



**TOURISM, CULTURE AND  
RELIGIOUS ENDOWMENTS DEPARTMENT**

**TOURISM**

**POLICY NOTE  
2023 – 2024**

**DEMAND No. 29**

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**Minister for Tourism**

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**Government of Tamil Nadu  
2023**

# **TOURISM DEPARTMENT**

## **Demand No.29**

### **POLICY NOTE 2023-2024 Contents**

<b>Sl. No.</b>	<b>Subject</b>	<b>Page No.</b>
1.	Introduction	1
2.	Tourism in India	2
3.	Tourism in Tamil Nadu	3
	3.1 Objectives of Department	9
	3.2 Strategies	10
4.	Tourist visits to Tamil Nadu	12
5.	Fairs and Festivals	19
	5.1. Festivals conducted by the Department	19
	5.1.1 Indian Dance Festival	19
	5.1.2 Tamil Nadu International Balloon Festival	20
	5.1.3 Summer Festivals	21
	5.1.4 International Kite Festival	22
	5.1.5 Calendar of Events (2022-2023)	22

	5.2 Domestic Promotions	25
	5.2.1 Domestic Travel Marts / Exhibitions 2022-2023	26
	5.3 International Promotions	27
	5.3.1 International Travel Marts / Exhibitions 2022-2023	28
	5.4 Awards	34
6.	World Tourism Day Celebrations	37
7	Pongal Tourist Festival	39
8.	Tourism Promotion	39
	8.1 Tamil Nadu Tourism Website	39
	8.2 Promotional videos	40
	8.3 Digital Marketing Initiatives	41
	8.3.1 Live streaming of events	41
	8.3.2 Global Media	42
	8.3.3 Co-branding Initiatives	44
	8.4 Advertisements in Magazines	45
	8.5 Radio Campaigns	46
	8.6 Social media Campaigns	46
	8.7 Out-of-home (OOH) Advertising	49

9.	State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Tiruchirappalli	50
10.	Tourist Security Organization	52
11.	Tamil Nadu Tourism Destination Development Scheme	53
12.	Regulation	56
	12.1 Scheme for Registration of Tourism Operators	56
	12.2 Scheme for Tourist Guide Registration	58
	12.3 Scheme for Registration of Tourism Service Providers	58
13.	Tourism Policy	59
14.	Tamil Nadu Tourism Awards	60
15.	Launch of Cruise Tourism	60
16.	Tamil Nadu Tourism Promotion and Development Committee	61
17.	Tourism Task Force	62
18.	Chennai Vizha	62
19.	44 <sup>th</sup> Chess Olympiad	63
	19.1 Medals	63
	19.2 Welcome Kits	63

	19.3 Cultural Programs	64
	19.4 Tourism Stall	64
	19.5 Promotional Video	64
	19.6 Tour Package for Players and Delegates	65
	19.7 Hop-on Hop-Off Service	65
	19.8 Tourist-Friendly Autos	66
20.	G-20 Summit	66
21.	Government of India Assisted Scheme	67
	21.1 Swadesh Darshan 2.0 Scheme	67
	21.2 PRASHAD Scheme	68
	21.2.1 Infrastructure Development of Navagraha Temples under the PRASHAD Scheme	68
	21.3 Swachhta Pakhwada Campaign	69
22.	Tamil Nadu Tourism Development Corporation (TTDC)	70
23.	Hotel Division	72
	23.1 Upgradation of TTDC Hotels	72

	23.2 New Food and Beverage Vertical- "Amuthagam"	73
	23.3 Quick Bites	74
	23.4 Aalayam	74
	23.5 New Block at Trichy	75
	23.6 Training Initiatives	75
24.	Boat Houses	76
	24.1 Boat House, Muttukadu	76
	24.2 Boat House, Mudaliarkuppam	77
	24.3 Boat House, Udhagamandalam	78
	24.4 Boat House, Pykara	79
	24.5 Boat House, Kodaikanal	80
	24.6 Boat House, Yercaud	80
	24.7 Boat House, Pichavaram	81
	24.8 Boat House, Courtallam	82
	24.9 Boat House, Valankulam	82
	24.10 Telescope House	83
	24.11 Blue Flag Beach, Kovalam	83
25.	Tours and Transport Division	85
	25.1 Tour Packages of TTDC	86
	25.1.1 Tirupati Tour package	86

	25.1.2 Special Darshan tickets	87
	25.1.3 Other Tour Packages	87
	25.2 Other Initiatives	90
26.	Public Private Partnership (PPP) Projects	91
27.	Marketing initiatives of TTDC	92
	27.1 Digital & Social Media Promotions - TTDC	93
	27.2 Other Initiatives for Promotion	94
28.	Fair Division	95
	28.1 Island Grounds, Chennai	95
	28.1.1 47 <sup>th</sup> India Tourism and Industrial Fair 2023	96
	28.1.2 Chennai Sangamam – Namma Ooru Thiruvizha	97
29.	e-Governance Initiatives of TTDC	97
	29.1 Listing on OTAs	98
	29.2 Feedback mechanism using QR Codes	98
	29.3 24x7 Tourist Helpline	99
	29.4 Hotel Management System	100
	29.5 Revamping of TTDC Website	100
30.	New Initiatives of TTDC	100

	30.1 Revamping the Drive-In Restaurant	100
	30.2 Authorised Selling Agents	101
	30.3 Purchase of new varieties of boats	101
	30.4 MoU with leading tour operators	102
31.	Restructuring of Organisation	102
	Conclusion	103
	Annexure – I : Organisation Structure	105
	Annexure – II : Organisation Structure(TTDC)	106
	Annexure – III : Tourist Offices within Tamil Nadu	107
	Annexure - IV : Tourist information centres	109



# **TOURISM, CULTURE AND RELIGIOUS ENDOWMENTS DEPARTMENT**

## **Demand No.29**

### **TOURISM**

#### **POLICY NOTE – 2023-2024**

##### **1. Introduction**

Tourism is a rapidly growing economic sector that significantly impacts trade, job creation, investment, infrastructure development and social inclusion. As a multi-faceted industry, tourism has the potential to contribute positively to sustainable development goals, including the conservation of cultural and natural heritage. The World Travel and Tourism Council (WTTC) estimates that between 2022 and 2032, Travel and Tourism's contribution to the global economy is expected to grow at an average annual rate of 5.8%, more than double the growth rate estimated for the global economy. In 2021, the

travel and tourism industry made a remarkable recovery after the pandemic, with its contribution to GDP increasing by \$1 trillion and creating 18.2 million jobs.

## **2. Tourism in India**

India's rich cultural heritage and diverse landscapes make it a popular tourist destination. The tourism industry in India is one of the largest contributors to the country's economy, employing millions of people. Tourism continues to play an important role as a foreign exchange earner for the country. According to the Indian Tourism Statistics Report 2022, released by the Ministry of Tourism, Foreign Exchange Earnings (FEE) from tourism were US\$ 8.797 billion compared to US\$ 6.959 billion in 2020, registering a positive growth of 26.4%. According to the World Travel and Tourism Council (WTTC), the tourism industry in India contributed USD 178 billion in revenue, which accounted for 5.8% of the country's GDP in

2021. The sector also employed 32 million people, which accounted for 7% of India's total employment. Additionally, 94% of the spending was from domestic visitors.

The Ministry of Tourism, Government of India, is responsible for developing and promoting tourism in India. Its key functions include identifying, developing and promoting tourism products, supporting the infrastructure and capacity building of the tourism industry and facilitating the implementation of tourism policies and programs across the country. The Ministry also collaborates with State Governments and the Private Sector to ensure sustainable and responsible growth of the tourism industry in India.

### **3. Tourism in Tamil Nadu**

Tamil Nadu offers a microcosm of the many landscapes of the subcontinent. The State

provides diverse tourist attractions catering to visitors' varied interests and preferences.

The State is home to:

- I. More than 36,627 temples such as Meenakshi Amman Temple-Madurai, Nataraja Temple-Chidambaram, Ramanathaswamy Temple-Rameswaram, Arunachaleswarar Temple-Thiruvannamalai etc.
- II. 1,076 km coastal line, accounting for more than 13% of India's total coastal line
- III. Bharatnatyam, Carnatic Music and 100 other folk arts
- IV. 17 wildlife sanctuaries, 5 national parks, 17 bird sanctuaries and 5 tiger reserves.
- V. 6 UNESCO World Heritage Sites, namely
  1. Group of Monuments at Mamallapuram

2. Brahadeeswarar Temple at Thanjavur
3. Gangaikonda Cholapuram at Ariyalur
4. Airavatheeswarar Temple at Darasuram
5. Nilgiris Mountain Railway
6. Western Ghats

The State Government intends to transform Tamil Nadu into the most desirable experiential destination by leveraging its people, vibrant living cultures, diverse natural locations, ancient tradition and history. The Department of Tourism has identified ten Focus Tourism Segments for development and promotion in years to come.

1. Heritage & Pilgrimage Tourism
2. Coastal Tourism
3. Adventure Tourism
4. Eco & Wildlife Tourism

5. Medical and Wellness Tourism
6. MICE Tourism
7. Rural and Plantation Tourism
8. Caravan Tourism
9. Cultural Tourism
10. Culinary Tourism

## **Connectivity**

The State's strategic location, robust infrastructure and connectivity setup make it an accessible tourism destination.

## **Airports**

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

## **Seaports:**

The State has three major sea ports at Chennai, Thoothukudi, Ennore and 17 minor seaports.

## **Railway Network**

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

## **Road Network**

Tamil Nadu boasts of a well-developed road network of 70,562 km providing connectivity to all tourist destinations in the State.

## **Department of Tourism**

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

The Department of Tourism has 38 Tourist Offices and 22 Tourist Information Centres in various Districts of Tamil Nadu and important metropolitan cities in the country. Dissemination of tourism information, implementation of various schemes, the conduct of fairs and festivals, participation in travel marts, liaison with other State tourism departments and all other tourism development works are the major activities carried out by the State Tourism Department through these offices. The list of Tourist Offices and Tourist Information Centres are given in Annexures - III & IV.

### **3.1 Objectives of the Department**

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

- Create avenues for generating employment in the tourism industry.

### **3.2 Strategies**

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

campaigns and exhibitions to promote Tamil Nadu as a favourite destination.

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

The Department of Tourism is taking dedicated steps to position Tamil Nadu as a destination “**where stories never end**” with unique tourism offerings. Beyond temples and traditions, the myriad of tourism offerings in the State, such as Eco-tourism, Wellness Tourism, Beach Tourism, Wildlife Tourism, Cultural Tourism, Rural Tourism, Adventure Tourism and Heritage Tourism are actively being showcased. In addition, the department has been highly responsive to the evolving needs of tourists by introducing new tourism products like Cruise Tourism, Glamping and

Caravan Tourism. These efforts, coupled with providing tourist facilities and infrastructure at destinations, have significantly increased tourist visits to the State.

#### **4. Tourist Visits to Tamil Nadu**

Tourism as a service sector is a pivotal contributor to the growth story of Tamil Nadu. The geographical, cultural and environmental diversity of Tamil Nadu has positioned it as one of the most visited States in India by both domestic and foreign tourists. In 2021, the State ranked first in domestic tourist visits and second in foreign tourist visits.

##### **Domestic Tourist Visits**

In 2021, Tamil Nadu contributed to a significant 17.02% of domestic tourist visits, with over 115 million tourists visiting the State. In six out of the last seven years, Tamil Nadu ranked

1<sup>st</sup> in domestic tourist visits, continuing its dominance in the domestic tourism market.

Domestic tourism in India witnessed a surge of 11.05 percent in 2021, in alignment with global trends of domestic rediscovery. The provisional statistics for 2022 show that domestic tourism in Tamil Nadu has recovered to approximately 45% of its pre-pandemic levels.

### **Foreign Tourist Visits**

Despite the impact of the COVID-19 restrictions, in 2021, Tamil Nadu ranked second in Foreign Tourist Visits, with 1.23 million foreign visitors to Tamil Nadu. The countries contributing a significant share of tourists visiting Tamil Nadu are the USA, the UK, Australia, Canada, China, Malaysia, Germany, Russia, Sri Lanka and Bangladesh.

The Group of Monuments at Mamallapuram, one of the six UNESCO World Heritage Sites in the

State, ranked as the most visited Heritage Monument among foreign tourists, representing a share of almost 45% of tourist visits. Mamallapuram received 1,44,984 visitors, while the second-ranked monument, the Taj Mahal, received 38,922 visitors. Tamil Nadu features six monuments on the list of the top 10 most popular Heritage monuments visited by foreign tourists, including Fort Museum(Thirumayam), Fort Vattakottai, Gingee Fort, Rock Cut Jain Temple (Sittannavasal) and Tiger headed Rock cut temple, Saluvankuppam.

Over the past decade, the State has experienced a growing pattern in domestic and foreign tourist arrivals. However, in 2021, foreign tourist visits declined due to COVID-related restrictions.

## Details of Tourist visits to Tamil Nadu

<b>Year</b>	<b>Domestic (in lakhs)</b>	<b>Foreign (in lakhs)</b>	<b>Total (in Lakhs)</b>
2017	3450.61	48.60	3499.21
2018	3859.09	60.73	3919.82
2019	4948.64	68.66	5017.30
2020	1406.51	12.28	1418.79
2021	1153.36	12.30	1165.66
2022 #	2185.04	4.07	2189.11

# - Provisional

## Tourism Survey for 38 Districts :

The Department of Tourism will conduct a tourism survey in all 38 districts of the State in accordance with the norms prescribed by the United Nations World Tourism Organisation (UNWTO). The proposed survey will collect information from tourist destinations, exit points

and accommodations. The survey will be conducted in two phases over a duration of 13 months.

**Sustainable Development Goals:** The United Nations has formulated the Sustainable Development Goals (SDGs) to faster development that promotes social, economic and environmental sustainability. The 17 SDGs aim to effectively solve various social and economic development issues, including poverty, hunger, health, education, global warming, gender equality, water, environment and social justice. One of the important Sustainable Development Goals, SDG 8 aims, to promote sustained, inclusive and sustainable economic growth and provide decent employment opportunities for all.

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

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

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

1. Development of adventure and eco-camping sites at lesser-known destinations in order to accelerate economic growth and employment opportunities at these locations.
2. Formulation of the Scheme for the Registration of Tourist Guides to impart quality training and upskill tourist guides, thus enhancing their livelihood opportunities.
3. The Tamil Nadu Tourism Policy aims to increase investment in the tourism sector in

Tamil Nadu through a series of strategic interventions, including fiscal and non-fiscal incentives.

4. Organising various events like the Indian Dance Festival, Veera Vilayattu Vizha - a rural sports festival and Chennai Vizha - a national handicrafts and handloom exhibition, to showcase and promote the local culture and offerings of the State.
5. Promotion of niche tourism segments like eco-tourism and adventure tourism that create livelihood opportunities and improve the standard of living for local communities.

Owing to the dedicated efforts taken by the Department of Tourism to achieve this target, there has been a considerable increase in tourist footfall in the State.

## **5. Fairs and Festivals**

Tamil Nadu is a confluence of vibrant cultures, traditions and heritage. The Tourism Department organises and hosts numerous fairs and festivals throughout the year to showcase the rich culture, intricate artworks, architectural marvels, magnificent heritage, traditional crafts, authentic cuisine and other attractions of the State.

### **5.1 Festivals conducted by the Department**

#### **5.1.1 Indian Dance Festival**

The renowned “Indian Dance Festival” is conducted yearly at Mamallapuram from December to January, where several artists representing various Indian States participate and perform at Mamallapuram. Thousands of domestic and foreign tourists travel to Mamallapuram every year to witness and enjoy this festival. This year, the festival was planned on a grander scale and conducted at multiple venues. It was held from

23<sup>rd</sup> December 2022 to 12<sup>th</sup> January 2023 at Mamallapuram, followed by performances from 4<sup>th</sup> January 2023 to 11<sup>th</sup> January 2023 and also from 18<sup>th</sup> January to 22<sup>nd</sup> January 2023 at Island Grounds, Chennai. The festival featured over 50 classical and folk dance groups from all over India, presenting various classical and folk dance forms.

### **5.1.2 Tamil Nadu International Balloon Festival**

The 8<sup>th</sup> edition of the Tamil Nadu International Balloon Festival was held in Achipatti, Pollachi, coinciding with the Pongal Festival from January 13<sup>th</sup> to January 15<sup>th</sup>, 2023. The festival spanned three days and featured a display of 12 colourful hot air balloons from various countries, including Spain, Brazil, the United Kingdom, the United States of America, Thailand, Canada, Belgium, the Netherlands and Vietnam.

The festival attracted over 25,000 visitors and the sky above the serene and green Pollachi was adorned with vibrant balloons, providing a visual feast for the attendees and adventure enthusiasts.

### **5.1.3 Summer Festivals**

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

The State also organised and participated in several tourism festivals throughout the year to provide visitors with an opportunity to explore Tamil Nadu's culture and traditions.

### **5.1.4 International Kite Festival**

The first edition of Tamil Nadu International Kite Festival was organised for three days, from 13<sup>th</sup> August 2022 to 15<sup>th</sup> August 2022, at TTDC Ocean View, ECR Mamallapuram. A diverse range of kites representing different countries and States were displayed, soaring across the sky at the Festival. Participants from various nations, including Thailand, the USA and Malaysia, showcased their impressive kite-flying skills and added to the vibrant atmosphere of the event.

### **5.1.5 Calendar of Events (2022-2023)**

<b>Name of the Fair/Festival/Event</b>	<b>Month and Year</b>
Kannagi Kovil Festival, Theni	April 2022
Book Fairs at multiple locations	April 2022 – Feb 2023
WOW Tamil Nadu Photo & Video contest Award ceremony, Chennai	April to May 2022

Summer Festival-2022, Yercaud	May to June 2022
Chithirai Tourist Festival-2022, Madurai	May to July 2022
Summer Festival-2022,Ooty	May 2022
Kattabomman Festival, Panchalankurichi	May 2022
"Kodai Vizha" (Summer Festival), Cuddalore	June 2022
Bengal Tourism Fest, Kolkata	June 2022
Summer Festival-2022, Kodaikanal	June to July 2022
7 <sup>th</sup> National Tourism Investors Meet, New Delhi	July 2022
Tamil Nadu International Kite Festival- 2022, Mamallapuram	August 2022
Courtallam Saral Festival-2022, Courtallam	August 2022
Valvilori Festival-2022, Kolli Hills, Namakkal	August 2022
Aadi Thiruvathirai Festival, Gangaikondacholapuram	August 2022

Aadi Perukku, Hogenakkal	August 2022
Government Exhibition- Salem	August to September 2022
Government Exhibition – Tirunelveli	August to September 2022
World Tourism Day in all Districts	September 2022
Paryatan Parv-2022, Mumbai	September to October 2022
Indian Dance Festival 2022-23, Mamallapuram	December 2022 to January 2023
Cultural programmes, Island Ground, Chennai	January 2023
Pongal Festival	January 2023
Tamil Nadu International Balloon Festival, Pollachi	January 2023

Margazhi village festival, Dakshinchitra, Chennai	January 2023
Bharat Parv 2023, New Delhi	January 2023
"Mann Vasana", Chennai	March 2023
UMAGINE, Chennai	March 2023
Indian Responsible Tourism Awards and Summit	March 2023

## **5.2 Domestic Promotions**

The Department of Tourism participates in domestic travel marts to promote the destinations of Tamil Nadu and forge partnerships with tourism stakeholders from across the country. Various State Tourism Departments and renowned tourism agencies organise these travel marts. They provide a

platform to position Tamil Nadu as a preferred tourist destination.

### **5.2.1 Domestic Travel Marts/Exhibitions 2022-2023**

<b>Name of the Domestic Travel Marts/Exhibitions</b>	<b>Month &amp; Year</b>
SATTE (South Asia's Travel & Tourism Exchange), New Delhi	May 2022
TTF (Travel and Trade Fair), Kolkata	July 2022
TTF (Travel and Trade Fair), Ahmedabad	September 2022
IITF-2022, New Delhi	November 2022
TTB Fair, Ranchi	November 2022
SATTE (South Asia's Travel & Tourism Exchange), Chennai	November 2022
IATO 2022, Lucknow	December 2022

OTM (Outbound Travel Mart), Mumbai	February 2023
SATTE (South Asia's Travel & Tourism Exchange), New Delhi	February 2023
TTF (Travel and Trade Fair), Chennai	February 2023
36 <sup>th</sup> Surajkund International Crafts Mela-2023 Surajkund, Faridabad, Haryana	February 2023
India Travel & Tourism Exhibition (ITTE), Puri	February 2023

### **5.3 International Promotions**

The Tamil Nadu Tourism Department has been actively working to promote tourism in the State on a global scale. The Department is dedicated to showcasing the State's rich cultural heritage and tourist attractions to an international audience. The Tourism Department participates in international travel marts with various

stakeholders to promote Tamil Nadu's tourism destinations and showcase our vibrant culture and heritage. Hoteliers, tour operators and travel agents from Tamil Nadu enthusiastically participate in these travel marts as co-exhibitors alongside the Tourism Department. During these travel marts, various tourism stakeholders hold business meetings, further strengthening Tamil Nadu's tourism prospects. The Department conducted various roadshows to promote tourism globally. As a result, the number of foreign tourists visiting the State has increased over the years.

### **5.3.1. International Travel Marts / Exhibitions 2022-2023**

<b>Name of the International Travel Marts /Exhibitions</b>	<b>Month &amp; Year</b>
World Travel Market, London	November 2022
ITB, Berlin	March 2023

Malaysian Association of Tour and Travel Agents (MATTA) Fair, Malaysia	March 2023
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## **I. World Travel Market, London**

The Tamil Nadu Tourism Department participated in the prestigious WTM London, a renowned international trade exhibition dedicated to the travel and tourism industry. The event was held in London, UK, from the 6<sup>th</sup> to the 8<sup>th</sup> of November, 2022. The event serves as a platform for tourism professionals, exhibitors, buyers and media from across the globe to gather, network and exchange industry insights. During the visit, travel roadshows were conducted in Scotland, London and Northern Ireland to create awareness, engage with potential investors, attract international tourists from these countries and promote B2B opportunities.

## **Road Show in Scotland**

On November 5<sup>th</sup>, 2022, Tamil Nadu Tourism organised a roadshow in Scotland to promote tourism. The roadshow was a well-rounded event that featured cultural performances and presentations to tour operators, travel agents and members of the Tamil association. During the presentation session, the attendees were introduced to various tourism destinations, trail circuits and tour packages offered by TTDC. The event also provided an opportunity for potential collaborations and partnerships between Tamil Nadu Tourism and the stakeholders present.

## **Road Show in London**

The Department recognises the potential of London as a key market for promoting medical tourism. As part of efforts to increase awareness and attract more visitors, the Department

conducted the largest travel roadshow for London Tamil Association members and other city delegates on November 7<sup>th</sup>, 2022.

## **Road Show at Northern Ireland**

On November 6<sup>th</sup>, 2022, the Tamil Nadu Tourism Department organised a roadshow in Northern Ireland to create awareness of the State's tourism industry and attract international tourists and B2B partnerships from the region. During the roadshow, attendees were introduced to the rich cultural heritage of Tamil Nadu and given an overview of the State's major tourist destinations, unique experiences, accommodation and transportation details, selling agent concepts and promotional offers.

## **II. ITB Berlin**

ITB (Internationale Tourismus-Börse) is one of the world's leading travel trade shows and is a central communication and marketing network

forum that covers the entire chain of touristic offerings. The Tamil Nadu Tourism Department participated as one of the exhibitors at the event between 7<sup>th</sup> and 9<sup>th</sup> March 2023. During this event, B2B meetings with Destination Management Companies, Tour Operators, International Tourism Boards and other stakeholders were held.

The period of 2022-2023 witnessed a revival of international travel marts, serving as a testament to the recovery of the tourism industry post the COVID-19 pandemic.

### **Tamil Nadu – Czech Republic Collaboration:**

A delegation from Czech Republic visited Tamil Nadu in January 2023, during which discussions were held with the Department of Tourism to explore ways to attract more tourists from the Czech Republic and also to conduct stakeholder meetings in Prague.

On March 13<sup>th</sup>, 2023, the Department of Tourism held a meeting with a delegation led by Mr Jan Fluxa, Deputy Minister, Ministry of Regional Development, in Prague. The delegation included representatives from the Ministry of Regional Development of the Czech Republic, International Marketing - New Markets, Czech Tourism (national tourism agency), the Association of Tour Operators and Travel Agents of the Czech Republic, Association of Czech Travel Agencies, Tourism Department, Ministry of Regional Development of the Czech Republic. The meeting aimed to explore potential areas of B2B collaboration among the tour operators, to develop tailor-made tour packages for visiting tourists and to bring in participation for important fairs and festivals in India, as well as for the conduct of road shows and publications in local media to promote Tamil Nadu Tourism.

Another meeting was conducted with the officials of Ministry of Culture, Czech Republic. During the meeting, the delegation discussed the potential for regional cultural exchanges, student and faculty exchanges between universities and colleges and the mutual cultural exchange of artists and performers to participate in festivals and fairs. In addition, the delegation also discussed the conduct of workshops on UNESCO Sites for effective management and protection of Heritage Monuments.

These discussions aimed to strengthen the collaboration between Tamil Nadu and the Czech Republic in the tourism sector and to increase the tourism flow between the two regions.

#### **5.4. Awards**

Tamil Nadu Tourism Department won the following awards in 2022-2023:

1. **"Best Beaches and Coastal Destination Award"** for Lemur Beach, Kanniyakumari District, **at the India Today Tourism Survey and Awards 2022** organised by the India Today Group on 24.02.2023 in New Delhi.
2. **"Best Spiritual Destination"** Award at the 11<sup>th</sup> edition of **India's Best Awards by Travel + Leisure India and South Asia** held in New Delhi on 16.11.2022.
3. **"Silver" Award in the Tourism Category** at the 88<sup>th</sup> SKOCH Summit for **"Increasing customer reach and improving service quality"** on 18.1.2023.
4. **"Best Destination in India for Stunning Mountain Views - Silver"** Award for Coonoor, Nilgiris district at the Outlook Traveller Awards 2022 held in New Delhi on 24.8.2022.
5. **Srirangam, Tiruchirappalli** was shortlisted under **"The Green Destinations**

- Top 100 Sustainability Stories Awards 2022**" at the Future of Tourism Summit held in Athens, Greece, in September 2022.
6. **"Best Heritage destination in India"** Award at the PATWA (Pacific Area Travel Writers Association) **International Travel Awards 2023** held in Berlin on 8.3.2023.
  7. **"Tourism Minister of the Year: India"** Award for the Hon'ble Minister of Tourism, Government of Tamil Nadu, Thiru. K Ramachandran at the **PATWA (Pacific Area Travel Writers Association) International Travel Awards 2023**, held in Berlin on 8.3.2023.
  8. **Indian Responsible Tourism Awards 2023:** The IRTA 2023 was held in Ooty, Tamil Nadu. The event was organised by "Outlook Traveller" and supported by Tamil Nadu Tourism. The Awards, an annual event, recognises and applauds champions of responsible travel in the country. **"Jacob**

**and Klooster Farms, Chennai”** won Silver Award for Sustainable Leadership Small Local Stays under the Homestays Category at the **IRTA 2023** in Ooty on 17.03.2023.

## **6. World Tourism Day Celebrations**

World Tourism Day, celebrated on 27<sup>th</sup> September every year, is an international day designated by UNWTO to raise awareness of tourism's social, cultural, political and economic impacts. In 2022, the theme for World Tourism Day was "**Rethinking Tourism**," which emphasised the need to reconsider current tourism practices and their effects on society and the environment.

The Department of Tourism celebrated World Tourism Day (WTD) 2022 by conducting special programmes across all districts to raise awareness about the importance of tourism. During World Tourism Day, cultural events,

cleanliness campaigns, seminars and other special cultural programmes were held throughout Tamil Nadu.

The following events were held as a part of the World Tourism Day Celebrations, 2022 at Chennai:

1. The inaugural edition of the **Tamil Nadu Tourism Awards**
2. Flagging off ceremony of the "Influencers on Wheels" **Discover Tamil Nadu 2.0 Campaign** at Kalaivanar Arangam on September 27<sup>th</sup>, 2022
3. The launch of **Schemes for Registration of Bed & Breakfast/Homestay Establishments, Adventure Tourism Operators, Camping Operators and Caravan Tour Operators/ Caravan Park Operators**

4. Prize distribution for WoW Tamil Nadu 1.0 and My TN My Heritage social media contest winners
5. Launch of the “**Wow Tamil Nadu 2.0 Photography and Videography contest**”.

## **7. Pongal Tourist Festival**

The Pongal Tourist Festival was celebrated grandly by District Tourist Officers in all districts of Tamil Nadu. Many foreign, domestic tourists attend and enjoy Tamil Nadu's traditional cultural festival.

## **8. Tourism Promotion**

### **8.1 Tamil Nadu Tourism Website**

The Tamil Nadu Tourism Website serves as a one-stop destination for all tourism-related activities in Tamil Nadu. It offers a broad range of features to promote, market and disseminate information about tourism in the State. The

website provides comprehensive assistance to potential visitors throughout their travel journey, including pre-visit, during and post-visit phases. With a user-friendly design and global accessibility, the website is optimised to cater to the needs of visitors worldwide.

## **8.2 Promotional videos**

To promote tourism in Tamil Nadu, promotional videos have been developed showcasing the State's cultural and historical attractions, adventure activities, traditional crafts, distinctive cuisine and rural tourism experiences. These videos also feature eco-tourism attractions such as hill stations, waterfalls and coastal areas. In addition, web and photo stories have been created to provide detailed information about tourism in Tamil Nadu, including UNESCO heritage sites, art and crafts, wildlife, cuisine, adventure sports and nature holidays. These stories aim to inform potential tourists about the rich heritage

and natural beauty of Tamil Nadu. Special events such as Jallikattu and the Indian Dance Festival are also captured to highlight the State's cultural heritage to viewers.

### **8.3 Digital Marketing Initiatives**

The digital promotions aim to enhance the State's visibility as a tourist destination and increase tourist footfall. To achieve this goal, the State has initiated digital advertising campaigns on prominent websites such as Hindustan Times, E-eighteen, Network18, Indian Express, Daily Hunt Application and One India. These campaigns are designed to reach a wide audience and showcase the State's attractions, unique experiences and cultural heritage.

#### **8.3.1 Live streaming of events**

Tamil Nadu Tourism is leveraging the power of social media by live streaming some of the state's most prominent events, such as the Indian

Dance Festival and Namma Ooru Thiruvizha, on social media platforms like Facebook, Twitter and YouTube. These events showcase the cultural richness and diversity of Tamil Nadu and attract both domestic and international tourists. By live streaming, these events on popular social media platforms, Tamil Nadu Tourism aims to reach a wider audience and increase the visibility of these events.

### **8.3.2 Global Media**

#### **National Geographic Traveller (NatGeo) and Travel and Food Network (TFN)**

National Geographic Traveller (NatGeo) and Travel and Food Network (TFN) are popular media brands known for their high-quality travel content. Tamil Nadu Tourism collaborated with NatGeo and TFN to create captivating and informative travel videos highlighting the State's diverse attractions.

From the sandy beaches of the coast to the misty hills of the Western Ghats, the videos produced by this partnership showcased the many unique offerings of Tamil Nadu. The stunning visuals and engaging narration make these videos an excellent resource for travellers seeking inspiration and information about the region.

Additionally, photo stories for promoting Tamil Nadu Tourism have been shared on the digital platforms of NatGeo, TFN and Tamil Nadu Tourism. This has helped to increase the visibility of the State's destinations and promote tourism in Tamil Nadu. The videos reached over ten million people.

## **TravelXP**

TravelXP is a renowned name in the tourism industry, recognised for its exceptional travel content and captivating shows. Tamil Nadu

Tourism partnered with TravelXP Television Global Channels and TravelXP social media to create high-quality videos depicting the State's cultural heritage and natural beauty. These videos have been broadcasted on all TravelXP's global platforms, presenting Tamil Nadu's beauty and culture to a broader audience in over 21 languages. TravelXP's focus on providing immersive travel experiences and storytelling has garnered a considerable following for Tamil Nadu as a travel destination among travellers and enthusiasts alike.

### **8.3.3 Co-branding Initiatives**

Tamil Nadu Tourism collaborated with "Story Trails" to create a series of visually appealing and informative videos that showcase the cultural, heritage and natural treasures of the State. These videos are regularly posted on Tamil Nadu Tourism's social media platforms to engage the

viewers and to increase awareness about Tamil Nadu's heritage and culture.

#### **8.4 Advertisements in Magazines**

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

Advertisements were published in international and national magazines like The Week Magazine, Travel Heights Monthly magazine, Open Magazine, Swar Sarita (Hindi), Kungumam weekly magazine (Tamil), India Today, TravelDine, T3FS Magazine Special Issue (WTM - 2022), AutoX magazine, BW Businessworld magazine, India Today (Independence Day Special Issue), Outlook magazine, T3FS Magazine Special issue (WTM London-2022).

## **8.5 Radio Campaigns**

Radio campaigns are a valuable tool for reaching a larger audience. Radio campaigns were launched to promote Tamil Nadu Tourism as a destination in Ahmedabad, Lucknow, Pune and Kanpur.

## **8.6 Social Media Campaigns**

The Tamil Nadu Tourism Industry has demonstrated a proactive approach in promoting its tourist destinations through the use of social media platforms. By implementing various social media strategies such as contests and collaborations with influential figures, Tamil Nadu Tourism has successfully engaged with its audience and expanded its reach. These initiatives have played a significant role in enhancing tourist awareness and attracting more visitors to the State. Through the effective utilisation of social media, Tamil Nadu Tourism has successfully

showcased the State's unique offerings and established itself as an attractive destination for travellers.

### **Tamil Nadu Wildlife Photography Contest**

The #MyWildTamilNadu photography contest received an overwhelming response from wildlife photography enthusiasts, showcasing the State's rich biodiversity and natural beauty.

### **Christmas Photography Contest**

In this contest, photographers were invited to share their best pictures of churches, highlighting Tamil Nadu's rich religious and architectural heritage.

### **Amazing April Campaign**

This campaign covered unique facts and places of the State, promoting Tamil Nadu's lesser-known attractions to a wider audience.

## **Pongal Moments Campaign**

The #PongalMoments series featured the best photographs by talented photographers during the Pongal Festival, showcasing the vibrant and festive spirit of the State.

## **Explore TN Campaign**

The #ExploreTN campaign provided visitors with a comprehensive guide on the things to do and places to visit in Tamil Nadu district-wise, highlighting the State's diverse and unique attractions.

## **Chess Olympiad Campaign**

During the Chess Olympiad, the #Chess Olympiad campaign was launched to promote Mahabalipuram on social media by sharing ideas on how to spend time in the city, attracting tourists and chess enthusiasts alike.

## **British Buildings Campaign**

During the World Travel Mart, Tamil Nadu Tourism promoted the British architectural marvels of the State through the #British Buildings campaign, highlighting the State's rich and diverse architectural heritage.

### **8.7 Out-of-home (OOH) Advertising**

Tamil Nadu Tourism Department various impactful Out-of-home advertisement strategies in 2022-2023 that helped increase tourist visits to the State.

- Audio-visual Advertisements displayed at Railway Stations and included advertisements on LCD TV screens, panels inside Train coaches, Express Train engines, seat back, food trays and Railway Tickets. Tourism promotional videos were displayed at major railway stations.

- Backlit Display advertisements were also displayed in Delhi Metro Stations.
- Chennai Domestic and International Airports were rebranded through aesthetic enhancement of the interiors. Attractive images were displayed in the airport premises to promote and showcase the rich tourism assets of the State.
- Advertisements were displayed on backlit scrollers at airports at Indore, Cochin, Goa, Surat and Vadodara.
- Tent cards with unique and attractive designs were designed and printed for display at Travel Marts.

## **9. State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Tiruchirappalli**

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

01.10.1981 at Thuvakudi in Tiruchirappalli District. This institute is jointly sponsored by the Government of India and the Government of Tamil Nadu and is affiliated with the National Council for Hotel Management and Catering Technology, located in Noida, Uttar Pradesh.

The institute imparts quality training in the following courses:-

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

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

## **Government of India's 'Hunar Se Rozgar' scheme.**

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

### **10. Tourist Security Organisation**

Since 2010, the Tourist Security Organization has been functioning under the purview of the Department of Tourism with the primary objective of ensuring safe and comfortable travel for tourists. This organisation is committed to providing tourists with maximum communication support in their local language, imparting requisite information and assistance during their visit and extending aid in case of unforeseen events.

## **11. Tamil Nadu Tourism Destination Development Scheme**

The Department of Tourism launched a new scheme called the "Tamil Nadu Tourism Destination Development Scheme" in 2021 to identify and develop tourist destinations/attractions in the State with a focus on enhancing tourist experiences at the destination. The scheme provides for the holistic development of identified tourist destinations by a convergence of resources and expertise through coordinated action with all stakeholders.

During the year 2022-2023, the following works were sanctioned under the scheme:

<b>Sl. No.</b>	<b>Name of the work</b>	<b>Amount sanctioned (Rupees in lakhs)</b>
1	Development of Dam Sites and Reservoirs in Tamil Nadu as Tourist Spots.	806.00
2	Development of Poondi Dam with various tourist attractions	300.00
3	Development of Andipalayam Lake in Tiruppur District as a tourist destination with various attractions	147.00
4	Development of Kolavai Lake in Chengalpattu District as a tourist destination with various attractions	144.10
5	Development of Hogenakkal in Dharmapuri with more tourist facilities	1757.65
6	Development of Muttom Bay and Thirparappu Falls	715.06
7	Renovation of Poompohar Heritage City	2360.00

8	Development of Coutrallam Waterfalls with aesthetic landscaping and tourist amenities	1134.56
9	Upgradation of Pichavaram Boat House with various tourist amenities	1407.00
10	Development of Muthupettai Mangrove forest as a tourist destination with various facilities	400.00
11	Development of Muthukuda as a tourist destination with various facilities	306.31
12	Development of Vathalmalai as a tourist destination with various facilities	223.00
<b>Total</b>		<b>9700.68</b>

## Other Projects

<b>Sl. No.</b>	<b>Name of the work</b>	<b>Amount sanctioned (Rupees in lakhs)</b>
1	Construction of a world-class Jallikattu arena at Alanganallur, Madurai	4406.00
2	Preparation of Detailed Project Report to establish a "Spiritual & Cultural Eco Park" in ECR, Chennai	177.83
3	Preparation of Detailed Feasibility Report for Establishment of Helipads at Kodaikanal and Rameswaram	112.10

## 12. Regulation

### 12.1 Scheme for Registration of Tourism Operators

The Department of Tourism has introduced schemes for registering various tourism operators to regulate their activities and promote safe

tourism practices. These schemes are aimed at ensuring a prepared and safe approach towards the development of the tourism industry and were launched on 27.09.2022. Guidelines have been issued for operators in the following categories:

1. Adventure Tourism (Air, Land and Water based activities)
2. Caravan Tourism and Caravan Parks
3. Camping Sites
4. Homestays and Bed & Breakfast Establishments

To facilitate the implementation of these schemes, a stakeholder-friendly process has been developed, which includes an online portal and third-party inspections. In 2022-2023 the Department received more than 370 applications and over 160 certificates of registration were issued.

## **12.2 Scheme for Tourist Guide Registration**

Tourist Guides play a crucial role in providing visitors with a unique and insightful experience during their travels. Recognising the importance of this role, the Department of Tourism has launched the “**Tamil Nadu Tourist Guide Registration Scheme, 2023**” for registration and skill upgradation of Tourist Guides. This initiative aims to ensure that all Tourist Guides in the State are registered and trained to provide visitors with a high level of service. Under this scheme, Tourist Guides will be classified into three categories: General Guide, Expert Guide and Linguist Guide.

## **12.3 Scheme for Registration of Tourism Service Providers**

In Tamil Nadu, travel intermediaries like Tour Operators, Travel Agents and Tourist Transport Operators are still an important part of

the tourism supply chain as they link the source market and destinations. The Department of Tourism has launched the **Tamil Nadu Tour Operators / Travel Agents / Tourist Transport Operators (Registration) Scheme – 2023** to standardise the quality of services offered, thereby ensuring a positive experience for tourists visiting the State of Tamil Nadu”.

Recognition will be given to Tourism Service Providers under the following categories:

- (a) Standard
- (b) Premium

### **13. Tourism Policy**

The Department of Tourism has formulated the **“Tamil Nadu Tourism Policy”**, which would catalyse the tourism industry to become a leading employer and driver of economic growth. This policy seeks to grant industry status to tourism

and outlines targeted interventions, incentives and regulatory changes to foster private investment and participation in the sector. The goal is to establish a sustainable tourism ecosystem in Tamil Nadu, focusing on ensuring the safety and quality of the tourist experience and creating a supportive atmosphere for tourism investment.

#### **14. Tamil Nadu Tourism Awards**

The first-ever **Tamil Nadu Tourism Awards** was hosted on September 27<sup>th</sup> 2022, on the occasion of World Tourism Day. 52 awards were presented in 17 different categories covering various stakeholders such as Tour Operators, Airlines, Accommodation units, Restaurants, Tourist Guides etc.

#### **15. Launch of Cruise Tourism**

Cruise Tourism is an important segment of the Global Tourism Industry, and Tamil Nadu has

excellent potential to develop this sector with its long coastline of over 1,076 km. On behalf of the Tamil Nadu Tourism Department, Cordelia Cruises, a premium cruise line with luxurious amenities on board, was flagged off by the Honourable Chief Minister from the Chennai port. This initiative is viewed as an important landmark for Tamil Nadu Tourism.

## **16. Tamil Nadu Tourism Promotion and Development Committee**

The Government of Tamil Nadu has reconstituted the existing "Tamil Nadu Advisory Committee" as the "**Tamil Nadu Tourism Promotion and Development Committee**" to advise the Government on measures needed for the rapid development of tourism and tourist centres in the State. The committee's first meeting took place on 13.12.2022, during which various stakeholders who are leading

professionals in the tourism industry suggested measures to promote tourism in Tamil Nadu.

## **17. Tourism Task Force**

A Tourism Task Force was constituted for the first time in Tamil Nadu. The Task Force intends to bring together stakeholders from various sectors, such as educational institutions, private companies and non-profit organisations. The Task Force aims to utilise the strengths and resources of these stakeholders to assess the industry's current status and identify areas of improvement to promote tourism in Tamil Nadu. The first meeting of the Tourism Task Force with stakeholders was held on 13.12.2022.

## **18. Chennai Vizha**

The 1<sup>st</sup> edition of Chennai Vizha – National Handicrafts, Handlooms and Food exhibition will be held during the summer holidays from 29<sup>th</sup> April to 14<sup>th</sup> May 2023 at the Island Grounds in Chennai. This exhibition will be held for a period

of 16 days, showcasing the finest traditions of handicrafts and handlooms from India and around the globe.

## **19. 44<sup>th</sup> Chess Olympiad**

The 44<sup>th</sup> FIDE Chess Olympiad was held in Mamallapuram from July 27<sup>th</sup> to August 10<sup>th</sup> 2022 and the Tourism Department played a crucial role in ensuring the event's success.

### **19.1 Medals**

As a key initiative, the Department of Tourism designed and procured the medals for the event. The design of the medal embedded elements of Tamil Nadu's rich heritage.

### **19.2 Welcome Kits**

The Department designed and curated the welcome kit for the players and the delegates consisting of Treasures of Tamil Nadu Book, a souvenir of Shore Temple, a bag depicting the

Mamallapuram Shore Temple, a chess kit, a cap and brochures of Chennai and Mamallapuram.

### **19.3 Cultural Programs**

Cultural Programs featuring a blend of Indian and Western art forms were organised, captivating the participants with their mesmerising performances.

### **19.4 Tourism Stall**

At the event venue, a tourism stall exhibited immersive tourism experiences such as VR tours and Magic Book. To make it easier for tourists to visit different attractions around the venue, TTDC deployed Hop-On Hop-Off buses and tourist-friendly autos.

### **19.5 Promotional Video**

A video titled "**Auto Anna udan Chennai suthi paarkalam**" was launched, showcasing the beauty of Chennai, its heritage, culture, tourist

destinations, food and activities to help the tourist and players at Chess Olympiad 2022, Mamallapuram to explore Chennai in its authentic form.

### **19.6 Tour Package for Players and Delegates**

To exhibit the rich heritage and culture of Chennai and Mamallapuram to players from all over the world, a special one-day tour package was organised and operated by TTDC.

### **19.7 Hop-on Hop-Off Service**

TTDC provided a convenient and hassle-free transportation service during the 44<sup>th</sup> Chess Olympiad by introducing the Hop-On Hop-Off service. This service was available from the Cholamandalam Artist Village to the event venue located in Mahabalipuram, with multiple pickup and drop-off points. The tour received a positive response from the public and event participants alike.

## **19.8 Tourist-Friendly Autos**

To make it easier for tourists to visit different attractions around the venue, TTDC deployed tourist-friendly autos and provided requisite training to the auto drivers.

## **20. G20 Summit**

India is currently holding the presidency of G20, the leading forum for international economic cooperation. As part of this, the first G20 Education Working Group was held in Chennai, with a two-day seminar on the role of digital technology in education at IIT Madras. The event was attended by 80 delegates from 30 countries. Tamil Nadu Tourism Department made various efforts to showcase the State's hospitality, with pavilions set up at IIT Madras and Taj Coromandel Chennai displaying handicrafts and handlooms related to the State. A heritage walk was also organised for the delegates at Mamallapuram to showcase Tamil Nadu's rich architectural heritage.

Cultural events were organised to showcase the vibrant culture of Tamil Nadu. Immersive experiences like VR Zone were set up at the venues, highlighting various tourist destinations of Tamil Nadu.

## **21. Government of India Assisted Scheme**

### **21.1 Swadesh Darshan 2.0 Scheme**

The Ministry of Tourism, Government of India (MoT, GoI) has revamped its Flagship Scheme for holistic destination development. The **Swadesh Darshan 2.0** follows an integrated approach for the development of destinations, which will provide core tourism products and ancillary requirements such as connectivity, performing arts infrastructure, public health, hygiene and safety and other such requirements that impact tourists.

Under this scheme, two destinations from Tamil Nadu, Mamallapuram and Nilgiris, will be taken up for development.

## **21.2 PRASHAD Scheme**

The Ministry of Tourism, Government of India (MoT, GoI) has launched the **Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive** (PRASHAD) Scheme to enhance the tourism attractiveness of identified pilgrimage destinations by providing well-planned tourism infrastructure.

### **21.2.1 Infrastructure Development of Navagraha Temples under the PRASHAD Scheme**

Navagraha Temples are significant places of worship in Hinduism, dedicated to the nine celestial bodies or "Grahas". These temples

attract not only religious devotees but also tourists interested in exploring the rich cultural and architectural heritage of India.

Under the Scheme, the Navagraha Temples, including Alangudi, Kanchanur, Thingalur and Thiruvenkadu have been identified for infrastructure development. This initiative aims to enhance the tourism potential of the Navagraha Temples and create an improved visitor experience by developing the necessary infrastructure. An Initial Project Report at the cost of ₹17.53 crore has been submitted to the Ministry of Tourism, Government of India for consideration and sanction of funds.

### **21.3 Swachhata Pakhwada Campaign**

The Swachhata Pakhwada Campaign is a significant initiative by the Government of India to promote cleanliness and sanitation in the country. It is an essential component of the Swachh Bharat Mission, which aims to create a cleaner and

healthier India for all its citizens. Through sustained efforts and continued engagement with citizens, the Swachhata Pakhwada Campaign is expected to drive positive change and promote a culture of cleanliness and sanitation across the country.

In furtherance of this initiative, the Ministry of Tourism has allocated the period from 16<sup>th</sup> to 30<sup>th</sup> September 2022 for the observance of Swachhata Pakhwada. During the Swachhata Pakhwada Campaign, the Department of Tourism conducted a campaign programme in all districts of Tamil Nadu.

## **22. Tamil Nadu Tourism Development Corporation (TTDC)**

The Tamil Nadu Tourism Development Corporation (TTDC) was established on June 30<sup>th</sup>, 1971, to promote tourism in Tamil Nadu. Its key activities include providing accommodation,

conducting various tours, operating boat houses and organising fairs and festivals across the State.

<b>Business Vertical</b>	<b>No. of Units</b>
Hotels - Operated by TTDC	28
No. of Rooms	844
Hotels - Franchised	12
Boat Houses	9
Restaurants(Stand Alone)	5
Aalayam	3
Telescope Houses	3
Blue Flag Beach	1
Fleet Size (No. of Coaches)	14

The Corporation also operates Youth Hostels in popular tourist destinations such as Ooty, Kodaikanal and Yercaud, catering to students and budget tourists.

## **23. Hotel Division**

At present, TTDC operates 28 hotels directly. TTDC has been making consistent efforts to improve the quality of its properties, enhance service delivery and meet the expectations of its guests. Regular training sessions are conducted for the hotel staff to upgrade their technical knowledge and managerial and operational skills.

In addition, TTDC has taken over the management of Hotel Tirunelveli following the completion of its lease period. Upgradation work is underway to improve the property and enhance the guest experience.

### **23.1 Upgradation of TTDC Hotels**

Upgradation and renovation of the following hotels were taken up in 2022-2023:

1. Hotel Tamil Nadu Drive-in-Restaurant,  
Island Grounds, Chennai.

2. Hotel Tamil Nadu, Madurai –II.
3. Hotel Tamil Nadu, Coimbatore.
4. Hotel Tamil Nadu, Kanniyakumari.
5. Beach Resort Complex – Mamallapuram.
6. Hotel Tamil Nadu, Trichy.
7. Hotel Tamil Nadu, Ranipet.
8. Hotel Tamil Nadu, Tirunelveli.

### **23.2 New Food and Beverage Vertical- "Amuthagam"**

The Food and Beverage (F&B) vertical of TTDC has been developed as a separate vertical under the brand name "**Amuthagam**" to increase the focus on the restaurant business. This initiative is intended to allow better tracking of performance metrics and analysis, leading to more informed decision-making, improved operational efficiency and enhanced business

growth. Currently, a chain of 35 restaurants are operated under this vertical.

### **23.3 Quick Bites**

TTDC has launched a new brand of fast-food kiosks, named "Quick Bites," with the objective of establishing high-quality fast-food outlets at important tourist destinations. These food kiosks have been established at prominent tourist spots, including Vandalur, Kovalam, Yercaud and Valankulam Lake. The initiative not only increased the revenue for TTDC but also resulted in enhanced brand visibility. In 2022-2023, kiosks have been established at four locations, Vandalur, Kovalam, Yercaud and Valankulam Lake, earning a revenue of ₹56.59 lakhs till March 2023.

### **23.4 Aalayam**

TTDC is currently operating and maintaining Pilgrim rest houses (Yatri Niwas) at Rameswaram, Tiruvannamalai and Kancheepuram under the

brand name of "**Aalayam**". These hotels are being operated on a 50:50 profit-sharing basis with HR&CE. In 2022-2023, the Aalayam chain earned a revenue of ₹291.54 Lakhs.

### **23.5 New Block at Hotel Tamil Nadu, Trichy**

A new block at Hotel Tamil Nadu, Trichy, consisting of 15 rooms and a multipurpose hall was inaugurated on 27.09.2022.

### **23.6 Training Initiatives**

TTDC periodically conducts skill upgradation and training for its staff across all divisions. This year, skill upgradation and training sessions were organised on Food and Beverage Services and Housekeeping Services through a professional agency at the following units: Drive-in-Restaurant - Chennai, Beach Resort Complex - Mamallapuram, and Hotel Tamil Nadu at Kanniyakumari, Yercaud, Tiruchendur, Madurai I & II, and Rameswaram.

## **24. Boat Houses**

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

### **24.1 Boat House, Muttukadu**

Muttukadu, a popular weekend getaway from Chennai is a perfect destination for adventure and leisure activities. Located on the Muttukadu backwaters, this water sports facility offers a thrilling boating experience and avenues for a day-long outing and entertainment with facilities like Motor Boats, Row Boats, Speed

Boats and Water Scooters. To draw more tourists, TTDC has introduced the latest water sports equipment at the boat house, such as Water Cycles and Kids' Pedal Boats. Moreover, this year TTDC has purchased five 8-seater Motor Boats. In 2022-2023, the Muttukadu Boat House earned revenue of ₹485.82 Lakhs.

## **24.2 Boat House, Mudaliarkuppam**

Located on the East Coast Road on the Odiyur lake backwaters, Mudaliarkuppam Boat House, also known as Raindrop Boat House, offers relaxation and rejuvenation for tourists. This facility is situated about 36 Km away from Mamallapuram and 92 km from Chennai. Motorboat trips arranged to a nearby picturesque beach Island are significant highlight of this destination. One can spot migratory birds during the ride to the Island and relish coastal delicacies at the boat house restaurant. The boat house has rowboats, pedal boats, single-seater kayaks,

banana boats, water scooters, motorboats and jet skis. The latest-model Canoe Boat has been introduced to attract tourists.

Eco-friendly beachfront development activities with water sports facilities are being carried out at the beach island to enhance tourist visitations and position Mudaliarkuppam Boat House as a unique recreational destination. In 2022-2023, the Mudaliyarkuppam Boat House earned a revenue of ₹117.20 Lakhs.

### **24.3 Boat House, Udhagamandalam**

Located in the heart of Ooty, the “Queen of Hill Stations”, Ooty lake covers an area of 85 acres and offers a rich rejuvenating experience to tourists. Boating is a prime attraction at Ooty Boat House, which has pedal, row and motorboats. The restaurant at the boat house offers lip-smacking delicacies. The water sports

facility provides excellent avenues for recreation, including a mini train ride. TTDC is setting up a glamping site with adventure and eco-camping activities at Ooty Boat House to provide alternative recreational avenues to tourists and promote the growth and development of adventure tourism in the State. In 2022-2023, the Ooty Boat House earned a revenue of ₹1375.95 Lakhs.

#### **24.4 Boat House, Pykara**

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

of tourists. In 2022-2023, the Pykara Boat House earned a revenue of ₹390.00 Lakhs.

#### **24.5 Boat House, Kodaikanal**

TTDC operates two boat houses at Kodaikanal, a popular tourist destination of the State, fondly referred to as the "Princess of Hill Stations". TTDC offers a splendid experience to tourists at the star-shaped lake spanning 59 acres. The boat house has introduced the latest water sports equipment to attract tourists, such as Water Cycles and Canoe Pedal Boats. In 2022-2023, the Kodaikanal Boat House earned a revenue of ₹452.98 Lakhs.

#### **24.6 Boat House, Yercaud**

Popularly known as the "Jewel of the South", Yercaud is a pristine destination situated in the Shervaroy range of hills in the Eastern Ghats. Covering an area of 28.40 acres, the Yercaud lake is a popular sightseeing spot that

provides a perfect venue for boating with pedal boats, rowboats and motorboats and attracts tourists from far and wide. Latest-model Boats such as the 2-Seater and 4-Seater Swan type Pedal Boats have been introduced to attract tourists. In 2022-2023, the Yercaud Boat House earned a revenue of ₹364.17 Lakhs.

#### **24.7 Boat House, Pichavaram**

Pichavaram is renowned for its vast mangrove forests that are a haven for migratory birds spanning an area of 5.27 acres. The Pichavaram Boat House offers great avenues for scenic boat rides amidst a calm and soothing environment. Efforts are being taken to renovate the existing restaurant and kitchen to cater to the needs of the tourists. In 2022-23, the Pichavaram Boat House earned a revenue of ₹466.87 Lakhs.

## **24.8 Boat House, Courtallam**

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

## **24.9 Boat House, Valankulam**

After almost two decades, a new boat house was inaugurated on 24.08.2022 by TTDC at Valankulam Lake. Valankulam lake is one of the popular tourist attractions in Coimbatore and a paradise for bird lovers and nature enthusiasts. TTDC has also purchased one Pontoon Boat and a Jet Ski to facilitate the convenience of visiting

tourists. In 2022-2023, the Valankulam Boat House earned a revenue of ₹29.85 Lakhs.

#### **24.10. Telescope House**

TTDC operates Telescope Houses in popular hill stations, namely Doddabetta at Udhagamandalam, Kodaikanal and Yercaud. The Telescope Houses attract large number of tourists for the panoramic views of the valleys. The snack bar at Doddabetta offers regional delicacies and has been renovated. In 2022-2023, the Telescope House earned a revenue of ₹299.55 Lakhs.

#### **24.11 Blue Flag Beach, Kovalam**

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

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

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

The major facilities available at Kovalam beach include safety surveillance services, visitor amenities like a safe swimming zone area, shower change area, drinking water facility, outdoor fitness equipment, children's play area, reclining bamboo lounge chairs, hammocks, sit-out umbrellas, toilet blocks and bamboo made litter bins. Life Guards and First Aid attendees have been deputed at the watch tower for any emergency assistance.

TTDC is actively promoting Kovalam Blue Flag Beach as a recreational destination. Various

events like Beach Volleyball, Beach Yoga and regular beach clean-ups are held at Blue Flag Beach. In 2022-2023, the Blue Flag Beach earned a revenue of ₹178.98 Lakhs.

## **25. Tours and Transport Division**

TTDC is renowned for providing tourists with delightful and memorable travel experiences through a range of tour and travel packages that showcase the vast tourism potential of the state. Currently, TTDC operates a fleet of 14 luxury coaches that include 35-seater AC (4), 35-seater Non-AC (3), 18-seater AC (3), 45-seater Volvo AC (1) and 43-seater Volvo AC (3) with plans underway to expand the fleet capacity further.

TTDC's most sought-after tours are the One-day Tirupati Tour, 3-days Navagraha Tour, 8-days Tamil Nadu Tour and 8-days East-West Coast Tour. In addition to these tours, TTDC also organises customised tours, LTC tours for

Government Employees and Educational Tours for School Students.

## **25.1 Tour Packages of TTDC**

### **25.1.1 Tirupati Tour package**

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

To cater to the increasing demand of pilgrims from all over Tamil Nadu, the daily quota of Seegra Darshan Tickets for Tirupati tours operated by TTDC has been increased from 150 to 1000. Tirupati tours were also initiated from other major cities like Coimbatore, Trichy, Madurai, Salem, Cuddalore and Hosur.

### **25.1.2 Special Darshan tickets**

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

### **25.1.3 Other Tour Packages**

TTDC launched the following tour packages in 2022-2023:

#### **1. Amman and Perumal Temple Tour:**

TTDC has initiated efforts to promote pilgrimage tourism by introducing special one-day tour packages to the famous Amman Temples during the Tamil month of Aadi and to prominent Perumal Temples during the Tamil month of Purattasi. These tours were organised in association with Hindu Religious & Charitable

Endowment Department from Madurai, Trichy, Thanjavur and Chennai.

**2. Ponniiyin Selvan Tour:** TTDC has taken the initiative to showcase the rich historical legacy of the Great Chola dynasty as portrayed in the popular historical fiction novel "Ponniiyin Selvan". To this end, TTDC has launched a special tour package named the "Ponniiyin Selvan Tour" that spans three days and covers all the significant historical sites mentioned in the novel.

### **3. UNESCO World Heritage Sites Tour**

TTDC introduced a UNESCO World Heritage Sites Tour that provides an immersive experience for tourists to explore the culturally rich heritage sites of Tamil Nadu. The tour takes visitors on a journey to popular UNESCO World Heritage Sites located in the State: The Great Living Chola Temples and the Group of Monuments at Mahabalipuram.

#### **4. Heritage Walks**

Various theme-based heritage Walks like Photo Walks and Food Walks are conducted in Chennai to provide immersive experiences that are aimed at helping people reconnect with the history of iconic spots in and around the city.

#### **5. Church Trail of Madras**

TTDC introduced Church Trail, a guided tour covering various important Churches in Chennai.

#### **6. 5-days Jain Circuit Tour**

Tamil Nadu is dotted with numerous sites associated with Jainism. In order to promote tourist visits to these sites, a special Jain Circuit has been curated and the 5-days tour is currently being operated.

## **25.2 Other Initiatives**

**1. Chennai Bikers Rally:** In order to raise awareness for the cause of "Say No to Drugs", a National Tourism Day Bike Rally was organised on February 25<sup>th</sup>, 2023, in collaboration with M/s. Axanday Entertainment. The rally started at Island Grounds, Chennai and ended at Mudaliyar Kuppam Boat House.

**2. 44<sup>th</sup> Chess Olympiad Players Special Tour:** To exhibit the rich heritage and culture of Chennai and Mamallapuram to players from all over the world, a special one-day tour package was organised and operated by TTDC.

**3. 44<sup>th</sup> Chess Olympiad Hop-on Hop-Off Service:** TTDC provided a convenient and hassle-free transportation service during the 44<sup>th</sup> Chess Olympiad by introducing the Hop-On Hop-Off service. This service was available from the Cholamandalam Artist Village to the event venue

located in Mahabalipuram, with multiple pickup and drop-off points. The tour received a positive response from the public and event participants alike.

## **26. Public Private Partnership (PPP) Projects**

TTDC recognises the vital role that infrastructure plays in the development and growth of the tourism industry. It aims to promote Public Private Partnership (PPP) for infrastructure creation in order to leverage the strengths and resources of both the public and private sectors.

### **PPP Projects under Implementation**

1. Development of Floating Restaurant at Muttukadu Boat House.
2. Development of Adventure Activities at Ooty Boat House.

3. Development of a Glow Garden at Maragatha Poonga, Mamallapuram.

### **PPP Projects in the Feasibility Stage**

1. Detailed Feasibility Reports for establishment of Rope Cars at Ooty, Kodaikanal and Valparai have been prepared and are under consideration.
2. Detailed Feasibility Report is being prepared for the Deployment of Hop on Hop off Buses in Chennai.
3. Detailed Feasibility Study is being undertaken for the establishment of Laser 3D mapping at 5 Temples in Tamil Nadu.

### **27. Marketing initiatives of TTDC**

The Marketing division of TTDC is responsible for effectively marketing TTDC tour packages, hotels and boat houses. Various marketing strategies have been formulated to

promote TTDC hotel properties and tour packages to increase the occupancy ratio and revenue.

## **27.1 Digital & Social Media Promotions - TTDC**

Tamil Nadu Tourism Development Corporation (TTDC) has leveraged the power of social media to attract tourists to its hotels, tour packages and boathouses. Many engaging and informative posts have been effectively promoting the TTDC properties.

By utilising various social media strategies, such as photo contests and exclusive discounts, TTDC has enhanced customer engagement and satisfaction. Various engaging strategies like the Movie Monday Series, Quiz Series, Testimonial Thursdays, Fact Friday Series etc., are introduced.

Promotional videos of various TTDC properties have been created and published on Social Media.

Collaboration with various influencers like food bloggers to promote TTDC properties.

## **27.2 Other Initiatives for Promotion**

TTDC has implemented a cross-selling strategy to promote its Tirupati tours by displaying banners and posters in various TTDC hotels. The aim is to promote the visibility of the tour packages offered by TTDC to hotel guests.

In addition, signages have been erected at prominent locations to increase the visibility of TTDC restaurants and boathouses.

TTDC has hosted various radio campaigns to promote its tour packages, including Tirupati Tours, as well as to announce the inauguration event of TTDC Boat House, Valankulam.

Various tie-up arrangements have been made with Central Excise, Employees' State Insurance Corporation and Employees' Provident

Fund Organisation under a deposit accommodation scheme for providing holiday home facilities at TTDC hotels.

## **28. Fair Division**

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

### **28.1. Island Grounds, Chennai**

TTDC is actively promoting Island Grounds as a versatile event space that can be utilised throughout the year. Situated at the heart of the City, this venue is well-suited for hosting large-scale events and fairs due to its expansive area and convenient accessibility for organisers and visitors alike.

### **28.1.1. 47<sup>th</sup> India Tourism and Industrial Fair 2023**

Since 1974, TTDC has been conducting the annual Trade Fair, i.e. **India Tourist and Industrial Fair**, every year from December/January to March for a period of 70 days at Island Grounds, Chennai. The 47<sup>th</sup> edition of the Fair was conducted from January 4<sup>th</sup> to March 23<sup>rd</sup>, 2023, under the theme of "Rethinking Tourism."

This industrial fair had various stalls and game arenas to attract families and children. The event featured pavilions from 51 Government Departments, including TTDC, which were visited by a large number of attendees. This year, over 1.5 million visitors attended the Fair.

### **28.1.2 Chennai Sangamam – Namma Ooru Thiruvizha**

Namma Ooru Thiruvizha is an annual festival that celebrates and promotes Tamil art forms, culture and heritage. The Department of Art and Culture and the Department of Tourism jointly conducted a 5-days festival from January 13<sup>th</sup> to 17<sup>th</sup>, 2023, in Chennai. The event featured over 40 folk arts and art forms, with more than 500 performers entertaining audiences at 18 locations in and around Chennai. To enhance the visitor experience, the TTDC set up numerous food stalls serving authentic traditional dishes of Tamil Nadu.

### **29. e-Governance Initiatives of TTDC**

TTDC has implemented various e-Governance initiatives in order to provide information about tourist destinations in Tamil Nadu and enable hassle-free booking for TTDC

hotel properties and tour packages through an online real-time reservation system.

### **29.1. Listing on OTAs**

TTDC appointed a Channel Manager to improve revenue and increase the presence of TTDC hotels on the websites of popular Online Travel Aggregators (OTAs) like Make My Trip, Goibibo, Booking.com, etc. The listing of Hotel Tamil Nadu properties on the websites of leading travel aggregators facilitated seamless booking. This initiative also helped in popularising and promoting the brand across the globe and thereby increasing the revenue. As a result, TTDC has received 5096 bookings from OTA platforms and earned about ₹1.85 Crores from April 2022 - February 2023.

### **29.2. Feedback mechanism using QR Codes**

TTDC has implemented a feedback mechanism system at all Hotel Tamil Nadu

properties to obtain customer feedback. This system has proven to be an effective strategy for improving the quality of services provided to tourists who choose to stay at TTDC hotels. From April 2022 to February 2023, a total of 1323 customer reviews and feedback have been collected through this mechanism. The feedback has been analysed and utilised to devise better strategies for serving the needs and preferences of customers.

### **29.3. 24x7 Tourist Helpline**

TTDC has launched a specialised cloud-based helpline catering to the information needs of domestic and international tourists regarding travel and tourism in Tamil Nadu. This helpline, operating round the clock, aims to provide prompt assistance to tourists and is equipped to handle diverse queries related to tourism in Tamil Nadu.

## **29.4. Hotel Management System**

TTDC has introduced an integrated Cloud Based Hotel Management System to promote ease of reporting and data analysis as well as to elevate the level of service quality at all its hotel units. Regular training was provided to the staff to aid in the transition of the systems.

## **29.5. Revamping of TTDC Website**

TTDC has also revamped its website and made it more responsive and user-friendly.

## **30. New Initiatives of TTDC**

### **30.1. Revamping the Drive-in Restaurant**

TTDC has revamped the Drive-in restaurant at Island Grounds with amenities such as a Drive-in theatre, barbeque station and café at an estimated cost of ₹50 lakhs. The renovated Drive-in Restaurant was inaugurated on 04.01.2023.

### **30.2. Authorised Selling Agents**

A new scheme was introduced for the registration of B2B Authorised Selling Agents in October 2022. This initiative was taken to promote B2B business to TTDC. The Selling Agents were registered in two categories

- A) Hotels and Tour Packages (excl. Tirupathi tours)
- B) Tirupathi Tour Package

The initiative was successful, with over 40 selling agents registering within three months and increasing bookings for hotels and tour packages. Both domestic and international operators have shown a keen interest in this scheme.

### **30.3. Purchase of new varieties of boats**

In order to cater to the growing tourist demand and to provide unique, thrilling experiences, TTDC has introduced innovative and

latest boats at its boat houses. Newly purchased equipment includes canoe boats, water cycles, kids pedal boats, swan-type boats and Zorbing balls.

### **30.4. MoU with leading Tour Operators**

TTDC has signed MoUs with leading Tour Operators from other States to increase revenue and visibility of TTDC packages and properties.

### **31. Restructuring of Organisation**

TTDC has recently restructured its organisational structure based on the recommendations provided by a reputed consultancy firm. The restructuring process was carried out after a thorough analysis of the market requirements and the existing structure. As part of organisational restructuring, the Board recommended appointment of experienced professionals in important verticals. The following professionals were appointed in the current year:

<b>Sl. No.</b>	<b>Professionals</b>
1	Assistant General Manager (Food & Beverage)
2	Assistant General Manager (Housekeeping)
3	Assistant General Manager (Aalayam)
4	Manager (Package Tours)
5	Assistant General Manager, (Marketing & Sales)

## **32. Conclusion**

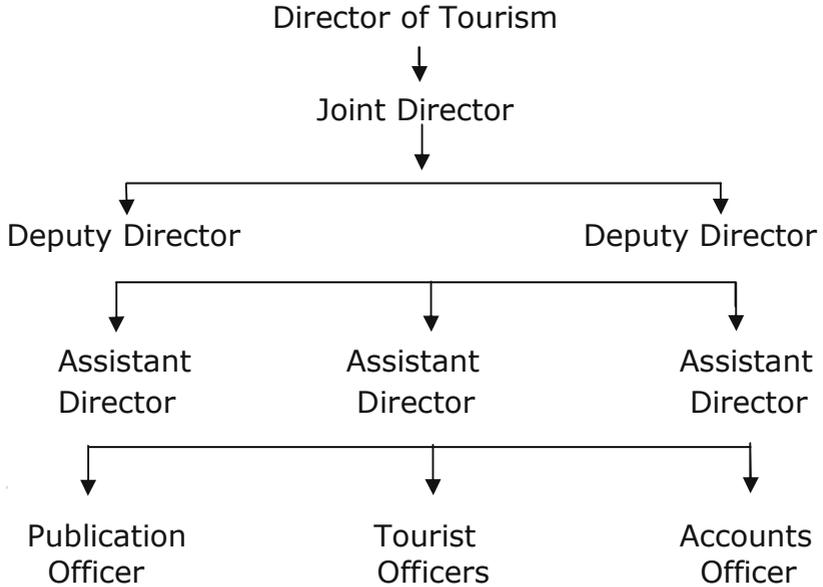
The Department of Tourism, Tamil Nadu is dedicated to enhancing and improving tourist destinations, promoting lesser-known locations and niche tourism sectors and working in collaboration with various tourism stakeholders. Utilising innovative strategies and tourism products, the department aims to promote and

develop the tourism industry in the State, establishing Tamil Nadu as the preferred destination for national and international tourists.

**K. RAMACHANDRAN  
MINISTER FOR TOURISM**

## Annexure-I

### ORGANISATION STRUCTURE





## **Annexure-III**

### **TOURIST OFFICES**

#### **WITHIN TAMIL NADU**

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

**TOURIST OFFICES  
OUTSIDE TAMIL NADU**

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

## Annexure-IV

### TOURIST INFORMATION CENTRES

<b>AT AIRPORTS</b>	<b>AT RAILWAY STATIONS</b>
<ol style="list-style-type: none"><li>1. Chennai (International Terminal)</li><li>2. Chennai (Domestic Terminal)</li><li>3. Coimbatore</li><li>4. Madurai</li><li>5. Tiruchirappalli</li><li>6. Thoothukudi</li><li>7. Salem</li></ol>	<ol style="list-style-type: none"><li>1. Chennai (Egmore)</li><li>2. Coimbatore</li><li>3. Madurai</li><li>4. Tiruchirappalli</li><li>5. Tirunelveli</li></ol>
<b>AT BUS STANDS</b>	<b>AT OTHER PLACES</b>
<ol style="list-style-type: none"><li>1. Chennai Metropolitan Bus Terminus, Koyambedu</li></ol>	<ol style="list-style-type: none"><li>1. Gudalur (The Nilgiris District)</li><li>2. Rameswaram (Temple)</li><li>3. Hotel Tamil Nadu Complex, Thanjavur</li><li>4. Panchalankurichi (Thoothukudi District)</li></ol>

<b>TOURIST INFORMATION CENTRES OUTSIDE TAMIL NADU</b>	
<b>PLACE</b>	<b>STATE</b>
1. Railway Junction, Bengaluru	Karnataka
2. Hyderabad	Telangana
3. Thiruvananthapuram	Kerala
4. Ahmedabad	Gujarat
5. Bhubaneswar	Odisha



Hon'ble Minister for Tourism Thiru. K. Ramachandran presented the PATWA (Pacific Area Travel Writers Association) awards to the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin on 21.3.2023 at the Secretariat. The Tamil Nadu Tourism Department won two awards in the category of Tourism Minister of the Year - India and Tamil Nadu Destination of the year - Heritage in the PATWA International Travel Awards held at Berlin on 8.3.2023.



Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin, inaugurated cruise tourism and the cruise ship Empress operated by the Cordelia cruise at the Chennai Port on 4.6.2022. Hon'ble Minister for Tourism Dr. M. Mathiventhan, Thiru. Dayanidhi Maran, Member of the Parliament participated in the event.



An image of Cordelia cruise's ship Empress: Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin, inaugurated cruise tourism and the cruise ship Empress operated by the Cordelia cruise at the Chennai Port on 4.6.2022.



Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin, awarded a shield to the Captain of the ship Thiru. Dennis Koroop to acknowledge the inauguration of cruise tourism and the cruise ship Empress operated by the Cordelia cruise at the Chennai Port on 4.6.2022. Hon'ble Minister for Tourism Dr. M. Mathiventhan, Thiru. Dayanidhi Maran, Member of the Parliament participated in the event.



Hon'ble Chief Minister of Tamil Nadu, Thiru. M.K. Stalin inaugurated the newly built hotel building and conference hall at Hotel Tamil Nadu Tiruchirappalli, the Tourism Office Complex at Chidambaram, Cuddalore district and the renovated Mosque with newly upgraded infrastructure facilities in Goripalayam, Madurai district via a video presentation at the Secretariat on 27.9.2022. Dr. M. Mathiventhan, Hon'ble Minister for Tourism, Dr. V. Irai Anbu, IAS, Chief Secretary to the Government and other Government delegates participated in the event.



Thiru. T.M. Anbarasan, Hon'ble Minister for Micro, Small and Medium Enterprises, Thiru. K. Ramachandran, Hon'ble Minister for Tourism, and Dr. M. Mathiventhan, Hon'ble Minister for Forests inaugurated the renovated restaurant at the Arignar Anna Zoological Park, Vandaloor on 22.12.2022.



Thiru. T.M. Anbarasan, Hon'ble Minister for Micro, Small and Medium Enterprises, Thiru. K. Ramachandran, Hon'ble Minister for Tourism, and Dr. M. Mathiventhan, Hon'ble Minister for Forests inaugurated two Quick Bites food kiosks at the Arignar Anna Zoological Park, Vandaloor on 22.12.2022.



Thiru. T.M. Anbarasan, Hon'ble Minister for Micro, Small and Medium Enterprises, Government of Tamil Nadu and Thiru. K. Ramachandran, Hon'ble Minister for Tourism inaugurated Indian Dance Festival 2022-2023 on 23.12.2022 at Shore Temple Complex, Mamallapuram in Chengalpattu district.



Hon'ble Minister for Tourism Thiru. K. Ramachandran inaugurated TTDC's new Quick Bites stall on 31.1.2023 at Kovalam Blue flag beach, in Chengalpattu district. Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC participated in the event.



Hon'ble Minister for Tourism Thiru. K. Ramachandran, Hon'ble Minister of Health and Family welfare Thiru. Ma. Subramanian, Hon'ble Minister for Hindu religious and Charitable Endowments Thiru. P.K. Sekar Babu, and inaugurated The 47th India Tourism and Industrial Fair 2023 at Arignar Anna Kalaiarangam, Chennai on 4.1.2023.



Hon'ble Minister for Tourism Thiru. K. Ramachandran, Hon'ble Minister of Health and Family welfare Thiru. Ma. Subramanian, Hon'ble Minister for Hindu religious and Charitable Endowments Thiru. P.K. Sekar Babu, inaugurated The 47<sup>th</sup> India Tourism and Industrial Fair 2023 at Theevu Thidal (Island Grounds) Chennai on 4.1.2023.



Hon'ble Minister for Tourism, Thiru. K. Ramachandran preceded the 8th edition of Tamil Nadu International Balloon Festival at Achipatti, Pollachi on 14.1.2023. Thiru. K. Shanmugasundaram, Lok Sabha Member, Pollachi, Dr. Chandra mohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC participated in the event.



Hon'ble Minister for Tourism, Thiru. K. Ramachandran, travelled in a hot air balloon during the Tamil Nadu International Balloon Festival at Achipatti, Pollachi on 15.1.2023. Dr. Chandra mohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture and Religious Endowments participated in the event.



Hon'ble Minister for Tourism Thiru. K. Ramachandran inaugurated the Tamil Nadu Tourism pavilion at ITB (International Tourism Bourse 2023) Travel Trade Show held at Berlin on 7.3.2023. Then he interacted with the foreign delegates and visitors who participated in the event.



Hon'ble Minister for Tourism Thiru. K. Ramachandran inaugurated the Tamil Nadu Tourism pavilion at ITB (International Tourism Bourse 2023) Travel Trade Show held at Berlin on 7.3.2023. He released the miniature version of "Treasures of Tamil Nadu 2.0" in German language and interacted with the delegates who participated in the event.



Hon'ble Minister for Tourism Thiru. K. Ramachandran received the "Tourism Minister of the Year - India" award from Thiru. H E Edmund Bartlett, Minister for Tourism, Jamaica at the PATWA (Pacific Area Travel Writers Association) International Travel Awards held at Berlin on 8.3.2023.



Hon'ble Minister for Tourism Thiru. K. Ramachandran met the delegates team of Czech Republic Ministry of Tourism led by Mr. Jan Fluxa, Deputy Minister, Ministry of Regional Development of the Czech Republic at Prague on 13.3.2023 and presented a book on Tamil Nadu Tourism.



Hon'ble Minister for Tourism Thiru. K. Ramachandran and the Hon'ble Minister for Health and Family welfare Thiru. Ma. Subramanian, presented awards to various State Department Pavilions of the 47th India Tourism and Industrial Fair 2023 on 23.3.2023 during its closing ceremony.



Hon'ble Minister for Tourism, Culture and DoNER, Government of India, Thiru. G. Kishan Reddy, presented an award to the Tamil Nadu Tourism Department at Chintan Shivir: Tourism in Mission Mode organised in New Delhi on 28.3.2023. Kanniyakumari district was the runner-up in the "Best Waterfront Development" category under Swadesh Darshan Scheme. The award was received by Dr. Chandramohan B, IAS, Principal Secretary to Government, Tourism, Culture and Religious Endowments.

