

CHAPTER V

PROMOTION AND DEVELOPMENT OF TOURISM IN TAMIL NADU

Tourism is an ever growing industry peculiar to the modern age. The ancient instinct of man, viz; the wander, lust and the urge to explore, has blossomed into the gigantic modern concept of tourism with far-reaching socio-economic consequences. The fact, that even small countries like Lebanon and Greece could earn considerable foreign exchange by tourist promotion, serves as an eye opener to India and especially to Tamil Nadu with its rich tourist potentials.

Tourism encompasses activities pertaining to visits of tourists both domestic and foreign. A consciously planned and systematic effort to encourage and induce people to visit and stay at particular zones , regions, destinations and all measures conducive to the fulfillment of this objective constitute "Tourist promotion". Tourism is a growing sector, non, controversial and largely labour intensive, in nature , it does not complete for scarce raw materials and it thrives on such factors as the natural, geographical, historical, cultural and artistic wealth of a country.

It acts as a general booster of economic growth also. While directly encouraging the development of hotel , transport, travel and other ancillary industries, in addition to giving a fillip to the development of arts and crafts. It also indirectly augments the state revenues through an increase in sales tax, income tax entertainment tax revenues. All these benefits flow from international and domestic tourism, and the former also acts as a major contributor to the foreign exchanges of the country.

The first conscious and organized efforts to promote tourism in India was made in the year 1945, when a committee was set up by the Government of India under the Chairmanship of Sir John Sargent, the then educational Advisor to the Government of India.¹ The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. Tourism in India developed properly only after a Central Tourist Organisation was set up as a result of the recommendation of the Sargeant Committee. It was only after the creation of the separate Tourist Traffic Branch in the year 1949 whole time attention was paid to the development of tourist traffic in India and separate tourist organisation should be set up at a centre with regional offices in metropolitan cities of Bombay, Delhi, Calcutta and Madras. Next to an adhoc tourist traffic committee was appointed in the year 1948. This committee was entrusted with the job of suggesting ways and means of promoting tourist traffic to India.²

One of the major recommendation of the Sargent Committee was that the work of development of tourist traffic in India should be undertaken on a methodical basis by a separate organisation. As a result of this recommendation, a separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949 with the main objective of the development of tourist traffic in India.³ It was on 1st March 1959 that a separate tourism department was created in the Ministry of Transport to deal with all matters concerning tourism. The Department of Tourism now has become an attached non-participating office of the Ministry of Tourism and Civil Aviation headed by the

¹ Lavkush Mishra, *Cultural Tourism in India*, New Delhi, 1999, p.243.

² Vijai Kumar Gupta, *Tourism in India*, New Delhi, 1989, p.1.

³ Lavkush Mishra, *op.cit.*, pp.246-248.

Director General of Tourism. Another important step during this period (1955-56) was the opening of a Chair of Tourist offices both in India and abroad. Following the report of the adhoc committee on tourism also known as the Jha Committee (1963), which recommended that the public sector should assume a more active and positive role in promoting tourism. The Government of India set up in 1965 in the Department of Tourism.⁴ In the year 1966, the Government set up a public sector undertaking namely the India Tourism Development Corporation Limited (ITDC) in New Delhi, the ITDC has established a marketing division at its headquarters through the co-ordinated sales promotion of its range of tourist services. The ITDC played a major role to develop tourism throughout India. The Tourism Development Corporation in all the state are jointly functioning under ITDC, which is under the control of the Ministry of Tourism, Government of India.⁵ Tamil Nadu is the only state in India where one could travel all the twenty four hours comfortably and confidently because of its rich communication facilities.

The Tourism Development Policy of the state has been designed to provide the basic infrastructural facilities to meet the increasing tourist traffic.⁶ Till 1971, very little attention was paid to this sector and a comprehensive tourism development plan for the state had never been formulated. With this end in view, a separate Department of Tourism was created by the Tamil Nadu Government.⁷

⁴ A.K.Bhatia, *Tourism Development: Principle and Practices*, New Delhi, 1992, p.302.

⁵ D.S.Bhardwaj and Manjula Chaudhary, *Contemporary Issues in Tourism*, Mumbai, 1997, p.116.

⁶ *Tourism Policy Note: 1986-87*, Government of Tamil Nadu, p.1.

⁷ G.O.Ms. No.87, Social Welfare Department, dated 20 January 1971.

The TTDC was incorporated as a private limited company on 30.6.1971⁸ and its main objective was promoting tourism in Tamil Nadu and at present, its main functions are concentrated in providing accommodation and restaurant facilities in important tourist places and operation of coach tour for the tourists both inland and broad. for the convenience of the tourists. The TTDC established Tourist Information Counters at important places in Tamil Nadu, new Delhi, Calcutta. It has also established tourist offices at Madras, Chidambaram, Mamallapuram, Ooty, Madurai, Kanyakumari, Thirunelveli, and Rameswaram.⁹

Administration of TTDC

The TTDC is concentrated with the policy matters relating to tourism including planning and development, publicity, promotion, regulation and legislation. the corporation consists of nine directors.¹⁰

1. Chairman.
2. Commission and Secretary to government (finance)
3. Managing Director TTDC
4. Director of Tourism
5. Commissioner and Secretary to Government (Transport)
6. Commissioner, Hindu Religious and Charitable Endowment Board.
7. Chief Engineers (PWD)
8. Chief Conservator of Forests.
9. Principal, Institute of Hostel Management, Catering Technology and Applied Nutrition, Madras.

⁸ G.O.Ms. No.1887, Public (Tourism) Department, dated 16 June 1971.

⁹ *Tamil Nadu State Administrative Report, 1971-72*, pp.576-577.

¹⁰ *Fourteenth Annual Report of TTDC (1985-86)*, p.6.

The government of Tamil Nadu ordered and nominated Mr.A.V.P. Assaithambi, to serve as Chairman of TTDC for a period of one year with effect from 1st October 1974 ¹¹ and further his service was extended for one year i.e. period from 1st October 1975 to September 30,1975.¹²

Ministry of Tourism in Tamil Nadu

Tamil Nadu has a separate Ministry of Tourism. At Present (2007), the Tourism Minister of Tamil Nadu is Suresh Rajan. It made a lot of development activities. Many of the new schemes are implemented by him successfully.¹³ The Government of Tamil Nadu has constituted a State Level Tourism Advisory Committee to advise the government in formulating tourism promotion policies. The tourism promotion schemes should be carefully prepared to project the state in the proper perspective in the national and international tourism market. Tamil Nadu tourism development plans have been drawn up to provide the required infrastructural facilities apart from creating new tourist attractions and picture sports.

Commissionerate of Tourism

The Commissionerate of Tourism established for the purpose is headed by Commissioner of Tourism and consists of other posts like one Joint Director, three Deputy Directors, two Assistant Directors, one Publication Officer, one Account Officer and more than 200 ministerial staff members. The Field Offices comprise of 20 Tourist

¹¹ G.O.Ms. No.3129, Public (Tourism-III), dated 25.08.1974.

¹² G.O.Ms.No.2992, Public (Tourism - III) , dated 19 August 1975.

¹³ *Tourism Policy Note: 2007-2008*, Government of Tamil Nadu, 2007.

officers (14 within Tamil Nadu and 6 outside Tamil Nadu) and 27 Tourist Information Centres (19 within Tamil Nadu and 8 outside Tamil Nadu) whose main functions are giving information and rendering assistance to tourists in respect of their stay, food, sight seeing, shopping, worship, amusement etc; publishing the tourist potential of Tamil Nadu; and co-ordinate with District Collectors/Public works Department / Local bodies etc in implementation of projects.¹⁴

Role of TTDC in the Development of Tourism in Tamil Nadu

TTDC has become a household name among the travelling public and tourist alike. The services offered by the TTDC are much sought after by domestic as well as foreign tourism. TTDC offers a number of coach tours with less expenditure and it is extremely popularly among visitors to Tamil Nadu from abroad. It operates twenty seven types of coach tours from Chennai.¹⁵ The Corporation has 24 luxury coaches, which also include Air Condition coaches. It also offers vans and cars to tourists on hire basis. Apart from ITDC coaches the Tamil Nadu Government is also running bus services to all the important tourist centres and cities in Tamil Nadu. During tourist seasons the transport corporations operate special bus services to the tourist places. The ITDC is operating the largest chain of hostels in Tamil Nadu.¹⁶ It established Hotel Tamil Nadu in important cities like Madras, Coimbatore, Madurai, Rameswaram, Kanniyakumari, Kodaikanal, Courtallam, Ooty and etc.

¹⁴ *Tourism Policy Note: 2005-2006*, Government of Tamil Nadu, 2005, pp.13-14.

¹⁵ *Folder*, Tamil Nadu Tourism Development Corporation, Chennai, 2000.

¹⁶ R.N.Kaul, *Dynamics of Tourism Triology*, Vol.II, New Delhi, 1997, p.7.

The TTDC is a pioneer in providing clean and comfortable accommodation for the tourist at affordable rates. Besides providing accommodation and transport facilities, TTDC offers boating facilities at Ooty, Yercaud, Kodaikanal, Pichavaram and Muthukadu. Wind surf riding has also been introduced at Muthukadu backwater. Telescope houses have been established at Ooty, Kodaikanal and Yercaud.

Every year the Tamil Nadu Tourism Department celebrates the summer festivals at Kodaikanal, *Saral festival* at Courtallam, *Flower Show* at Ooty, *Natiyanjali* at Chidambaram and *Pongal festival* at Madurai. Tourism week celebrations and All India Tourist and Industrial Fair also conducted at Chennai. The festivals attract lakhs of people.

Objectives of TTDC

The TTDC have got certain objectives.¹⁷ They are;

- (i) Area development approach, keeping foreign tourist in mind.
- (ii) Encouraging private sector investment in Tourism.
- (iii) Promotion of Local and domestic tourism.
- (iv) Adequate publicity for tourism Promotion in India and abroad.
- (v) Promotion of Cultural Tourism - Fairs and Festivals.
- (vi) Developing facilities for tented Tourism, adventure tourism, and Beach tourism.
- (vii) Provision of shopping facilities.
- (viii) Provision of Transport facilities to tourist.
- (ix) Man powers development in the hotel and Tourism Industry; and

¹⁷ Pran Nath Seth, *Successful Tourism Management*, New Delhi, 1982, p.31.

(x) Selection and marking of land both Government and Private for construction of hotels and allied projects.

The Tamil Nadu Government declared Tourism as an industry.¹⁸ In order to promote Tourism in Tamil Nadu, the government is offering concession and subsidy to tourism projects. These concessions will contribute to the cause of tourism promotion and consequent uplift of the economic conditions of the people, especially the weaker section who can benefit from the promotion of tourism in their areas.¹⁹

The Local Tourist Traffic Advisory Committees (LTTAC) at Madurai and Kodaikanal functioned in grand manner.²⁰ In the year 1958, the additional members of LTTAC were nominated to the above places.²¹ To improve tourist facilities important changes have been taken place and the new constitution formed to the State Tourist Traffic Advisory Committee.²² A Tourist Office was opened at Madurai and a Gazetted officer under the designation of Tourist Officer was appointed to promote tourism at the District level.²³ In the

¹⁸ *Tourism Policy Note: 1985-86*, Government of Tamil Nadu, p.2.

¹⁹ G.O.Ms. No.563 (Information and Tourism Department), dated 28 December 1986.

²⁰ G.O.Ms.No.4068, Public Department (Information and Publicity) dated 22 November 1956.

²¹ G.O.Ms.No.3167, Public Department (Information and Publicity), dated 11 December 1958.

²² G.O.Ms.No.1092, Public Department (Information and Publicity), dated 3 April 1959.

²³ G.O.Ms.No.1806, Public Department (Information and Publicity), dated 17 November 1960.

year 1960, the Government of Tamil Nadu issued the hill concession tickets to Courtallam for the benefit of the tourist.²⁴

The Tourist office at Madurai continued to render useful assistance to the tourists. Additional Tourist Information counter was opened in 1960 at Madurai Railway Junction to provide facilities to the tourists coming by train. The number of tourists both foreign and domestic visiting the state increased considerably during the year. To provide suitable accommodation to the tourists, one tourist Bungalow at Madurai was constructed under the Tourist Development Plan during the year 1961.²⁵ The Tourist Information Bureau at Madurai continued to function satisfactory. Attached to this centre are a Library, a reading room, a film library and a sales counter.²⁶ A big Tourist Hotel constructed at a cost of Rs.7.30 lakhs at Ootacamund was opened to the tourists on 25th April 1963. This Bungalow has had strength of 80, spread over 32 single rooms, 12 double rooms, 4 suites (2 bed each) and two dormitories (8 bed each dormitories).²⁷ Government catering was done in the tourist Bungalow at Madurai and it was run on no profit and no loss basis. The exhibition wing of the Tourism department participated in seven major exhibitions in the year 1966.²⁸

²⁴ G.O.Ms.No.626, Public Department (Information and Publicity), dated 16 April 1960.

²⁵ *Madras State Administrative Report, 1960-61*, Government of Madras, Madras, 1961.

²⁶ *Madras State Administrative Report, 1961-62*, Government of Madras, 1963, p.206.

²⁷ *Third Five Year Plan, Madras State, Progress during 1961-62 to 1963-64 and Programme for 1964-65*, Government of Madras, Madras, 1964, p.113.

²⁸ *Madras State Administrative Report, 1965-66*, Government of Madras, Madras, 1967, p.334.

The construction of building for the Tourist Bungalows at Tiruchendur and Kanyakumari ordered to be opened during the year 1969.²⁹ On 1st July 1971, TTDC was formed and the TTDC is undertaking a number of projects like construction of travellers Bungalows at Courtallam and Kodaikanal etc. The Corporation is also acquiring luxury coaches for arranging conducted tours.³⁰ Hitherto the subject tourism dealt with in the Public Department. A full fledged Department of Tourism at Secretariat level was set up from May 1971 to devote full attention to the fast developing subject of Tourism. Besides the Department-cum-Secretariat set up a Headquarters there are Tourist Offices at Madurai, Ootacamund, Tiruchirappalli and Kanyakumari. A Tourist Information Counter functions at Madurai Railway junction and during season at Kodaikanal. A tourist information-cum- Handicrafts Centre has been opened at Bombay by the Government of Tamil Nadu during the same year.³¹

The Government of India sanctioned Rs.3.50 lakhs for the construction of a youth Hostel in Tamil Nadu for which the State Government provided the required land at a cost of Rs.1.50 lakhs at Adyar in Madras city. The State Government is urging the centre to allow foreign Airlines to fly through Madras and to build a modern terminal building for Madras Airport. The State Government along with the Government of India has taken up the question of expanding Madurai Airport and extend Indian Airlines Corporation's Boeing

²⁹ *Tamil Nadu State Administrative Report 1969-70*, Government of Tamil Nadu, Madras, 1971, p.382.

³⁰ *Tamil Nadu State Administrative Report, 1970-71*, Government of Tamil Nadu, Madras, 1972, p.554.

³¹ *Tamil Nadu State Administrative Report, 1971-72*, Government of Tamil Nadu, Madras, 1974, p.576.

service to Madurai for convenience of foreign tourists and businessmen.³²

The Department of Tourism is chiefly responsible for organising the Southern States Tourism Ministers Conference held at Ootacamund in May 1971. Thus that conference paved the way for a proper understanding of the many problems faced by the Tourism industry in the southern state. The Department took steps for the production of inexpensive Tourist Brochures of Madras, Mahabalipuram, Kanchipuram, Tiruchirappalli, Thanjavur, Madurai, Rameshwaram and Hill stations of Tamil Nadu for free distribution, Tourist guide map folders on Tamil Nadu and Madras city (each 25,000 copies) have also been produced in 1971-72 and they are being sold to tourists at a subsidised rate of 25 paise per copy.³³ At present the folders and pamphlets are published by Department of Tourism and the price varies from sizes and qualities.

During the year 1972-73, Government of India sanctioned a sum of Rs.6 lakhs for the construction of a Tourist Bungalow at Rameswaram. The State Government provided the land free of cost and sanctioned a sum of Rs.1.72 lakhs for the formation of an approach round. The tourism department took over the administrative control of the Ootacamund lake from the Fisheries Department and spent nearly Rs.5 lakhs for its improvement. Hon'ble the Governor of Tamil Nadu, K.K.Shah, opened tourist Bungalow on 30th October 1972 at Yercaud.³⁴ Under the hospitality programme of this

³² *Ibid.*, p.577.

³³ *Idem.*

³⁴ *Tamil Nadu State Administrative Report, 1972-73*, Government of Tamil Nadu, Madras, 1975, pp.488-489.

department, Mr. and Mrs. Rossomme of Belgium, the Tour Promoters and Mr. and Mrs. William Archer of London, the conferences were initiated to visit Tamil Nadu. They visited certain important tourist centres in Tamil Nadu, during November, December 1972.³⁵

For the first time in India cultural programme for the benefit of the foreign tourists was organised in approved hotels in Madras and Madurai in November and December 1973. The programme, which included *Bharatha Nattiyam*, Folk dance, etc. was very much appreciated by the foreign tourists. Tourism Department gifted ancient musical instrument, silk saree, Thanjavur pot, etc. worth about Rs.7,500 to Air India for use in their exhibition abroad.³⁶

The Government sanctioned a sum of Rs. 5 lakhs to the Tamil Nadu Tourism Development Corporation for organising a Pongal Tourist Trade Fair. In co-operation with the Department of Tourism, the Corporation conducted the fair in January - February 1974 for 45 days at Island Grounds, Madras. Over a million people including about 10,000 foreign tourists visited the fair. The Department of Tourism spent another Rs.4.5 lakhs in organising *Jallikattu*, sound and light spectacle, multi-vision presentation etc.³⁷

During the year 1974-75, the Department of Tourism took measures for tourism development in the state and its activities were aimed at attracting more and more foreign tourists to Tamil Nadu. The Youth Hostel at Indira Nagar, Madras, a Government of India

³⁵ *Idem.*

³⁶ *Tamil Nadu State Administrative Report, 1973-74*, Government of Tamil Nadu, Madras, 1976, p.388.

³⁷ *Ibid.*, pp.387-388.

undertaking was opened to tourists and will be maintained by State Government. The management of the Youth Hostel is vested with a local Management Committee constituted by the State Government as per the policy guidelines provided by the Government of India. In 1975, the district level a Tourist office was opened at Salem. A new Tourist Information counter was opened at Tiruchirappalli Railway Junction to cater to the needs of the tourists. In the same year, the Department of Tourism issued certificates of merit at the T.A.A.I. Convention held at Madras.³⁸

In 1975-76, the Department of Tourism has introduced a scheme for the presentation of awards in recognition of the best efforts taken by Travel Agents, Hotels, Tourism Journals and Airlines through publicity for the promotion of Tourism within Tamil Nadu.

Under the scheme four awards were presented to Air India, Hallo! Madras, Taj Coromandal hotel and Connemara hotel. To consider various possibilities of promoting tourist traffic in Tamil Nadu, the Tamil Nadu Tourism Marketing Advisory Committee was constituted.³⁹ The committee met periodically to assess the traffic trend and advised the Department on the steps to be taken to improve tourist traffic. The Government of Tamil Nadu had appointed the architects, Messrs Bharath and Associates and R.Chakrapani and Company to prepare project reports for the improvement and preservation of the landscape of the Kodaikanal and Yercaud lake

³⁸ *Tamil Nadu State Administrative Report, 1974-75*, Government of Tamil Nadu, Madras, 1976, p.423.

³⁹ *Tamil Nadu State Administrative Report, 1975-76*, Government of Tamil Nadu, Madras, 1977, p.522.

respectively.⁴⁰ They have submitted their reports suggesting various schemes to be executed at an approximate cost of Rs.36,35,000 and Rs.25,64,100 respectively. The scheme will be implemented in convenient stages. The Government sanctioned the execution of the development works at Yercaud as a first stage at a cost of Rs.2,06,000. The work was entrusted to Tamil Nadu Tourism Development Corporation. The execution of the development works at Kodaikanal have been sanctioned as a first phase at a cost of Rs.58,100 and this work has also been entrusted to Tamil Nadu Tourism Development Corporation.⁴¹

Under hospitality programme, the Department of Tourism hosted the PATA delegates who visited Madras, and delegates of the Society of American Travel writers and other foreign delegates connected with Tourism. About sixty travel writers visited South India in September 1977 under *Destination South India* programme.

The Department participated in the All India Agricultural Exhibition organised by the Government of India at Delhi in November 1977 and the Pacific Area Travel Agents (PATA) Conference held in January 1978 at New Delhi. The Department of Tourism also participated in the All India Tourist Trade Fair 1977 organised by the Tamil Nadu Tourism Development Corporation at Madras by putting up a huge pavilion in the shape of *Nandi* with a mini sound and light spectacle inside which attracted the people in large numbers. During that year, the Government of India financed to development of Ooty Lake under the Hill Area Development

⁴⁰ *Idem.*

⁴¹ *Tamil Nadu State Administrative Report, 1977-78*, Government of Tamil Nadu, Madras, 1972, p.385.

Programme in the Fifth Five Year Plan. The Government of India provided a sum of Rs.16,00,000/- for the scheme. The Government of Tamil Nadu is implementing the scheme in stages. Under the first phase, a sum of Rs.3,00,000 was sanctioned by the Government for certain works. The Government have sanctioned the development work under the second phase i.e. during 1977-78 at a total cost of Rs.6,69,000.⁴² Under this programme, a sum of Rs.2 lakhs has been sanctioned for the construction of a Telescope house at Doddabetta Peak near Uthagamandalam.⁴³ Besides, the two telescope houses ordered to be set up through Tamil Nadu Tourism Development Corporation at Kodaikanal in October 1977. The telescope houses established one at Cokar's Walk and another at Kurinchi Andavar temple at a total cost of Rs.1,60 lakhs. The government approved the master plans for the development of Kodaikanal lake at a cost of Rs.25 lakhs.⁴⁴

The Department of Tourism continued to take active measure for the promotion of Tourism in Tamil Nadu. During the year 1979, a temporary Tourist Information counter was opened during the season at Courtallam and Yercaud in the same year, orders have been issued for the construction of a Dormitory at Courtallam. Orders were also issued for the construction of cottages, and boat jetty at Pitchavaram at a cost of Rs.45 lakhs and boat jetty was also ordered to be constructed at Mandapam at a cost of Rs.2.3 lakhs. Four cottages were completed at Elagiri Hills in the North Arcot District. At the instance of the

⁴² *Ibid.*, pp.385-386.

⁴³ *Tamil Nadu State Administrative Report, 1978-79*, Government of Tamil Nadu, Madras, 1981, p.415.

⁴⁴ *Tamil Nadu State Administrative Report, 1976-77*, Government of Tamil Nadu, Madras, 1978, pp.421-422.

Department, the Government of India agreed to put up a Janatha Hotel at Madras at a cost of about Rs.3 crores for which the State Government has agreed to give a very valuable site near Madras Central Railway Station at a nominal cost. In order to promote Highway Tourism and to provide way-side amenities to the tourists, the Tamil Nadu Tourism Development Corporation built a motel at Ranipet in September 1978.⁴⁵

The Department of Tourism was started a Tourist office at Chidambaram in 1979. In the same year, the Poompuhar tourist complex and Kattabomman fort at Panchalankurichi were to be maintained by the department.⁴⁶ During the year 1979-80, at Mamallapuram the work of constructing a Rest shed at a cost of Rs.1,81,814 for low income group tourists was started and completed. Government have also acquired 33.95 acres of land at a cost of Rs.1,28,185 to preserve the natural environment. and the scenic beauty of the area. The Department has prepared a master plan for the integrated development of Rameswaram. The work of construction a dormitory at Mandapam, construction of cottages at Pitchavaram, construction of Telescope House at Yercaud, and construction of dormitory-cum-community hall at Hogenakkal have also been completed in the same year.⁴⁷ The Tamil Nadu Tourism Development Corporation has constructed additional blocks to the tourist bungalows at Kanniyakumari, Madurai, Kodaikanal during the year 1980.⁴⁸

⁴⁵ *Tamil Nadu State Administrative Report, 1978-79*, Government of Tamil Nadu, Madras, 1981, pp.415-416.

⁴⁶ *Tamil Nadu State Administrative Report, 1979-80*, Government of Tamil Nadu, Madras, 1982, p.279.

⁴⁷ *Idem.*

⁴⁸ *Ibid.*, pp.279-280.

Realising the importance of Tourism in the economy of our state due emphasis was given for the development of Tourism during 1980-81. The strategy for the development of tourism in the State has also been so designed to promote Tamil Nadu as one of the important Tourist regions, both from the point of view of domestic and international markets. The Department of Tourism continued to make impressive strides for the overall development and provision of facilities for the tourists. A major break through was achieved during the year under review in implementing plan schemes. The budget allocation which was only Rs.22.5 lakhs 1975-76 has increased to 63.22 lakhs. During the year, a new Tourist Information counter was opened at the Madras Airport in March 1980 and a Tourist Information Centre was opened at New Delhi by the Union Finance Minister and also a permanent tourist office at Madras was opened in January 1981.⁴⁹

In January 1981, the fifth World Tamil Conference was held at Madurai in a grand manner. At that time, the TTDC constructed Hotel Tamil Nadu, 3 star hotel, for the delegates and published souvenir, Pamphlets, folders and post cards.⁵⁰ Another important development was the preparation and implementation of Tourism master plan 1980-85 on the basis of travel circuits for the development of tourism in Tamil Nadu. Master plans have been prepared for integrated development of identified tourist spots i.e. Mamallapuram, Rameswaram and Kanyakumari at the cost of Rs.6 crores. Rs.28 crores and Rs.16 crores respectively.⁵¹ One of the important

⁴⁹ *Tamil Nadu State Administrative Report, 1980-81*, Government of Tamil Nadu, Madras, 1982, pp.318-319.

⁵⁰ *Ibid.*, pp.319-320.

⁵¹ *Ibid.*, p.320.

recommendations of the Tourism Master Plan for the development of Mamallapuram is the installation of a "Sound and Light" spectacle either at the Five Rathas complex or near the sea shore Temple. To implement this project a sum of Rs.47 lakhs has been provided under state plan scheme. The Government of India has agreed to give Rs.20 lakhs towards the capital expenditure of the project. Another innovative decision in setting up of an open air museum at Mamallapuram at an estimated cost of Rs.40 lakhs. A sum of Rs.9.80 lakhs has been sanctioned for the preliminary work connected with the museum during 1980-81. An additional sum of Rs.10 lakhs was sanctioned during 1981-82.⁵² Further a sum of Rs.7.29 lakhs has also been sanctioned during 1982-83.⁵³

Rameswaram is one of the most important pilgrim centres in the Indian sub-continent. Because of its high tourist potential, a master plan for development of Rameswaram and its environs involving a total outlay of Rs.29 crores over a period of 10 years have been drawn up. As the Rameswaram project qualifies for international assistance in many respects, the Union Government has been requested to seek financial assistance from the World Bank. During 1981-82 a sum of Rs.10 lakhs has been sanctioned for the construction of a youth Hotel at Rameswaram to cater to the needs of the budget tourists.⁵⁴

⁵² *Tamil Nadu State Administrative Report, 1981-82*, Government of Tamil Nadu, Madras, 1983, pp.378-379.

⁵³ *Tamil Nadu State Administrative Report, 1982-83*, Government of Tamil Nadu, Madras, 1984, p.308.

⁵⁴ *Tamil Nadu State Administrative Report, 1981-82, op.cit.*, p.379.

Kanyakumari which is at the southern end of India attract both foreign and domestic tourists throughout the year. In view of its high tourism potential, a master Plan for the development of Kanyakumari and its environs including Vattakottai Fort involving a total outlay of about Rs.16 crores have been drawn up in 1981-82. Financial assistance from the world Bank is sought in implementing this prestigious project. During 1981-82, a sum of Rs.5 lakhs was sanctioned for the construction of a Boat House and purchase of pleasure boats for the benefit of tourist visiting Pichavaram, as the third phase of the development of Pichavaram. During the same period, a sum of Rs.7.50 lakhs was sanctioned for a construction of a suspension cable foot bridge across the Cauvery at Hogenakkal.⁵⁵ A sum of Rs.10 lakhs has been sanctioned for the construction of youth hostel at Tiruchirappalli and also sanctioned to construct buildings for the tourist office at Tiruchi at cost of Rs.2.5 lakhs.⁵⁶ Orders have been issued for opening of tourist information centres at Thanjavur, Madurai Airport and Trichy Airport. Under the Hill Area Development, the picnic sites at Dodabetta, Dolphin's nose, Lamb's rock, Kodanad view point are developed at cost of Rs.2.15lakhs and also sanctioned Rs.35,000 for the Guide Training Course for tribal youths in Uthagamandalam. The Department of Tourism also printing of folders and other publicity materials on Toda's culture and way of life during 1982-83.⁵⁷ A training course for Tribal youths at Udhagamandalam was started in March 1985; the scheme is intended to train tribal youths who are already engaged in the field with more

⁵⁵ *Ibid.*, p.380.

⁵⁶ *Tamil Nadu State Administrative Report, 19782-83*, Government of Tamil Nadu, Madras, 1984, p.309.

⁵⁷ *Ibid.*, pp.309-310.

knowledge of tourism aspects. Eighteen candidates underwent training for a period of six weeks and they were given stipends.⁵⁸

In the Southern Districts there were no trained guides in places like Thanjavur, Tiruchirappalli, Madurai, Rameswaram and Kanyakumari. The Department of Tourism organised a Guide Training Course at Madurai in March - April 1983. At the end of the training 24 candidates have successfully completed the training and were given identity cards. They will work as tourist guides in the above districts.⁵⁹ During the year, six cottages were constructed at Mandapam at the cost of Rs.5 lakhs and also provided Rs.5 lakhs to develop Kanyakumari. The Youth Hostel at Mudumalai was inaugurated on 1st April 1984 which was financed by the Department of Tourism and run by TTDC. During the year, orders have been issued for establishing a tourist information centre at Calcutta.⁶⁰ In addition to that the following schemes had been executed under the Hill Area Development Programme. The schemes include environmental improvement of Ooty lake and maintenance of lake garden, provision for camping site equipment and construction of Youth Hostel at Kothagiri at a cost of Rs.7.80 lakhs, Rs.5.58 lakhs and Rs.4.5 lakhs respectively.⁶¹ In addition to that four master plans have been prepared to develop Mamallapuram, Rameswaram, Kanyakumari and Uthagamandalam / Mudumalai at the cost of Rs.78 crores. The Government of India requested financial assistance to

⁵⁸ *Tamil Nadu State Administrative Report, 1984-85*, Government of Tamil Nadu, Madras, 1986, p.186.

⁵⁹ *Tamil Nadu State Administrative Report, 1983-84*, Government of Tamil Nadu, Madras, 1985, p.175.

⁶⁰ *Ibid.*, pp.175-176.

⁶¹ *Ibid.*, p.176.

the tune of Rs.28 crores from World Bank, etc. for implementing important schemes at the above four places. In the month of September 1984, a grand festival on the 1000th coronation year of Rajaraja, the great king of Chola, was celebrated at Thanjavur by the Government of Tamil Nadu. Mrs.Indira Gandhi, the then Prime Minister of India, inaugurated the function. Hon'ble Chief Minister of Tamil Nadu, M.G.Ramachandran presided over the function.⁶²

Government of India, Department of Tourism has shown interest in the development of water spots. This department has organised a rowing competition at Mudukkadu on a national level to attract tourists.⁶³

The Government of Tamil Nadu has accorded top priority to District Excursion Centre Scheme designed to benefit middle class and budget tourists. The State Government allotted Rs.10 lakhs during 1983-84 and Rs.8 lakhs during 1984-85 for the District Excursion Centre Scheme. In Kanyakumari District, Pechiperai Dam area had been developed and was inaugurated on 11th September 1984 for the convenience of tourists.⁶⁴ During the year 1984-85, under the Hill Area Development Programme Rs.11 lakhs had been sanctioned in the same year, Rs.22.75 lakhs had been sanctioned towards construction of a 64 bedded youth hostel at Mandapam and also sanctioned Rs.23.40 for the construction of a 64 bed dormitory at Kanyakumari.⁶⁵

⁶² *Tamil Nadu State Administrative Report, 1984-85*, Government of Tamil Nadu, Madras, 1986, p.299.

⁶³ *Ibid.*, p.187.

⁶⁴ *Idem.*

⁶⁵ *Ibid.*, pp.187-188.

Financial assistance to the tune of Rs.132.07 lakhs had been obtained from Government of India during 1985-86 to execute the following schemes. The schemes included construction of *Yatri Niwas* at Kanchipuram, eight beach cottages at Kanyakumari, restaurant at Courtallam and Pitchavaram, Tourist wayside amenities at Thirukalukundram, Tiruthani and Chidambaram, a tourist reception centre with accommodation facilities at Rameswaram, purchase of additional boats for Udthagamandalam lake, purchase of tracking equipments and two mini buses, and also sanctioned Rs.3 lakhs for provision of drinking water facilities at Kanyakumari.⁶⁶

The Government of Tamil Nadu have issued orders declaring tourism as an industry for the purpose of considering tourism ventures eligible for concessions enjoyed by industry. A committee has also been constituted to examine and recommend for assistance in matters relating to tourism promotion scheme.⁶⁷ The Department of Tourism, Government of India have sanctioned Rs.61.98 lakhs for the construction of Forest Lodge at Mudumalai, Yatriniwas at Nagapattinam and providing tourist amenities at Boating Ghat at Hogenakkal. With a view to create tourism consciousness among local people and to encourage travel among them it has been decided to develop District Excursion Centres at the rate of two centres for each district with the surplus funds available with the Transport Corporation of the area. A sum of Rs.8 lakhs has been allocated for the following four district during the year 1986-87. The Government of Tamil Nadu implemented the above schemes at Thurmalaikem in

⁶⁶ *Tamil Nadu State Administrative Report, 1985-86*, Government of Tamil Nadu, Madras, 1988, p.209.

⁶⁷ *Tamil Nadu State Administrative Report, 1986-87*, Government of Tamil Nadu, Madras, 1989, p.263.

Dindigul district, Piranmalai in Sivaganga district, Kumbakarai in Theni District and Thirthamalai in Dharmapuri district. Each district has been received Rs.21 lakhs respectively.⁶⁸ During the year, the Tamil Nadu Tourism Development Corporation launched many schemes by running youth hostels for the youth and Budget Tourists in Ootacamund, Kanyakumari, Rameswaram, Kodaikanal and other places. To provide wayside amenities to the highway travellers, the corporation has constructed hotels at the major highways in Tamil Nadu.

Boat Houses are available at Ootacamund, Yercaud, Pitchavaram and Muttukadu. Wind surfing has also been introduced at Muttukadu and Cuddalore backwaters.⁶⁹ The Central Government has allotted Rs.171.70 lakhs to Tamil Nadu for the provision of wayside facilities in the main tourist centres.⁷⁰ During the year 1987-88, the Tamil Nadu Tourism Development Corporation has inaugurated the youth Hostels at Kothagiri, Madras (Unit III), and Elagiri and also inaugurated Boat Houses at Elagiri and Kodaikanal.⁷¹ In 1988-89, the department of Tourism, Government of India has extended financial assistance to the following schemes: Tourist amenities at Srirangam Rs.3.5 lakhs, at Kanyakumari at 3.5 lakhs, Flood Lighting of Vivekananda Rock Memorial, Kanyakumari Rs.11.19 lakhs, development of Vandiyur Kanmoi, Madurai Rs.7.40 lakhs. and

⁶⁸ *Ibid.*, p.264.

⁶⁹ *Ibid.*, p.262.

⁷⁰ *Tamil Nadu State Administrative Report, 1987-88*, Government of Tamil Nadu, Madras, 1991, p.194.

⁷¹ *Ibid.*, p.195.

provision of ferry launch between Kanyakumari and Vivekananda Rock at Rs.39.07 lakhs.⁷²

Tamil Nadu Tourism Development Corporation inaugurated "Yatrinivas" at Kanchipuram, Youth Hostel at Ooty and Hotel Tamil Nadu at Nagapattinam in 1989. the solar water heater system has been installed at Hotel Tamil Nadu, Madurai, during the year 1989-90.⁷³ Under Hill Area Development Programme Rs.12 lakhs was sanctioned by the government of India and also sanctioned Rs.50.50 lakhs for the development of sixteen Districts Excursion Centres.⁷⁴ This had proved to be an effective energy saving equipment. The corporation is now engaged with survey of the tourism potential of the districts with a view to star, two star, three star hotels beyond the Corporation limits of Madras and Coimbatore. Loan will be given to Tourism projects, at the rate of 14 percent interest. The government offers 10 percent capital subsidy for new tourism projects that exclusive the cost of land. The investor need not pay sales tax for Five years. The 50 percent rebate is given for five years for eligible Hotels and Restaurants.⁷⁵ So far fifty one entrepreneurs are benefited under this scheme from 1993-93.⁷⁶ For those, who start tourism projects outside corporation limits of Madras, Coimbatore and Madurai, the Electricity Board has given concession as per Tamil Nadu revision of tariff rates on supply of

⁷² *Tamil Nadu State Administrative Report, 1988-89*, Government of Tamil Nadu, Madras, p.172.

⁷³ *Tamil Nadu State Administrative Report, 1989-90*, Government of Tamil Nadu, Madras, 1993, p.250.

⁷⁴ *Ibid.*, p.249.

⁷⁵ G.O.Ms.No.14, Tourism Department, Government of Tamil Nadu, dated 20th January 1992.

⁷⁶ *Ninth Five Year Plan, Tamil Nadu, 1997-2002*, State Planning Commission, July 1998, p.310.

electrical energy act of 1973 , the first year they pay only 60 percent tariff. second year 70 percent tariff and for the third year 80 percent tariff.⁷⁷ As per Urban Land Ceiling Act, the Government allotted surplus land in major cities purchased at the Government rate.⁷⁸

During the year 1997, the central government has allotted Rs.2.81 crores to Tamil Nadu for tourism promotion. Shri. N.Suresh Rajan, Tourism Minister, utilised the fund for the development activities. Light and sound facilities have been provided at Madurai for Thirumalainayakar Mahal. A sum of Rs.80 lakhs has been allotted for this purpose and for the first phase Rs.25 lakhs has been sanctioned further 200 T.V sets would be provided for the 39 hotels and lodging houses of TTDC at RS. 1.2 crores and four air conditioned buses would be purchased.⁷⁹ Greater attraction would also be paid to improve the infrastructure like relaying of roads to various places of tourists attraction. old buildings with historical background would be acquired and converted into heritage Hotels.⁸⁰ In the year 1997, Meghamalai falls has been spotted as a tourist spot by Theni District Collector K.Sathyagopal. Rs.35.50 lakhs have allotted for developing the falls. Initially iron railing for bathing purposes and dressing room and toilet facilities were provided. Special buses were arranged to this falls from Theni.⁸¹ The establishment of a Natural Health Centre at Courtallam, improvement of facilities in Kanyakumari and Madurai were among a dozen tourism schemes for which the

⁷⁷ G.O.Ms.No.1438, Tourism Department, Government of Tamil Nadu, dated 14th October 1992.

⁷⁸ G.O.Ms. No.264, Tourism Department, Government of Tamil Nadu, dated 22nd September 1992.

⁷⁹ *The Hindu*, 2nd July 1997, p.5.

⁸⁰ *Ibid.*, 10th September 1997, p.5.

⁸¹ *Dinamani*, 7th December 1997, p.18.

Centre would be provided an assistance of Rs. 4.35 crores during the year 1998. Consultants have declared them as national pilgrim and tourist centres.⁸² Rameswaram has been declared as one of the three pilgrim centres in the country (India) by the Central Government. A sum of Rs. one crore has been sanctioned for its infrastructure development.⁸³ The Tamil Nadu state government has purchased four glass bottomed boats and organised a tour to the Kurusadi Islands situated near Mandapam. These specially designed boats would enable the visiting tourists to have a glimpse of the corals and the under sea world. The central government has agreed to grant Rs.20 lakhs to purchase the boats each of which would cost Rs.3.75 lakhs. Tamil Nadu government would provide an additional sum of Rs.7 lakhs to promote the scheme.⁸⁴

The Government of Tamil Nadu evinced great interest to promote eco tourism of the gulf of manner with liberal financial assistance from both central and state governments. Disclosing this at Mandapam, the concept of eco. tourism would have to be centred around the Kurusadi Island off the coast of Rameswaram.⁸⁵

The Tamil Nadu government has considered the proposal to develop the tourist spots of Courtallam, Papanasam, Manimuthar, Kalakkad, Gundar, etc in Tirunelveli District at an outlay of Rs. one crore in the year 1999. The package tours are introduced at Courtallam, Papanasam and Manimuthar, and a two days package

⁸² *The Hindu*, 19th August 1998, p.4.

⁸³ *Ibid.*, 30th November 1998, p.5.

⁸⁴ *Ibid.*, 14th January 1999, p.3.

⁸⁵ *Ibid.*, 15th January 1999, p.1.

covering Srivaikundam, Tuticorin, Suchindram, Nagercoil, Kalakkad, Papanasam and Courtallam is also under consideration.⁸⁶

During the year 2002-2003, The Ministry of Tourism , Government of India sanctioned first phase for a sum of Rs.5.00 crores to Integrated Development of Mamallapuram. Development of shore temple area at a cost of Rs.3.00 crores. The Chief Minister of Tamil Nadu laid the foundation of this project which held at Kanchipuram on 8.01.2003.⁸⁷ Under the development of second phase, Ministry of Tourism, Government of India, during February 2005 had sanctioned Rs.432.00 lakhs and released a sum of Rs.345.00 lakhs as first installment to commence the work. Under the second phase scheme, development works executed in Mamallapuram.⁸⁸ During the year 2004 -2005, Ministry of Tourism, Government of India sanctioned for Rs.448.lakhs to Integrated Product / Infrastructure and Destination Development Scheme in Yercaud. In the same period, a sum of Rs.8.00 crores were sanctioned by the ministry of Tourism, Government of India Under the development of Adi Sankara Circuit and Vivekananda Circuit. Under the development of Adi Sankara Circuit Scheme, to provide infrastructure at Kanchipuram. Under the development of Vivekananda Travel Circuit, to provide infrastructure facilities at Pamban, to developed Vivek Baskaram, Agni theertham, Ramarpatham, Jatayu Theertham in Rameswaram and concrete pavement work at Uthirakosamangai. For the development of Vivekananda Travel Circuit, a sum of Rs.662.48 lakhs had been sanctioned by the Ministry of Tourism, Government of India. Under

⁸⁶ *Ibid.*, 26th January 1999, p.7.

⁸⁷ *Tourism Policy Note, 2005-2006*, Ministry of Tourism, Government of Tamil Nadu, Madras, 2005, p.26.

⁸⁸ *Ibid.*, p.28.

this scheme, to provided flood lights for Vivekananda Rock Memorial, to provided mounting of sound and light show, to establish Five cottages and strengthening of boat Jetty at Vivekananda Rock Memorial in Kanyakumari and also to develop Muttam and Thekkurichi beaches in Kanyakumari District.⁸⁹ Government of India also sanctioned a sum of Rs.494.40 lakhs for integrated development of Eco-Tourism Circuit. Covering in Point Calimere, Muthupet and Pitchavaram covering Portnova, M.G.R. Thittu and Chinna Vaikkal). This work was completed in 2006.⁹⁰ The Government of India is interested to develop rural tourism in India. Rural Tourism is on the uniqueness of the individual villages with regard to their life style, art and architecture, monuments etc. The State Government forwarded with a scheme under which financial assistance would be extended upto Rs.50 lakhs for promoting rural tourism in one centre. Under the scheme of rural tourism, tourist facilities are provided in the rural tourist places. The Government of India has sanctioned the following rural schemes in Tamil Nadu. For the development of Kazhugumalai in Thoothukudi District a sum of Rs.48.68 lakhs was sanctioned during 2003-2004. Apart from this, the Government of India has sanctioned a sum of Rs.20.00 lakhs under software components of Government of India - United Nations Development Programme. Endogenous Tourism Project at Kazhugumalai came up during 2004-2005.⁹¹ The Development of Chettinad, Sivaganga District a sum of Rs.50.00 lakhs was sanctioned under rural tourism during 2003-2004, Apart from this, during 2004-2005, Government of India sanctioned

⁸⁹ *Ibid.*, pp.31-34.

⁹⁰ *Ibid.*, pp.34-35.

⁹¹ *Ibid.*, pp.37-38.

Rs.20.00 lakhs for Rural Tourism Project in Chettinad.⁹² The Government of India also sanctioned a sum of Rs.50 lakhs for the development of Theerthamalai in Dharmapuri District under rural tourism.⁹³

The Tamil Nadu State Government has been taking very special interest for promoting Tourism. The Chief Minister of Tamil Nadu played a profound role in changing the face of Tourism sector in Tamil Nadu. Hence, Tourism Department is attaching great importance to the upgradation / creation of infrastructure facilities at all tourist spots in Tamil Nadu. A beginning was made in 2001-2002, when a sum of Rs.5.00 crores was spent for provision of infrastructure facilities / basic amenities at tourist spots spread over 15 District Centres. Subsequently, funds are being spared by Government of Tamil Nadu for Infrastructure Schemes for every year and more tourist spots are being covered under this scheme. These measures have received overwhelming response from the District Collectors and they are sharing 50 per cent of the project cost from District Administration / Member of Legislative Assembly / Member of Parliament Constituency Development Funds.⁹⁴ During 2003-2004, funds were sanctioned for provision of infrastructure facilities in 10 places at a cost of Rs.752.04 lakhs and covering 8 Districts. These projects are implemented in 2004-2005.⁹⁵

The places of worship in Tamil Nadu viz; Temple, Churches and Mosques attract thousands of pilgrims not only from other parts of

⁹² *Ibid.*, pp.38-39.

⁹³ *Ibid.*, p.39.

⁹⁴ *Ibid.*, pp.53-56

⁹⁵ *Ibid.*, p.56.

India, but also from other part of the world. Almost all the pilgrims become tourists after their visit to the worship centres. Hence, pilgrim centres have paved to be an effective marketing tool for the Tourism Development. Better amenities at the pilgrim centres would facilitate more number of tourists visiting these places in Tamil Nadu. With this idea in mind, the Tourism Department, Government of Tamil Nadu took up provision of basic amenities at Velliangiri temple in Coimbatore District. Navathirupathi temple in Thoothukudi district, Arthanareeswarar temple in Namakkal district and Magudeswarar temple in Erode district at the cost of Rs.75 lakhs, Rs.98.75 lakhs, Rs.99.40 lakhs and Rs.35.00 lakhs respectively.⁹⁶

The Department of Tourism, Government of Tamil Nadu would like to capitalise and promote Eco-tourism. During the year 2004-2005, financial assistance are to be given to Kovai Courtallam in Coimbatore district, Courtallam in Tirunelveli district, Thirumurthy Hills at Coimbatore district and Cudalur in Nilgiri district in a sum of Rs.60.42 lakhs, Rs.82.00 lakhs, Rs.8.45 lakhs and Rs.85 lakhs are respectively.⁹⁷ And also provided a sum of Rs.97.45 lakhs to promote the beaches of Kayalpattinam in Thoothukudi District, Poompuhar in Nagapattinam District, Pulicat (Back water) in Tiruvalluvar district and Thirumullaivasal in Nagapattinam District in Tamil Nadu.⁹⁸ They have also sanctioned money to provide basic amenities in the Art Gallery and Saraswathi Mahal in Thanjavur at a cost of Rs.3 lakhs.⁹⁹ During 2005-2006, the Eco-tourism centres like Hogenakkal in Dharmapurri district and Elagiri hills in Vellore District also

⁹⁶ *Ibid.*, pp.59-60.

⁹⁷ *Ibid.*, pp.60-61.

⁹⁸ *Ibid.*, pp.61-62.

⁹⁹ *Ibid.*, p.63.

developed.¹⁰⁰ All the historical and heritage monuments are providing basic amenities in co-operation with Central/State Agencies. The Government of Tamil Nadu and Government of India declared 38 towns as Heritage towns in the year 1993 and 1994.¹⁰¹ The Government of Tamil Nadu, sanctioned a sum of Rs.375 lakhs to the development of heritage towns under the Town and Country Planning Development Schemes and also sanctioned a sum of Rs.90 lakhs from Tourism Department funds.¹⁰² The Government of India protect 241 monuments in Tamil Nadu under the control of archaeological survey of India and 88 monuments under the control of archaeological department of Government of Tamil Nadu.¹⁰³

Fairs and Festivals

The following important fair and festivals of Tamil Nadu attract all age groups of foreigners and the domestic tourists. They encourage *Sell Tourist Product* to different age groups.¹⁰⁴ The Tamil Nadu Tourism Development Corporation is making various efforts to promote tourism.

Tourist fairs are often combined with exhibitions. It gives an opportunity to meet a large number of buyers and exhibits from different countries at one place to study the market trends and to compare the price and quality of similar products.¹⁰⁵ All the places of

¹⁰⁰ *Ibid.*, p.61.

¹⁰¹ *Ibid.*, pp.63-64.

¹⁰² *Ibid.*, p.65.

¹⁰³ *Ibid.*, p.62.

¹⁰⁴ Yashodhara Jain, *Tourism Development: Problems and Prospects*, New Delhi, 1998, pp.91-93.

¹⁰⁵ *Ibid.*, p.93.

Tamil Nadu are best places for shopping. There are more items available for women like the famous glass bangles and other trinkets, palm baskets, chunk items, peals, jaggery from palm trees are some of the other specialties.¹⁰⁶ Craft bazaars will be held periodically.

Tourist Festivals

The following tourist festivals are celebrated in Tamil Nadu. There are as follows, World Tourism Day, India Tourism Day, Cape Festival, *Saral* Festival, *Pongal* Festival, Madurai Chitrai Festival, Summer Festival, Dance Festival in Mamallapuram and *Natyanjali* Festival in Chidambaram.

Every year, September 27 is usually celebrated as world tourism day all over the world.¹⁰⁷ Such a declaration is expected to create the proper atmosphere for and awareness about tourism and its importance and the need for its further development among the people and the several agencies concerned with it, meetings, seminars and also tours are being arranged on the tourism day at national and International levels.

The Government of India announced January 25 as the India's Tourism day. The Ministry of Tourism presents the Annual National Tourism Awards to the industry's best performers. The Prime Minister of India will give away the awards.¹⁰⁸ The Ministry of Tourism, Government of India is celebrating India Tourism week from January 19 to January 25 every year.

¹⁰⁶ Ratan Deep Singh, *Tourist India: Hospitality Services*, New Delhi, 1916, pp.212-213.

¹⁰⁷ *The New Indian Express*, Madurai, 27th September 2000, p.7.

¹⁰⁸ *The Indian Express*, 25th January 1998, p.4.

Pongal is yet another significant festival. It is celebrated as *Tai Pongal* in Tamil Nadu on the first day of the Tamil month *Tai* i.e., around the middle of January. But *Pongal* festival is popular in and around Madurai. After the harvest, the people celebrate *Pongal* as thanks giving to the Sun god and also thanks giving to the Cattle which rendered their service to men and their families.¹⁰⁹ It is called *Makara Sankranti*.¹¹⁰ The Tamil speaking people have given the festival day the name *Pongal Pandigai* for the reason that the newly harvested rice is first cooked and the preparation goes by the name *Pongal*.¹¹¹

In the next day of the *Pongal*, a festival *Mattu Pongal* will be celebrated for the cattle. It is treated as the "day of thanks giving" to the cattle which rendered their services to men and their families. This festival is a great concern for the farmers. The catching of bull or *Manju virattu/Jallikattu* is a sport and valour which succeeds after *pongol*. An event to control bull by strong and courageous youth and the youth will be presented with cash award, if he wins in controlling the bull. This event is called *Jallikattu*. In Madurai district, *Jallikattu* is conducted at many places, but *Alanganallur Jallikattu* is world famous one.¹¹² Many foreign tourists witness this rural sports at Alanganallur. *Rekla race* or bullock cart race is held on 17th of January on the Madurai - Melur Road. Crowds gather to see the exciting race of the bullocks. Sheep fighting and cock fighting are also

¹⁰⁹ P.V.Jagadisa Ayyar, *South Indian Festivals*, New Delhi, 1982, pp.8-9.

¹¹⁰ The Passage of the Sun from any one sign another. In common usage specially applied to **Mahara Sankranti**.

¹¹¹ The name **Pongal** is given to rice boiled in Milk. It is generally cooked in courtyard of the houses.

¹¹² **Pamphlet**, "Martial Arts of Tamil Nadu - India", Department of Tourism, Government of Tamil Nadu, Madras, 1998.

conducted by TTDC every year during the time of *Pongal* festival in Madurai district.¹¹³ Sheep are allowed for dual fight and while they are fighting. They should not turn their backs lest. They are treated as losers. The master of winning sheep takes the money. In cock fighting, the cocks are being trained for fighting purposes. A small knife is tied at every cocks-leg while they are fighting if any one sustain injuries and fall down, it is declared a defeated one. The wounded cock is taken by winner as his prize.

Chitrai festival is celebrated for twelve days in Meenakshi Sundaeswara temple in Madurai. On the tenth day celestial wedding takes place in the temple.¹¹⁴ On the eleventh day is the car festival. The god and goddess have been taken out into procession separately by car (big *ratha*) in the four Masi streets. On the twelfth day the festival is shifted to river Vaigai. Alagar (Vishnu) of Alagarkovil, the brother of Meenakshi comes to attend his sister's wedding. But the marriage is over before his arrival. With disappointment, he crosses or entering the river on *Chitra Pournami* and it is observed on the full moon day in the Tamil month of Chitrai and finally he returns back to Alagarkovil.¹¹⁵ The festival comes to an end on that day. During the time of *Chitrai* festival the TTDC conduct various cultural programmes at Tirumalai Nayak Mahal. The sound and light show will be conducted every day in this place. A large number of tourists attend this festival which depicts the culture of the Tamils.

¹¹³ **Pamphlet:** "Madurai - A Nector City", Department of Tourism, Government of Tamil Nadu, Madras, 1966.

¹¹⁴ D.Devakunjari, *Madurai Through the Ages (upto 1801 A.D.)*, Madras, 1979, p.305.

¹¹⁵ P.Sarveswaran, "Chithirai Festival of Madurai", *Souvenir*, South Indian History Congress, 21st Session, Madurai, 2001, p.1.

The waterfalls at Courtallam, the Spa of India receives an influx of visitors, tourists and excursionists. The water falls on rocks and tiny droplets are sprinkled into the air. The monsoon brings happiness. Thus it gives a fog like appearance. The breeze carries this fog far. The phenomenon is called *saral* in Tamil. The waters are known for medicinal value. The Government of Tamil Nadu and TTDC conducted festival every year in the season and also conducted cultural programmes, competitions to the tourists at the time of *saral* festival.¹¹⁶

The Department of Tourism conducted Summer Festival every year at Udhagamandalam, Kodaikanal, Yercaud, Elagiri, Kalvarayan and Kolli Hill stations in May/June with the summer festivals to conduct cultural programmes, adventure sports, boat races, flower shows and fruit shows add to the splendour of the festival.¹¹⁷ In addition to that *Skanda Shasti (Soora Samharam)* at Tiruchendur, *Thiruppavai* Festival at Srivilliputtur, *Arudra* festival at Uttirakosamangai near Ramanthapuram, *Ramanavami, Navarathri* festivals at Rameswaram, *Dance Festival* at Mamallapuram (December/January), and *Natyanjali* festival at Chindambaram (February / March), are celebrated in Tamil Nadu every year.¹¹⁸ Special festivals are also conducted in memory of freedom fighter Veerapandia Kattabomman at Panchalankurichi in Tirunelveli district

¹¹⁶ **Pamphlet:** "Tamil Nadu - A Land of Enduring Heritage India", Director of Tourism, Government of Tamil Nadu, Chennai, March 1999.

¹¹⁷ *Tamil Nadu Tourism Policy Note, 2005-2006, op.cit.*, p.67.

¹¹⁸ *Tamil Nadu Tourism Policy Note, 1995-1996*, Department of Tourism, Government of Tamil Nadu, Madras, 1995, pp.10-11.

in May every year.¹¹⁹ Such facts reveal that the various attractions of tourist information blended with the cultural heritage of the Tamils.

Kanyakumari is a major tourist centre in the country. It is surrounded by the Indian Ocean, the Bay of Bengal and the Arabian Sea. The Hindus consider a bath on this confluence as very sacred. It is popularised at the national and international level. Every year Cape festival will be held in October for 3 days and also organised cultural programmes.¹²⁰

From a small beginning in the year 1949, the tourist organisation had crossed through various facets. The recognition given to tourism as an industry paved the way for its standing as an independent discipline. In between the years 1149 A.D. and today there has been a tremendous amount of works, which has helped in strengthening the tourist organisation. The appointment of various expert committees, advisory committees, councils and boards from time to time has also helped the organisation to grow tremendously. The Department of Tourism declared all ancient towns to be identified as *Heritage Towns*. The TTDC plans to keep all the places in clean and beautiful. It protects archaeological and architectural sites. It provides public amenities for visitors, to develop infrastructure facilities and create recreation centres. Further, the projects were prepared and implemented with the help of Government of Tamil Nadu, the Government of India and the World Bank. Thus the Department of Tourism and TTDC has played a key role in promoting and developing tourism in Tamil Nadu. Many social, cultural and

¹¹⁹ *Tamil Nadu Tourism Policy Note, 2005-2006, op.cit.*, p.67.

¹²⁰ *The Hindu*, Article, "Focus on Kanyakumari District", 8th May 1998, p.1.

geographical aspects have widened the prospects of Tourism in Tamil Nadu. They are all made beneficial to the tourists by the TTDC. The various facilities provided for the tourists too are noteworthy features of the TTDC.