

TOURISM
Demand No.29
POLICY NOTE 2017 – 2018
Contents

Sl. No.	Subject	Page No.
1.	Tourism - Introduction	1
2.	Tourism in India	4
3.	Tourism in Tamil Nadu	4
	➤ Goals of Tourism Department	4
	➤ Strategy	6
4.	Tourist Arrivals to Tamil Nadu	7
5.	Tourism Industry	9
6.	Fairs & Festivals	10
7.	Participation in Domestic Travel Marts	13
	➤ 32 nd Indian Association of Tour Operators (IATO) Annual Convention, Chennai	14
8.	International Travel Marts/Publicity Campaigns	16
	➤ JATA (Japan Association Travel Agents)	17
	➤ International Tourism Bourse (ITB) Asia, Singapore	17

	➤ World Travel Mart (WTM), London	18
	➤ FITUR International Tourism Trade Fair – Madrid in Spain	18
	➤ International Tourism Bourse (ITB), Berlin	19
9.	World Tourism Day Celebrations	19
10.	Guide Training	20
11.	Human Resource Development	21
12.	Publicity – Advertisements	21
13.	State Institute of Hotel Management and Catering Technology (SIHMCT), Thuvakudi, Tiruchirapalli	23
14.	Tourist Security Organisation	24
15.	Tourism Infrastructure	25
	(i) State Funded Schemes	25
	(ii) Government of India Assisted Schemes	29
16.	Asian Development Bank – IDIPT Project (Infrastructure Development Investment Programme for Tourism)	30
17.	Tamil Nadu Tourism Development Corporation (TTDC)	31
	➤ Hotels Division	32
	➤ Boat Houses	32
	• Boat House – Muttukadu	33

	• Boat House – Mudaliarkuppam	33
	• Boat House – Ooty	34
	• Boat House – Pykara	34
	• Boat House – Kodaikanal	35
	• Boat House – Yercaud	35
	• Boat House – Pitchavarm	36
	• Boat House – Courtallam	36
	➤ Transport Division	36
	➤ Fair Division	37
	➤ Marketing initiatives of TTDC	38
	➤ Holiday Home – Deposit Accommodation Scheme	39
	➤ E-Governance initiatives of TTDC	42
	➤ Improvement work / New construction undertaken by TTDC during the year 2016- 2017	43
18.	Conclusion	44
19.	Organisational Chart of Department of Tourism – Annexure-I	45
20.	Organisational Chart of TTDC – Annexure-II	46
21.	Tourist Offices – Annexure-III	47
22.	Tourist Information Centres – Annexure-IV	48

TOURISM, CULTURE AND RELIGIOUS ENDOWMENTS DEPARTMENT

Demand No.29

TOURISM

POLICY NOTE – 2017-2018

Introduction

Tourism has become a popular global leisure activity. The Technological advancements has changed the lifestyle of modern society. Busy schedules and competition for quality life have made travel imperative for relaxation and rejuvenation. Travel has contributed immensely for the enrichment of humanity and caused cultural exchange between different civilizations. Dissemination of ideas, crops, technology, cuisines, etc., has resulted due to travel of our ancestors in an urge to explore unknown places. Even today, the best practices are learnt by

virtue of tourism, which has thus changed the lifestyle.

Tourism Development creates more job opportunities and thus it forms a part of economic development. The generation of revenue, foreign exchange, regionwise developments through Tourism paves way for integrated economic development.

Tourism promotes National Integration and International understanding. For the development of Tourism in Tamil Nadu, the Department of Tourism and Tamil Nadu Tourism Development Corporation (TTDC) were formed. The organizational charts are in annexure I & II. The Department of Tourism concentrates on dissemination of Tourism information and implementation of tourist infrastructure schemes for the benefit of the tourists. The TTDC on the other hand was assigned the job of conducting package tours, running of Hotels (Hotel

Tamil Nadu) and maintaining of boat houses. Over the years, the Tourism Industry in Tamil Nadu has registered a good growth.

Tourism is commonly referred to as travel to another place within or outside the country. The United Nations World Tourism Organization (UNWTO) defines Tourists as people “travelling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes”.

Apart from generating direct employment, it's indirect effect ensures inclusive growth of the local community.

Priority is accorded by both Central and State Governments to give a major fillip to Tourism sector. A new thrust is being given for providing tourist infrastructure of international standard and marketing of destinations.

Tourism in India

India provides a world of attractions to tourists. The snow-capped Mountains, Taj Mahal, magnificent temples of Tamil Nadu, long stretch of Beaches, Palaces, Places of Worship, Historical Monuments, Wildlife, Nature, Rural lifestyle, Cultural Diversity, Art, Crafts, Architecture and the Cuisine are just a few to mention. The Government of India and Government of Tamil Nadu are making effective promotional efforts and give priority to tourism. Financial support is extended for establishing infrastructure facilities.

Tourism in Tamil Nadu

Goals of Tourism Department

- (i) To promote Tamil Nadu as a priority tourist destination at the International level.

- (ii) To showcase the rich cultural heritage and monuments of architectural splendour.
- (iii) To build and strengthen the existing tourism infrastructure in the State.
- (iv) To explore the tremendous unexploited potential for the promotion of tourism.
- (v) To study the gaps in tourism infrastructure and formulate development schemes.
- (vi) To provide world class services for the tourists visiting the State.
- (vii) To generate foreign exchange for the Country.
- (viii) To generate employment, especially in the Tourism Industry, thus improving the standard of living and quality of life for the people.

Strategy

- a. Integrated development of high-priority tourism infrastructure in high potential tourism circuits.
- b. Enhanced connectivity, utilities and tourist services.
- c. Improved co-ordination efforts of multiple agencies.
- d. Promotion of environmentally and culturally sustainable and socially inclusive tourism development.
- e. Encouragement of private sector and community participation in tourism.
- f. Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty

alleviation, environmental regeneration, advancement of women and disadvantaged groups.

g. Participation in National and International marketing meets, Publicity Campaigns and Exhibitions.

h. Development of Coastal Tourism.

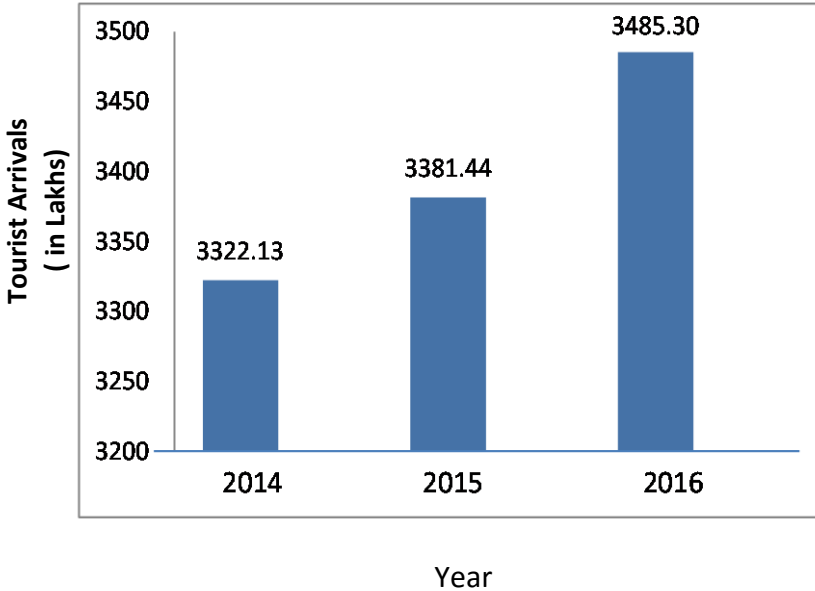
i. Development of Eco-Tourism without causing damage to environment and wildlife.

Tourist Arrivals to Tamil Nadu

A large number of International tourists are visiting Tamil Nadu. The countries which constitute major share of tourists are U.S.A, Australia, New Zealand, Belgium, France, Germany, Israel, Italy, Switzerland, Netherlands, U.K., Spain, Scandinavian Countries, Russia, Singapore and Malaysia.

Tourist arrivals to Tamil Nadu is furnished below:

Year	Domestic	Foreign	Total
	(in Lakhs)		
2014	3275.55	46.58	3322.13
2015	3334.59	46.85	3381.44
2016	3438.10	47.20	3485.30



In 2014 and 2015, Tamil Nadu State has achieved first rank in both Domestic and Foreign Tourist Arrivals. Due to implementation of innovative tourism development strategies, the arrival of both national and international tourists have increased considerably during 2016 and has retained first position in domestic tourist arrivals for the third consecutive year.

Tourism Industry

The State holds the position of pride with 5 UNESCO Heritage sites in India, being the highest in number. The State is well connected with sea ports, best roads and rail connectivity, besides being the only State with four international airports offering direct connectivity to many Countries. With peace loving people and good law & order, the State offers right business environment and desired linkages with necessary infrastructure for investors as well.

Fairs & Festivals

Tamil Nadu Tourism has rich cultural Heritage which attracts tourist in large number.

The Indian Dance Festival is being conducted for a month during December-January every year at Mamallapuram which brings all important classical and folk dance forms of the Country in one stage.

Initially the Dance Festival was named as "Mamallapuram Dance Festival". After the inclusion of various art forms of India, the festival was renamed as "Indian Dance Festival". The master performers from Tamil Nadu, Andhra Pradesh, Karnataka, Puducherry, Jharkhand, Nagaland, Manipur, Rajasthan, Odisha, Mizoram, Sikkim, Assam, Arunachal Pradesh showcase the various art forms in the UNESCO identified heritage site at Mamallapuram. The sponsored programmes of the South Zone Cultural Centre,

Department of Art and Culture and Government Music College of Chennai are added attractions. This festival not only attracts foreign tourists in a big way but also encourages them to stay for a longer period. Similarly the music and dance programmes conducted at Chennai, Chidambaram, Thiruvaiyaru and Thanjavur attracts a large number of tourists.

Summer festivals are conducted at all important hill stations – Ooty, Kodaikanal, Yercaud, Yelagiri, Kolli Hills, Kalvarayan Hills, Javvadhu Hills and Valparai.

To highlight the cultural heritage of the State and to attract more number of tourists, the following tourist festivals are conducted every year:-

- Pongal Tourist Festival - January
- Hot Air Balloon Festival, Pollachi - January

- Sail and Surf Festival at Manapad - January
- Chithirai Full Moon Festival, Poompuhar - April / May
- Salangai Natham and Bhagavatha Mela, Thanjavur - May
- Mango Festival, Krishnagiri - May
- Summer Festival at all Hill Stations - May
- Kodai Kondattam at Thoothukudi - May
- Saaral Thiruvizha, Courtallam - July/August
- Aadipperukku Vizha, Hogenakkal - July/August
- Valvil Ori Vizha at Kolli Hills, Namakkal District - July/August
- Thirumoorthy Malai, Adi Perun Thiruvizha - August
- World Tourism Day - September
- Sadhaya Vizha, Thanjavur - September/ October
- Thiruvannamalai Deepam Festival - November / December
- Tea and Tourism Festival, Udhamandalam - November / December

- Vaikunda Egadasi Festival, - December /
Srirangam January
- Indian Dance Festival, - December /
Mamallapuram January

To make the Tourist destinations prominent, Tamil Nadu Tourism has participated in the Government Exhibitions held at Madurai, Tirunelveli, Thoothukudi, Tiruvannamalai, Tiruchirapalli, Coimbatore, Salem, Kanniyakumari and Vellore and showcased the tourist attractions, which also include lesser known tourist spots.

PARTICIPATION IN DOMESTIC TRAVEL MARTS

Tamil Nadu Tourism Department participates in Domestic Travel Marts to focus on inbound tourism and buyer seller meet with an objective to reinforce Tamil Nadu as world class tourism destination. This gives an opportunity to interact with foreign buyers and Indian sellers,

policy makers, investors, members of media. Tamil Nadu Tourism participates in the Tourism and Travel Marts, Tourism Fairs organized by Tourism Departments of other States and reputed agencies to showcase the Tourism potential of Tamil Nadu.

32nd Indian Association of Tour Operators (IATO) Annual Convention, Chennai

Indian Association of Tour Operators (IATO) Annual Convention was held at Chennai in September, 2016. The Convention is considered as one of the best platform by the State Government to promote both inbound and Domestic Tourism to the delegates across the Country and from abroad. Government of Tamil Nadu was the "Official Host State" and had sanctioned a sum of Rs.75.00 lakhs for the event.

Tamil Nadu Tourism has participated in the following events during 2016-2017

- Great Indian Travel Bazaar, Jaipur, Rajasthan.
- International India Trade Fair, New Delhi.
- Vibrant International Travel Mart, Gujarat.
- International Travel Mart, Chennai.
- 5th Annual Convention of the Indian Heritage Hotels Association, Udaipur.
- South Asia Travel and Tourism Exhibition (SATTE), New Delhi.
- Film Tourism Workshop / Film Bazaar, Goa.
- 43rd India Tourist and Industrial Fair, Chennai.
- Celebration of Independence Day.
- Incredible India Investors Summit, New Delhi.
- Celebration of Republic Day, New Delhi.
- India Travel Mart, Bengaluru.

INTERNATIONAL TRAVEL MARTS / PUBLICITY CAMPAIGNS

Tamil Nadu Tourism has been participating in the International Travel Marts for the promotion of Tourism wealth. The tourism stakeholders have also been encouraged to participate in these travel marts in the Tamil Nadu Tourism pavilion. These efforts have helped a lot in increasing the tourist arrivals. The Tamil Nadu Tourism has participated in the following International Tourism Marts:-

- September 2016 - JATA (Japan Association Travel Agents) at Tokyo Travel Mart
- October 2016 - ITB (International Tourism Bourse) Asia, Singapore
- November 2016 - WTM (World Travel Mart) at London
- January 2017 - FITUR International Tourism Trade Fair - Madrid in Spain
- March 2017 - ITB (International Tourism Bourse) at Berlin

After attending the above International Travel Marts, Publicity Campaigns were conducted at Paris in France, Amsterdam in Netherlands, Bern in Switzerland and Milan in Italy.

JATA (Japan Association Travel Agents)

Tamil Nadu Tourism participated in Japan Association Travel Agents (JATA) Mart held at Tokyo in September, 2016 which received a great response among the tourists.

International Tourism Bourse (ITB) Asia, Singapore

Tamil Nadu Tourism participated first time in ITB Asia, 2016 (International Tourism Bourse Asia, 2016) held at marina bay sands in Singapore during October, 2016. To attract ethnic Tourists from Singapore and Malaysia, Tamil Nadu Tourism highlighted its religious

potential during this mart. The Tourism stakeholders also participated in this event.

World Travel Mart (WTM), London

Tamil Nadu Tourism along with Tourism Stakeholders participated in the WTM, London in November, 2016. More than 200 Countries had participated. Tourism wealth of Tamil Nadu and the steps taken for the promotion of Tourism in Tamil Nadu were highlighted. This effort resulted in considerable tourist arrivals from U.K and nearby Countries to Tamil Nadu.

FITUR International Tourism Trade Fair-Madrid in Spain

Tamil Nadu Tourism participated in the FITUR International Tourism Trade Fair held at Madrid in Spain during January 2017. The Tourism stakeholders also participated in this event.

International Tourism Bourse (ITB), Berlin

Tamil Nadu Tourism had participated in the International Tourism Bourse held in Berlin, Germany, in March 2017 to showcase various tourism segments of the State among the visiting delegates. The interaction during the meet with international buyers was very fruitful and they evinced keen interest in sending group tourists from their Country to Tamil Nadu. After this event, a Road show was organized first time at Milan, Italy in co-ordination with India Tourism office at Milan.

World Tourism Day Celebrations

World Tourism Day is celebrated on September 27th every year at different tourist centres in Tamil Nadu with a view to create awareness on Tourism and its importance. Tourism Department has also organized a number of activities viz., 'Cleanliness Campaign',

'Tourism Awareness Campaign', and 'Tourism Seminars' at important tourist spots.

Guide Training

Large number of tourists are visiting Tamil Nadu throughout the year to worship and enjoy the beauty of sculptures in the temples, heritage monuments, forts, beaches, wildlife sanctuaries, waterfalls, hill stations, etc.

Guides play a vital role in Tourism promotion and are responsible for projecting the right image of the State and the Country, giving factual information, caring for the safety of tourists and ensuring their pleasant stay. Identity Cards for 133 tourist guides were renewed and issued for a period of two years. Last renewals were done during the months of March and May-2017.

Human Resource Development

To facilitate the tourists visiting Tamil Nadu, the Department of Tourism has established 38 Tourist Offices and 20 Tourist Information Centres. Out of this, 6 Tourist Offices and 5 Tourist Information Centres are functioning in other States. Dissemination of information to tourists and all Tourism Development works are undertaken by the Tourism department in the State through them in an effective manner.

The list of Tourist Offices and Tourist Information Centres are given in annexure III and IV.

Publicity – Advertisements

Tamil Nadu, which is throughout the year a tourism destination with multifarious tourist attractions and potentials has to be widely showcased. Accordingly, Advertisements were

released in International magazines and International In-flight magazines viz. Condé Nast Traveller, touristik aktuell, High Life (British Airways), Silver Kris (Singapore Airlines), Going Places (Malaysian Airlines), Holland Herald (KLM Airways), Jet Wings International (Jet Airways), Sunday Times Traveller, Gulf Air, Travel + Leisure (India and South Asia), Travel + Leisure (South East Asia), National Geographic Traveller (UK).

Advertisements were also released in various Domestic In-flight magazines and travel magazines like Jet Wings (Jet Airways), Subha-Yatra (Air India), Airports India, Outlook, Outlook (Hindi), Outlook Traveller, Femina Hindi, Travel Heights, Swar Sarita, Griha Shoba, The Desert Trail, World of Travel and Tourism, The Week, Femina, Lonely Planet, Asian Traveller, National Geographic Traveller (India), Business Traveller, Food and Health.

A booklet "Discover Tamil Nadu" has been prepared in English for distribution to tourists. This booklet has also been printed in Hindi and foreign languages viz., French, German, Spanish and Chinese to attract more tourists to Tamil Nadu.

An innovative Tourism Passport Booklet for Tamil Nadu has been distributed in the International Travel Marts which received great appreciation.

Tamil Nadu Tourism films containing tourist attractions have been distributed in pen drive to the tourists and stakeholders in International Travel Marts.

**STATE INSTITUTE OF HOTEL MANAGEMENT
AND CATERING TECHNOLOGY (SIHMCT),
THUVAKUDI, TIRUCHIRAPALLI**

The State Institute of Hotel Management
and Catering Technology, Thuvakudi,

Tiruchirapalli offers a three year degree course in Hotel Management and Catering Technology and also a one and half year Diploma Course as well as Certificate Course in Food Production, Food Beverage Service, House Keeping, Bakery and Confectionery.

This Institute is jointly sponsored by the Government of India and Government of Tamil Nadu and is conducting courses of study affiliated to National Council for Hotel Management and Catering Technology, Noida, U.P.

TOURIST SECURITY ORGANIZATION

Tourist Security Organization is functioning in the Tourism Department for the benefit and safety of the Tourists. It has a Chief Tourist Warden stationed at Chennai to co-ordinate with the 5 Station Tourist Wardens at five centres, namely, Mamallapuram, Rameswaram,

Kanniyakumari, Kodaikanal and Udthagamandalam. Additionally, each centre has 5 Tourist Wardens and totally the existing strength is 31.

The objectives of this organization are hassle-free travel, communication, eliminating touts, any unforeseen requirements which a tourist may find difficult to get while in a new place or in a crowd. The team, consisting of Ex-servicemen, has been given the necessary orientation training through Tamil Nadu Police Academy, Chennai to ensure co-ordination between Tourists, Tourist Security Organization and Local Police. Performance of Tourist Security Organization has been well appreciated by tourists and local public.

Tourism Infrastructure

(i) State Funded Schemes

Tourism Department is sanctioning funds for the development of basic facilities at tourist

destinations for the benefit of tourists visiting Tamil Nadu. The major components namely, rest sheds, toilets, approach roads, dress changing rooms, parking lots, drinking water, illumination, signages etc., are provided in the tourist centres.

Tamil Nadu Government has so far sanctioned a sum of Rs.9400 lakhs during 2011-2016, for infrastructure development schemes in the districts of Tamil Nadu.

Infrastructure Facilities Schemes -2016-2017

Sl. No.	Name of the scheme	Amount (Rs. in lakhs)
1	Provision of solar power lights, water purification facility around Arulmigu Meenakshi Sundareswarar Kovil, Maniyankurichi in Tiruchirappalli District	44.43
2	Provision of basic facilities around Arulmigu Sri Suyambu Saneeswarar Temple, Kuchanur Town Panchayat in Theni District	118.00

3	Provision of infrastructure facilities at Sri Anchaneyar Temple area, Sethukarai in Ramanathapuram District	63.31
4	Provision of lights with electrical poles at Girivalam path and at important roads in Arulmigu Arthanareeswarar Temple, Thiruchengodu in Namakkal District	183.51
5	Provision of basic facilities at Devarpetta Malaikovil area, Hosur in Krishnagiri District	23.85
6	Provision of basic facilities at Tourist Places in Tirunelveli District	16.29
7	Provision of basic facilities at Kutladampatti in Madurai District	2.81
8	Provision of basic facilities around Arulmigu Thandikudi Balamurugan Temple in Dindigul District	47.80
	Total	500.00

Development of Roads - 2016-2017

Sl. No.	Name of the scheme	Amount (Rs. in lakhs)
1	Strengthening and improving access and boundaries at Arulmigu Santhanamahalingasamy temple and Sundaramahalingasamy temple in Saptur Reserve Forest of Srivilliputhur Grizzled Squirrel Wildlife Sanctuary in Virudhunagar District	100.00
2	Improvement of roads at Arulmigu Kannimaramman Temple, Veerapur, Manaparai Taluk in Tiruchirappalli District	100.00
3	Improvement of cement concrete road at Krishnankarani, Puncheripettai (from ECR to Jain Temple), Nemmili Panchayat in Kancheepuram District	36.42
4	Improvement of road at Arulmigu Sri Somagiri Karuppasamy Temple, Melavalavu in Madurai District	170.00
5	Improvement of road at Butterfly Park, Melur Village, Srirangam Taluk in Tiruchirappalli District	193.58
	Total	600.00

(ii) Government of India Assisted Schemes

The Ministry of Tourism, Government of India has sanctioned a sum of Rs.1,647.67 lakhs for Development of Kancheepuram and Rs.560.08 lakhs for Development of Velankanni under PRASAD scheme and released a sum of Rs.329.53 lakhs and Rs.112.01 lakhs respectively as first instalment being 20% share.

The Ministry of Tourism, Government of India has sanctioned a sum of Rs.9,991.84 lakhs for Development of Coastal circuit in Tamil Nadu under 'Swadesh Darshan' scheme and released a sum of Rs.1,998.36 lakhs as first instalment being 20% share. Under this scheme, Marina & Besant Nagar Beach in Chennai, Mamallapuram Beach in Kancheepuram District, Rameswaram Beach in Ramanathapuram District, Manapad Beach in Thoothukudi District, Kanniyakumari

Beach, Thekkurichi Beach and Manakudi Estuary in Kanniyakumari District will be developed.

**Asian Development Bank – IDIPT Project
(Infrastructure Development Investment
Programme for Tourism)**

The Infrastructure Development Investment Programme for Tourism in Tamil Nadu was prepared with the assistance of Asian Development Bank and this will be implemented in two Tranches viz., Tranche-II and Tranche-IV. A sum of Rs.66 crore was allotted for Tranche-II. The sub-projects consisting of 19 packages of works have been taken up and out of which 12 packages of works have been completed and the remaining works will be completed by 30.09.2017.

In Tranche-IV the sub-projects at a cost of Rs.403 Crore have been taken up. This will be implemented in various Tourist places in the

State. The preliminary works viz., Concept Note, Sub-project Appraisal Report, Detailed Project Report and Bid Documents preparation are in process.

Tamil Nadu Tourism Development Corporation (TTDC)

TTDC was incorporated on 30.06.1971 with the sole objective of providing necessary infrastructure in all the major tourist destinations in the State. There are a chain of 53 hotels and a fleet of 9 Coaches under its purview. It has also established youth hostels at hill resorts of Ooty, Kodaikanal and Yercaud that cater to budget tourists. Some of the Hotels have been leased out / franchised and the rest are managed by TTDC.

Hotels Division

TTDC has been taking continuous efforts to upgrade all the hotels under its purview to meet the expectations and demands of the customers.

The Staff and Managers of TTDC Hotels are being imparted training through the two Catering Institutions, Taramani in Chennai and Thuvakudi in Tiruchirappalli and also through chosen star hotels.

Boat Houses

TTDC has been operating **Boat Houses** at Muttukadu, Mudaliarkuppam, Pitchavaram, Yercaud, Kodaikanal, Courtallam, Udthagamandalam and Pykara.

Boat House, Muttukadu

Muttukadu Boat House is on the East Coast Road at Muttukadu, Chennai. It has motor boats and row boats. TTDC is also running a restaurant at Muttukadu. This boating spot receives more than 4000 visitors during weekends.

Boat House, Mudaliarkuppam

Mudaliarkuppam Boat House also known as Raindrop Boat House, is a water sport facility located on the East Coast Road, 36km to the south of Mamallapuram and 92km from Chennai. The Boat house has been developed by TTDC on the Odiyur lake back waters. It has row boats, pedal boats, single seater kayaks, banana boat, water scooters and motor boats. Trips are organised to the Beach Island located in the Odiyur lake. Tourists are permitted to spend some time in the Island and tents are available

for this purpose. There is a snackbar where one can have light refreshment and beverages.

Boat House, Ooty

Ooty lake is located in Ooty in the Nilgiris district in an area spanning 85 acres. Boating is the prime attraction at the lake. The boat house offers boating facilities with pedal boats, row boats and motor boats. It also features a garden and a mini train. The other notable features include a canteen run by TTDC.

Boat House, Pykara

Pykara lake is situated about 21 km from Udhagamandalam on the Ooty-Mysore Road. The Pykara Dam close to the Lake is an impressive engineering feat. Pykara river originates in the Mukurthi Peak. The lake has been developed into a thoroughly enjoyable picnic spot to the visiting tourists.

The boat house on the Pykara reservoir is an added attraction for the visiting tourists. It has motor boats and speed boats and a restaurant is also being run by TTDC.

Boat House, Kodaikanal

This man - made lake is located 3 km away from the Kodaikanal bus stand, in a sprawling area of 59 acres. TTDC has been operating two boat houses at Kodaikanal. It has row boats, pedal boats and shikkara boats.

Boat House, Yercaud

Yercaud lake situated near the Town bus stand, is a celebrated tourist location for the visitors. Total area of the lake is 28.40 acres and it is 38 km away from the Salem railway station. It has pedal boats, row boats and motor boats.

Boat House, Pitchavaram

It is located near Chidambaram, Cuddalore District. The area is about 5.27 acres and it is separated from the sea by a sand bar. The mangrove forest trees are permanently prevalent in a few feet of water. It has row boats and motor boats.

Boat House, Courtallam

Courtallam is popularly known as 'spa of the south'. TTDC operates boating services for tourist at courtallam during season i.e. June, July and August. It has row boats, pedal boats and kayak.

Since the safety of the tourists are of prime importance, wearing of life jackets at all the Boat Houses have been made mandatory.

Transport Division

TTDC has been operating tours in a timespan ranging from half-a-day to

14 days with a fleet of 9 Coaches. About 40 tours are being organised by TTDC for the benefit of both domestic and international tourists. Apart from these tours, TTDC has also been organising tailor-made tours and Government employees' LTC tours to meet the needs of group tourists.

TTDC has secured 150 Seegra Dharshan tickets per day for all seven days of the week from Thirumala Thirupathi Devasthanam (TTD) since June, 2015.

Fair Division

The 43rd India Tourist and Industrial Fair was inaugurated at Island Grounds, Chennai on 13.01.2017. The theme for this year's fair being **"Tourism for all – Promoting Universal Accessibility"**.

All the Government departments had erected their Pavilions in an attractive manner

showcasing various Welfare Schemes and Development Programmes of the State Government through appealing working models. Legal Service Authority, Chennai Division had erected their maiden pavilion, where free legal services were provided to the downtrodden people who sought legal advice.

Marketing initiatives of TTDC

- Tie-up arrangements have been made with **makemytrip.com, yathra.com and travelguru.com** for online booking of TTDC Hotels and Tours.
- Tie-up arrangements have been made with Air India, under credit scheme for providing holiday home facilities at TTDC Hotels. TTDC has earned a revenue of Rs.15.86 lakhs during the period from April 2016 to March 2017.

- Tie up arrangements also have been made with the following departments under Deposit - Accommodation Scheme for providing holiday home facilities at TTDC hotels and TTDC has earned as deposit Rs.147.74 lakhs as detailed below:-

Holiday Home – Deposit Accommodation Scheme

- The Central Excise and Customs Department, Madurai has deposited Rs.30 lakhs for the Deposit Accommodation Scheme for a period of three years from 01.06.2016 to 30.05.2019. Two Double Rooms at Hotel Tamil Nadu, Kodaikanal have been blocked for their use.
- The Employees State Insurance Corporation, Nungambakkam has deposited Rs.68 lakhs (Hotel

Tamil Nadu, Ooty - Rs.33 lakhs, Hotel Tamil Nadu, Kanniyakumari - Rs.35 lakhs) for the Deposit Accommodation Scheme for a period of 3 years from 01.05.2014 to 30.04.2017 and has been further extended upto 30.04.2020. Two Double Rooms at Hotel Tamil Nadu - Ooty and Hotel Tamil Nadu - Kanniyakumari have been blocked for their use.

- The Employees State Insurance Corporation, Madurai has deposited Rs.24 lakhs for the Deposit Accommodation Scheme for a period of 3 years from 03.07.2014 to 02.07.2017. Two Double Rooms at Hotel Tamil Nadu - Kodaikanal have been blocked for their use.

- The Employees Provident Fund, Nagercoil has deposited Rs.18.95 lakhs for using Three Double Rooms at Hotel Tamil Nadu, Kanniyakumari.

- The Reserve Bank of India, Chennai has deposited Rs.6.79 lakhs for the Deposit Accommodation Scheme for a period of one year from 15.02.2016 to 14.02.2017 and has been extended upto 30.06.2017. Three suites at Cape Hotel, Kanniyakumari have been blocked for their use.

- Promotional Initiatives are being taken by encouraging leading companies for holding Conferences / Workshops at Beach Resort Complex, Mamallapuram.

E-Governance initiatives of TTDC

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels, which was inaugurated by the Hon'ble Chief Minister of Tamil Nadu during July 2004. This has helped TTDC augment its revenue significantly.

Mobile based reservation of TTDC Hotels and Tours was launched by the Hon'ble Chief Minister of Tamil Nadu on World Tourism Day i.e. 27th September 2012. This has helped the tourists to book TTDC hotels and tours through their mobile devices.

The facility of online reservation of TTDC Hotels was earlier provided to 17 Hotels. It has now been extended to cover all the 22 Hotels during 2016.

The revenue generated through On-line Bookings is **Rs.11.43** Crore during **2016-17** as

compared to revenue of **Rs.10.07** Crore earned during the previous year.

Tourist Audio-Guide Mobile app **PINAKIN** on Tourism Information about Tamil Nadu's UNESCO World Heritage Sites was launched by the Hon'ble Minister for Tourism on 13.01.2017.

Improvement work / New construction undertaken by TTDC during the year 2016-17

1. Upgradation of Beach Resort Complex, Mamallapuram at a cost of Rs.2.43 Crore.
2. Upgradation of Boat Houses at Muttukadu and Mudaliyarkuppam at a cost of Rs.3.25 Crore and Rs.1.45 Crore respectively.
3. An additional block consisting of 21 rooms was constructed at a cost of Rs.2.00 Crore at Rameswaram and the same was inaugurated by the Hon'ble Chief Minister of Tamil Nadu on 18.07.2016.

4. A new Tourist home at Thirukadaiyur was constructed at a cost of Rs.1.20 Crore and the same was inaugurated by the Hon'ble Chief Minister of Tamil Nadu on 18.07.2016.

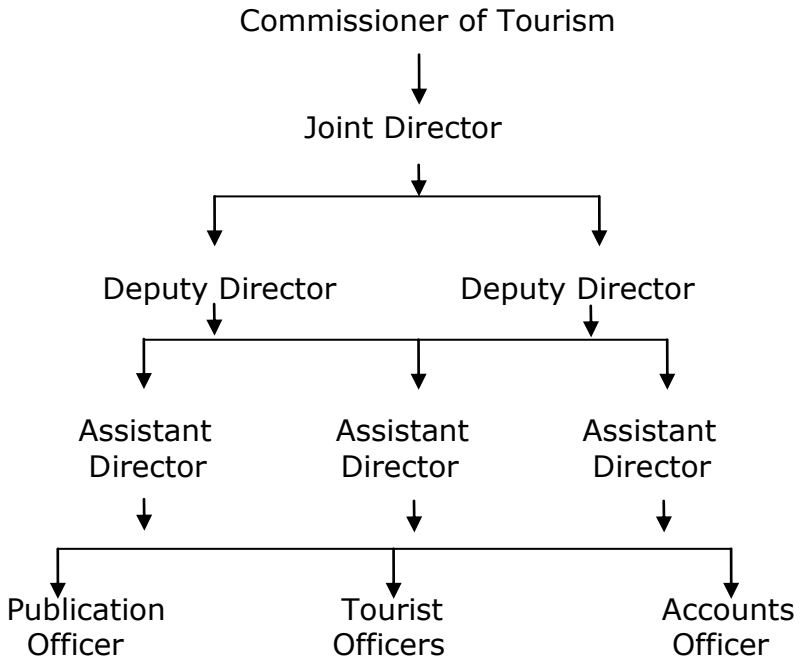
Conclusion

The State Tourism Department will strive to make Tamil Nadu as the most preferred National and International Tourism Destination by implementing various Tourism Infrastructure Projects and by providing tourist friendly services.

**VELLAMANDI N.NATARAJAN
MINISTER FOR TOURISM**

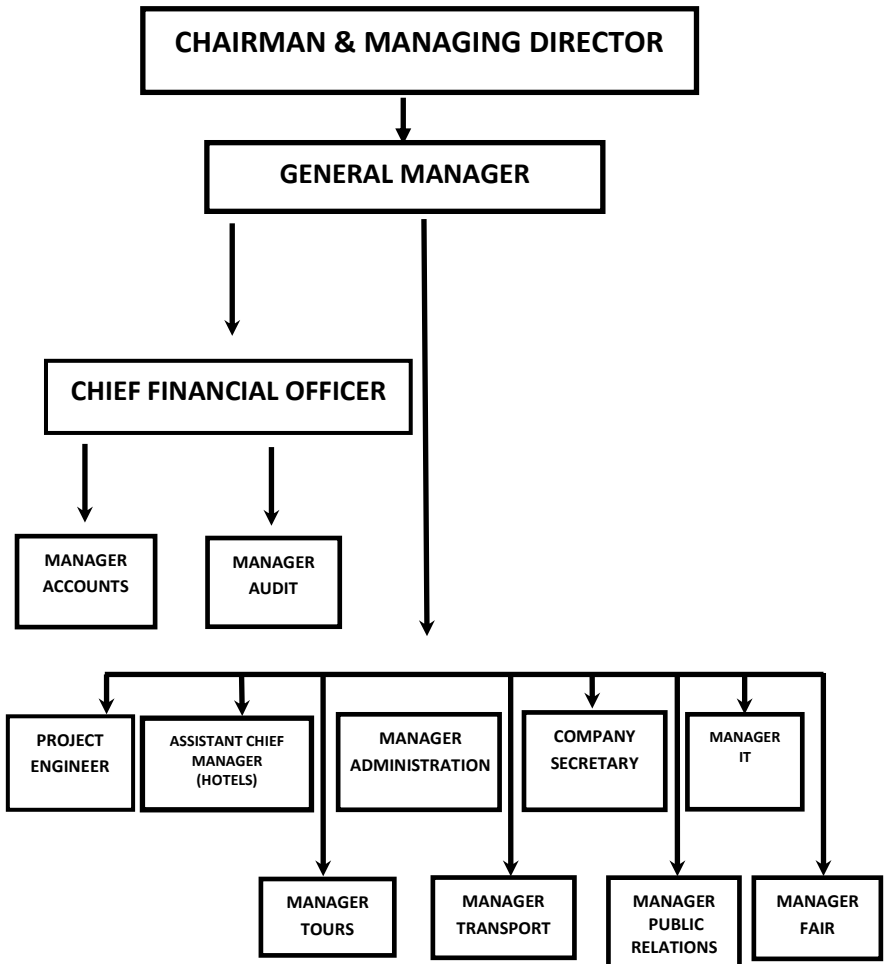
Annexure –I

ORGANISATIONAL CHART



Annexure –II

ORGANISATIONAL CHART OF TTDC



Annexure –III**TOURIST OFFICES****Tourist Offices - Within Tamil Nadu**

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

Tourist Offices - Outside Tamil Nadu

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

Annexure –IV

TOURIST INFORMATION CENTRES WITHIN TAMIL NADU

At Airports	At Railway Stations
1. Chennai (International Terminal) 2. Chennai (Domestic Terminal) 3. Coimbatore 4. Madurai 5. Tiruchirappalli	1. Chennai (Egmore) 2. Coimbatore 3. Madurai 4. Tiruchirappalli 5. Tirunelveli
At Bus Stands	At other Places
Chennai Metropolitan Bus Terminus, Koyambedu	1. Gudalur (The Nilgiris District) 2. Rameswaram Temple 3. Hotel Tamil Nadu Complex, Thanjavur 4. Panchalankurichi (Thoothukudi District)

TOURIST INFORMATION CENTRES - OUTSIDE TAMIL NADU	
Place	State
1. Railway Junction, Bengaluru	- Karnataka
2. Hyderabad	- Telangana
3. Thiruvananthapuram	- Kerala
4. Ahmedabad	- Gujarat
5. Bhubaneswar	- Odisha