

Unit –V: Tourism in Tamil Nadu: Potential areas – Major tourist centers in Tamil Nadu – Planning and management – Government policy.

Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the main object of promoting tourism in Tamil Nadu by building tourism related infrastructure on commercial basis. TTDC made a modest beginning by taking over 5 Govt. bungalows and operated 2 coaches. It has made rapid strides since then and today it has earned the proud distinction of owning the longest chain of hotels in South India numbering 53. The fleet of coaches has increased to 12. TTDC is providing the following facilities covering all the major tourists destinations in the state for the benefit of tourists.

- Hotels
- Youth Hostels
- Restaurants
- Boat Houses
- Telescope Houses
- Lake park
- Petrol Bunk
- Coaches for operation of Tours
- Exhibition site at Island Ground for conduct of exhibitions.

TTDC is operating Youth Hostels, wherein dormitory accommodation is provided to the budget tourists. This has helped the tourists to avail low cost accommodation even during the peak season in Ooty, Kodaikanal and Yercaud.

HOTELS:

TTDC is at present having the following outlets:

Hotels	53
Boat Houses	8
Restaurants	4
Telescope Houses	3
Petrol Bunk, Mamallapuram	1

TTDC is currently operating 25 hotels and 19 hotels have been leased to private hoteliers.(05 To be franchised, 03 to be handed over to Tamil Nadu Infrastructure Fund Management Corporation and 01 under construction)
All the hotels have been upgraded to ensure comfortable stay for the tourists.

TRANSPORTDIVISION:

The Transport Division is at present having a fleet of 12 coaches, of which Three are Volvo and Six are AC coaches and Three are Non-AC coaches. TTDC is offering wide range of package tours covering the entire Southern States.

SALES

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MARKETING:

Apart from the Sales Counter at Tourism Complex ,Wallaja Road, Chennai, TTDC is also having Sales Counters in other States and union territory at New Delhi, Kolkatta, Mumbai, Thiruvanthapuram, Bangalore, Hyderabad, Ahmedabad, Jaipur etc

Fair

The India Tourist and Industrial Fair is organised every year from January to March for 70 days. All the Govt. Departments will erect their pavilions in attractive manner with working models to educate the public about the welfare measures and development programmes undertaken by the State Govt. Apart from the regular India and Tourist and Industrial Fair, Summer Fair, Deepavali Fair, Food Fair etc., are conducted at the Island Ground in an area of 21 acres.

E-GOVERNANCE in TTDC:

TTDC was the first State Tourism Corporation in the country to have launched Online Reservation System at www.ttdconline.com for booking of TTDC Hotels and Tours during July 2004. Initially, limited number of Rooms in Hotel accommodation and limited Seats in Tours were available for online reservation to the customers in the absence of Software

"Hotel Management System" at each Hotels and "Tour Management System" in Tour Division.

TTDC has then implemented own customer zed software "Hotel Management system" at 12 major hotels for controlling over all bookings in each hotel and implemented customised software "Tour Management System" for controlling over all tour bookings in Tour division during the November 2008..

TTDC has now upgraded system "Online Reservation System" as real time reservation system after implementing software "Hotel Management System" and "Tour Management System" during March 2012.

Further TTDC has extended the facility of Online Real-time Reservation to all 22 hotels operated by TTDC during 2016. This unique facility enabled the tourists to book all the rooms any time in any of TTDC hotels and to book all seats any time in any Tours through online on Real time basis.

Tourists can cancel their booking of any Hotels as well as any of seats in TTDC Tours at any time by online on real time basis.

Tourists can Postpone/Prepone their room reservation as well as any of seats in Tours already booked by them at any time by online on real time basis subject to availability without any cancellation charges.

The revenue earned through Online Reservation has nearly doubled from 2012 after implementation of Online Real-time reservation system.

Due to this, TTDC has received global bookings from more than 125 countries specially Spain, USA, London, France, Australia, Finland, Canada, Norway, Germany, Italy, Japan, Netherlands, Singapore, china, Dubai, Mauritius, Malaysia, Sri Lanka, South Africa etc.

The art and culture are so deeply embedded in Tamil Nadu that as a tourist here, you have plenty of experiences to relish. Welcome to Tamil Nadu! The land where the tales and influence of Cholas, Pandyas, and Pallavas can still be seen and the beaut landscape, sacred temples, and imposing wildlife make you feel instantly connected with this tourist destination in India. While we mostly focus on the cultural side of this travel place located in South

India, there is an urban vibe that we must endeavour to sight occasionally. The capital city, Chennai and several other cities in the state offer a delightful blend of modern and ancient, and thus, give any traveller a chance to revel amidst the fusion. The geography of the state makes it an unsurpassed gift for the nature lovers. From its western fronts where it enjoys the company of the lush Western Ghats to its east coast that is adorned by a long coastal stretch and an island of Rameswaram, Tamil Nadu has plenty of tourist attractions dotting its length and breadth. Then there are copious things to do that further enhance your experience at this impeccable destination in India. Indeed, Tamil Nadu is an inviting tourist place the travel guide of which promises delightful experiences to cherish.

"Virtual tours" has been hosted in the website covering 46 tourist spots in Tamilnadu. Tourists visiting the site will have the experience of "virtually" visiting these places with 360 degree vision through digital technology.

TTDC has implemented Wi-fi facility initially in nine TTDC hotels viz Hotel Tamilnadu-Ooty, Coimbatore, Mamallapuram, Madurai I, Madurai –

2, Kodaikannal, Rameswaram, Hosur and Krishnagiri during the year 2013. Further TTDC has implemented Wi-fi facility in remaining eight hotels viz Hotel Tamilnadu - Kanniyakumari, Trichy, Tanjavur, Thiruchendur, Yercaud, Hogenkkal, Kancheepuram and Rameswaram(Tourist Home) during the September 2018 .

Touist places in Tamil Nadu

In fact, the state opens its doors to those who are willing to get a new perspective without being skeptical about anything. Therefore, if you are visiting Tamil Nadu, you need to accept a different take on spirituality and culture. Yes, it is the land of Lord Murugan and Goddess Meenakshi but then it is also the abode of Mother Mary and the resting place of St. Thomas.

Tamil Nadu is a perfect place for a pilgrimage tour where the vibrant Hindu temples are not only the haven to seek spirituality but to be in awe of the imposing architecture and rich culture as well. Otherwise a sultry destination, Tamil Nadu is sparsely dotted with some of the most beautiful hill stations like Ooty and Kodaikanal that make an ideal escape during the peak summer season. The famed UNESCO World Site, Nilgiri Mountain Railway, monuments of Mahabalipuram (Mamallapuram), Chola temples at Thanjavur, Darasuram,

and Gangaikondacholapuram simply add to Tamil Nadu's tourism. Not someone who is interested in heritage and history? Well, the southern state has beautiful beaches right from Chennai to Dhanuskodi where you can spend a vacation on golden sand beaches. Seeking some adventure? Tamil Nadu has wildlife sanctuaries like Mudumalai to enjoy thrilling safaris as well as learn about rich flora and fauna. Museums like Dakshinachitra and festivals like Mamallapuram Dance Festival, Thaipusam, Meenakshi Kalyanam, and Pongal let you have a holistic cultural tour. And to further enhance the cultural tour experience, you can even include flavoursome Tamil Nadu cuisine that goes beyond the conventional idli, dosa, and sambar. Relish delicious seafood, rice dishes, and a lot of vegetarian delights. Wrap up your holiday with a session of some retail therapy and take back with your local handmade items and yes that soft and elegant Silk clothes.

Tourist Places to Visit in Tamil Nadu

Chennai, Ooty, Pondicherry, Kodaikanal, Coimbatore, Yelagiri, Masinagudi, Conoor, Madumalai, Yercaud, Madurai, Thanjavur, Mahabalipuram, Kanyakumari, Kotagiri, Nilgiri, Krishnagiri, Auroville, Theni, Hullathy, Rameshwaram, Kalhatty Ghat and more.

Enjoy a vacation to remember and cherish some amazing experiences while touring the most gorgeous places to visit in Tamil Nadu. With many serene beaches, beautiful temples known for Dravidian architecture, bustling shopping bazaars and adventurous wildlife places, these places offer a splendid mix to help you make superb travel itinerary.

Looking forward to visiting the most stunning places to see in Tamil Nadu? Well, then you are in for a great time. From the thriving cosmopolitan vibes of Chennai to the emerald tea plantations of Ooty and the French style houses of Pondicherry to the scenic beauty of Kodaikanal, these places will leave you overwhelmed. There is an awesome experience in store, whether you are going for leisure, backpacking or looking for an adventure.

The variety of tourist places in Tamil Nadu offers you a glimpse of all kinds of sightseeing and adventures. Tourists here can choose among many offbeat places like Yelagiri and Yercaud to the famous cultural citadels like Mahabalipuram and Madurai. Tamil Nadu is also home to the southernmost land of India- Kanyakumari and one of the char dhams- Rameshwaram. Whether it is an adventure you are looking for or a religious respite in the temples, these places is a delight for anyone wishing to escape the hustle and bustle of life.

Kishkinta Theme Park

Awaken the child inside you by visiting one of the best theme parks in Southern India. Located in Chennai, near the Vandalur Railway Station, the fabulous Kishkinta Theme Park is spread across 120 acres of land, surrounded by scenic landscapes and lush greenery all around. The park also has a varied range of terrains, along with picturesque fountains, waterfalls and other decorations adding to the beauty of it.

From Airport: Kishkinta Theme Park is located around 13 kilometres from Chennai International Airport. It takes around 30 minutes to an hour to reach the theme park from Chennai Airport, depending upon the traffic and road conditions.

Arignar Anna Zoological Park: Amongst the most popular picnic spots in the city, this zoological park near Kishkinta Theme Park is a great place to discover the great flora and fauna of south India. Known as the largest zoo of its kind in the entire South-East Asia, it expands over an area of almost 1260 acres. It also offers visitors jungle safaris, wherein they can take a glimpse of the huge collection of endemic as well as exotic animals, such as lions and deer. Moreover, the zoo is also home to over 130 different species that you can witness.

St. Mary's Church: Known as the oldest Anglican Church in Asia, the St. Mary's Church is located inside Fort St. George. Built back in 1680, the church has many historical events associated with it. This bomb-proof structure has lived through a lot of rough patches in history, like the French bombings in 1746 and 1758. Moreover, the interior of the church is quite charming and elegant, boasting of ancient architecture in its two aisles and the single gallery.

Marundeeswarar Temple: Dedicated to Lord Shiva's Marundeeswar or Aushadeeswarar form, the Marundeeswarar Temple is a fine example of Dravidian style of architecture.

Established during the 7th and 8th centuries, the temple has been a very important place of worship for people who suffer from any kind of diseases or those who have issues regarding

their health. An interesting feature of the temple's Prasadam is that it is made up of sacred ash, milk and water, which is said to cure any kind of ailment.

Guindy National Park

Sprawling over 2.70 KM square of land, Guindy National Park has been ranked the eighth smallest national park of India. Also, it is the only park situated right in the middle of a city. Established in the year 1978, the park got its protective atmosphere to preserve some of the rare and endangered species of wildlife. To fulfil this, the park is completely restricted from any human activities like poaching, hunting, etc.

About Marina Beach

Famous as the longest beach in India and the second-longest of its kind in the world, Marina Beach is one of the most famous beach holiday destinations in the country. Named so after the Italian word 'marina' by the then Governor-General, the beach has been a popular location in Chennai since 1881

Mahabalipuram beach

Around an hour south of Chennai, you'll find one of the top beaches on India's east coast Mahabalipuram (also known as Mamallapuram). It's known for its stone sculpture industry, and is a great place to shop for these items and see artisans at work. Other attractions are the Shore Temple, Five Rathas (sculptured temples in the shape of chariots), and Arjuna's Penance (a huge carving on the face of a rock depicting scenes from *The Mahabharata*).

Kanchipuram

popularly known as a "City of a Thousand Temples", Kanchipuram is not just famous for its distinctive silk saris. Located about two hours from Chennai, on the main road to Bangalore, it was once the capital of the Pallava dynasty. Today, only 100 or so temples remain, many of them with unique architectural beauty. The diversity of temples is particularly noteworthy. There are both Shiva and Vishnu temples, built by various rulers (the Cholas, Vijayanagar kings, Muslims and British also ruled this part of Tamil Nadu) who each refined the design. Kanchipuram, Mamallapuram, and Chennai are often referred to as Tamil Nadu's Golden Triangle for tourists.

Pondicherry

Pondicherry, a separate union territory on the east coast of Tamil Nadu, is not really a place you'd expect to find in India. It was a former 18th century French colony and still retains a distinctly French flavor. Those who feel in need of a break from India will enjoy the taste of French culture there and the relaxed atmosphere. Sri Aurobindo Ashram attracts plenty of spiritual seekers.

Madurai

Ancient Madurai in Tamil Nadu is home to the most impressive and important temple in south India --the [Meenakshi Temple](#). If you only see one south Indian temple, the Meenakshi Temple should be it. The city of Madurai is more than 4,000 years old and has remained a major center of Tamil culture and learning. During the heyday of its history, when the Nayak dynasty ruled, many magnificent temples and buildings with superb architecture were constructed.

Thanjavur

Thanjavur is best known for its astonishing Brihadeshwara Temple (known as the Big Temple), a UNESCO World Heritage Site made out of granite by Chola king Raja Raja I in the 11th century. It's an engineering marvel. However, the town is also a distinguished hub of arts and crafts in South India

Kumbakonam and Gangaikonda Cholapuram

Kumbakonam and Gangaikonda Cholapuram, northeast of Thanjavur, have two Great Living Chola Temples that are part of the UNESCO World Heritage listing too. The royal temple at Gangaikonda Cholapuram was built not long after Thanjavur's Big Temple in the 11th century, when Rajendra Chola I relocated the Chola capital there in celebration of victory. Its design is similar to the Big Temple in Thanjavur but on a lesser scale, and it features an enormous stone Nandi (bull). The captivating 12th century Airavatesvara temple at Darasuram, near Kumbakonam, is covered in magnificent detailed sculptures. Kumbakonam abounds with temples too. Stop by the temple town of Swamimalai on the way to Kumbakonam to meet artisans who make bronze idols of gods and goddesses.

Chettinad

Famous for its old mansions (some of which are open to the public) and fiery meat curries, Tamil Nadu's Chettinad region is located about two hours from Madurai and Thanjavur.

Tharangambadi

There you can see the remains of a 17th century fort, museum, and old church. The Bungalow on the Beach is an 18th century Danish colonial house that once belonged to the Governor of Danish India and has now been turned into a heritage hotel.

Pichavaram

Pichavaram mangrove forest is one of the world's largest mangrove jungles (along with the Sundarbans National Park in West Bengal and Bhitarkanika in Odisha). Yet, not a lot of tourists know about it. The mangrove forest is spread over 1,100 hectares and joins the Bay of Bengal, where it's separated by a lengthy sand bank. Apparently, there are more than 50 islands of various sizes, and 4,400 big and small canals! A boat will take you to explore them. Pichavaram is located about 30 minutes from the temple town of Chidambaram in Tamil Nadu, which is a bit over an hour north of Tranquebar and worth visiting too. It has a temple dedicated to Lord Shiva in his dancing form of Nataraj and special fire ceremonies.

Tiruvannamalai

any people say that Tiruvannamalai, and in particular Mount Arunachala, has a very special spiritual energy. The holy mountain has been called the most silent place on earth, as it has the ability to quieten the mind. It's considered by Hindus to be the embodiment of Lord Shiva. Tiruvannamalai attracts both pilgrims and spiritual seekers to its Arunachaleswar Temple and Sri Ramana Ashram. The crowd swells on full moon nights and during the Karthigai Deepam festival in November when pilgrims walk around the holy mountain.

Kanyakumari

Kanyakumari sits on the furthestmost tip of India, where the Bay of Bengal merges with the Arabian Sea and the Indian Ocean. It attracts a lot of pilgrims as it's regarded as the abode of virgin Goddess Kanya Kumari, an incarnation of Goddess Parvati (the divine Mother

Goddess). Goddess Kanya Kumari is believed to have done penance there to get Lord Shiva to marry her.

Rameshwaram

Rameshwaram is a peaceful little pilgrim town, brought to life by the constant stream of people that come to bathe in its holy water, get a puja done to purify their karma and visit Ramanathaswamy Temple. The approach to Rameshwaram is dramatic, with two long bridges (one for trains and one for other vehicles) linking it to the mainland. Not far from Rameshwaram, the crumbled, windswept remnants of Dhanuskodi, a town destroyed by a cyclone in 1964, are eerie in their isolation. Adam's Bridge is about as remote as you can get. This chain of reefs and sandbanks almost connects India with Sri Lanka, which is only about 30 kilometers (18 miles) away.

Udagamandalam (Ooty)

Udagamandalam was established in the early 19th century by the British as the summer headquarters of the Chennai government. It's a sought-after place to escape the summer heat. If you travel there during the peak season in April and May, do be prepared for it to be crowded though! Ooty's main attractions include the 22 hectare Government Botanical Gardens (a flower show is held there every May as part of the Summer Festival), boating on Ooty Lake, and climbing Dodabetta Peak for an excellent view of the Nilgiri hills. To get to Ooty, take the scenic Nilgiri mountain railway toy train from Metupalaiyam.

Coonoor

Downhill from Ooty, Coonoor is where the world-class Nilgiri tea originated. The town is beginning to realize its potential as a tourist destination but remains a refreshingly quieter option than Ooty. Many of the things to do there revolve around tea. Upper Coonoor is an enjoyable neighborhood to stroll around, plus there are viewpoints and trekking spots in the area. One trail leads to the ruins of 18th century Droog Fort, used by Tipu Sultan.

Kodaikanal

The British created Kodaikanal as an alternative to Ooty. The town is nestled into the densely forested Western Ghat Mountains northwest of Madurai. While it's not as

developed as Ooty and retains some old-world charm, it still attracts a lot of Indian tourists during summer. Walking, trekking, boat rides and horse rides are popular activities.

Mudumalai National Park

One of the top national parks in India, Mudumalai isn't far from Ooty in the Nilgiri district of Tamil Nadu on the border of Kerala and Karnataka. It's reportedly home to over 260 species of birds (including peacocks), as well as elephants, tigers, deer, monkeys, wild boar, bison, and leopards. Tree house accommodations are a popular feature at many of the properties around Mudumalai.

Pollachi

One of the best places to visit off the beaten track in India, Pollachi is a relatively unexplored destination that will delight nature and wildlife lovers. It's close to the Anamali Hills and the Kerala border. The Papyrus Itineraries offers immersive trips including bird watching, nature walks, boat rides, village and farm visits, handicrafts, and tea tours. Grass Hills Tours and Travels is also a reputable company that specializes in local nature and wildlife tourism.

Thiruchirapalli

Tiruchirappalli (commonly called Trichy) is among the oldest inhabited cities in Tamil Nadu. Its ancient and diverse history can be traced as far back as the Early Chola Dynasty in the 3rd century BC. The city has had about 10 different rulers who have left their mark on it, including the British. However, it really flourished in the 16th century, when it was part of the Madurai - Nayak kingdom. The eclectic attractions include an old fort, temples, churches, and markets.

The new Tourism Policy of 2002

In 2002, the action plan was finally translated into a tourism policy. Tourism policy officially became a joint central-state government concern. The new policy itself, however, was

designed by the central government. To start with, the policy document attempts to establish tourism's great contribution to national development and its role as an engine of growth. It suggests that tourism not only generates government revenue and foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, and high quality employment especially to youngsters, women and disabled people and finally, peace, understanding, national unity and stability. The new tourism policy is announced in 2002, which incorporates the 7-S mantras which have been identified to provide thrust for tourism development in our country. These are: Swagat (welcome), Soochana (information), Suvidha (facilitation) , Suraksha (safety), Sahyog(Co-operation), Samrachan (infrastructure development) and Safai (cleanliness).

State Government Role in Tamil Nadu Tourism Scenario The Tamil Nadu Tourism Development Corporation (TTDC) was incorporated in 1971 with the main object of promoting tourism in Tamil Nadu by building up adequate tourism related infrastructure facilities on commercial basis. Besides owning the largest chain of 55 hotels in South India, the TTDC also provides facilities such as youth hostels, restaurants, boat houses and other tourist attractions covering all the major tourist destinations in the State. TTDC operates 37 types of package tours ranging from half a day to 14 days. The first Tourism Policy for the State was released by the Honorable Chief Minister during 1992. The Policy has guided new investments in Tourism and Hospitality sector. Government gave a major fillip to infrastructure development and tourism promotion, which has resulted in Tamil Nadu becoming a leading state in Tourism growth and development of tourist infrastructure. Tamil Nadu State Government has put new policies in place in the last few years with specific targets to increase the tourism revenue and employment in the tourism sector. For instance, as in the Tenth Plan document of the state of Tamil Nadu, one of the main objectives is to make Tamil Nadu the number one tourist attraction centre in the country with the target to double both domestic and foreign tourist arrivals. Consequently, one can see a huge increase in the outlay in the Tenth Plan compared to the Ninth Plan