Production of CD Rom for free distribution. CD will contain information on accommodation, tourist centres, transport facilities etc.
d) Advertisements in India and Abroad.
e) Participation in National & International Tourist Marts.
f) Erection of Glow Sign Boards and self-luminous sign boards in and around Tourist Spots.
g) Establish an effective and ongoing presence in each source market
h) Establish an internet portal in various languages for global consumption.

2. Opening of New Tourist Offices / Renovation of existing Tourist Offices in other State Headquarters (Outlay Rs .3 crores)

Tourist Offices are at present functioning at Mumbai, New Delhi, Kolkatta, Panaji, Jaipur, Agra and Tourist Information Centres at Bangalore, Thiruvananthapuram and Hyderabad. During the Tenth Five Year Plan it is proposed to open Tamil Nadu State Tourist Offices/ Information Centres in all the State Headquarters and at important Airports/ Rail junctions in a phased programme and to upgrade the existing Tourist Offices / Tourist Information Centres. The details are as follows:

(a) Opening of new Tourist Offices / Information Centres in 17 State Capitals of India, all important Airports etc

(b) Renovation and upgradation of the existing Tourist Offices/ Tourist Information Centres (7 Nos.) and

(c) Utilising these Tourists Offices/ Information Centres as marketing agents for tourist facilities in Tamil Nadu.

Institutionalised Marketing

(a) Appointment of marketing agents

To attract foreign tourists, marketing agents have been appointed in London & Malaysia. It is proposed to appoint marketing agents in all potential markets like Thailand, Mauritius, South Africa, France, Italy and other South / South East Asian Countries. So also, marketing agents are being appointed at least in important cities & towns within India.

(b) Strengthening Communication Network (Outlay Rs. 2 crores)

The Department of Tourism has under its control 20 Tourist Offices and 19 Tourist Information Centres for dissemination of information to tourists. Out of this, six Tourist Offices and three Tourist Information Centres are functioning outside Tamil Nadu. In the first phase of computerisation, 9 Tourist Offices have been computerised. It is now proposed to computerise the
remaining Tourist Offices/ Tourist Information Centres, hotels of TTDC, bookings of accommodation and tour packages etc., besides total computerisation of the Head Office. All the above units will have STD, ISD, Fax/E-mail/Internet facilities. By employing state of the art technology, all the units will be inter-linked through Wide Area Network (WAN). As Internet is becoming an increasingly powerful vehicle for travel information, marketing & sales, to keep pace with this latest trends in communication, the Tourism Department has created an exclusive website, which contains full details of Tamil Nadu's Tourism potential & related information. The proposed Computerisation and connectivity will enable potential tourists in any part of the globe to obtain information and facilitate online booking.

**Role of Tamil Nadu Tourism Development Corporation (TTDC)**

Tamil Nadu Tourism Development Corporation (TTDC) was started in the year 1971 on a modest note with 2 coaches and 5 hotels. It has made rapid strides since then and has earned the distinction of owning the largest chain of hotels in South India numbering 54. The hotels are spread throughout Tamil Nadu. TTDC offers the following facilities to tourists:

1) Hotels and Youth Hostels 34
2) Boat Houses 10
3) Restaurants 3
4) Canteens 4
5) Telescope Houses 4
6) Parks 3
7) Tourist Service Centre (Petrol Bunk), Mamallapuram

Out of the 54 hotels, 12 Hotels at Tirunelveli, Mettupalayam, Mandapam, Sriperumpudur, Coonoor, Ranipet, Kotagiri, Namakkal, Mettur Dam, Sathanur Dam, Virudhunagar and Vaigai Dam have been franchised to private sector. Action is being taken to franchise the remaining hotels to private sector. Youth Hostels have been constructed to cater to the budget tourists at all the major tourist destinations, wherein dormitory type of accommodation is provided at economic tariff. **Package Tours** ranging from ½ day to 14 days covering several States like Bihar, Uttar Pradesh, Madhya Pradesh, Maharashtra besides covering all Southern States like Andhra Pradesh, Karnataka, Goa, Pondicherry and Kerala are being conducted. New package tours would be evolved. Necessary steps will be taken to organise new Air Package Tours.

In the changing scenario as above, TTDC would be required to act mainly as an institutionalised vehicle of the State to attract, organise, lead, support, direct and facilitate private investment in the field of destination and other product developments. It would also provide technical support and assistance in the areas of Human Resources Development, project preparation, evaluation, market survey, research and related subjects and would serve mainly as a facilitator.
New Schemes for Tenth Plan for Development of Infrastructure

During the Seventh, Eighth and Ninth Plans, the Ministry of Tourism was assisting the State Governments/ UT Administrations to undertake a large number of small, isolated projects spread throughout the length and breadth of the country resulting in the resources being spread very thinly. The Central financial assistance had, therefore, not been able to create any major impact on the development of tourism infrastructure in the country. In order to provide a quick and substantial impact to tourism growth in the Tenth Plan, the following new schemes for the development and promotion of tourism in the country have been proposed:

1) Integrated Development of Tourism Circuits.
2) Product/ infrastructure and Destination Development.
3) Assistance for Large Revenue Generating Projects.

Whereas the GOI would meet the entire expenditure towards the development of tourism circuits, in the case of Tourist destinations, the share of the Department of Tourism, Government of India would be 90% of the project cost and 10% would have to be met by the State Government.

The GOI has identified initially the following two circuits in Tamil Nadu:

1) Chennai – Mamallapuram – Pondicherry - Gingee-
   Thiruvannamalai – Kancheepuram - Chennai; and
2) Thekkadi – Madurai - Rameswaram - Kanniyakumari.

In respect of tourist destinations besides Mamallapuram, it is proposed to develop Kanniyakumari in the first phase. The maximum amount for the development of a tourist destination would be around Rs. 5 crores. Keeping these in view, therefore, it is proposed to earmark Rs. 10 crores as State Government’s share towards Government of India assisted Schemes assuming the total share of Government of India during the entire plan period to be Rs. 100 crores.

Hill Area Development Programme

Funds are also allotted to the Nilgiris District for tourism schemes under the Hill Area Development Programme to create infrastructure facilities/ basic amenities etc.

Tenth Five Year Plan Outlay

While a major part of the investment is going to come from the private sector, there are certain promotional activities that have to be undertaken, and certain infrastructure that has to be established by the State only. In view of this position and considering that efforts are being made to make Tamil Nadu the number one State in India and position it firmly on the global tourism map, programmes/ schemes for a total cost of Rs. 1202 crores would be taken up,
out of which the State Government’s share would be Rs. 102 crores as detailed below:

a) State Government’s Share - Rs. 102 crores
b) Government of India’s Share - Rs. 100 crores
c) Private participation - Rs. 1000 crores

Total - Rs. 1202 crores

Tenth Plan – Schemewise Outlay

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<tr>
<th>S.No.</th>
<th>Name of the Scheme</th>
<th>Outlay (Rs. in crores)</th>
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<td>Product Development-</td>
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<td></td>
<td>1.1 Development of Infrastructure facilities at Tourist Destinations</td>
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<td>1.3 Sound and Light Programme</td>
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<td>1.4 Cultural festivals and fairs</td>
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<td>Product Expansion</td>
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<td></td>
<td>2.2 Development of Hill Stations and Natural falls</td>
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<td>2.3 Subsidy for Tourism projects</td>
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