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Urban Tourism: A Role of Government Policy and Strategies of Tourism in Tamil Nadu

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Abstract: Urban tourism has become one of main stream in tourism research since more and more urban areas promoted themselves as the most charming, sparkling or touching place on earth (Wendy Yang 2011). Tourism is becoming of increasing importance for economic growth and has led to wide research advances in several areas of the industry. The major focus of this study is identification, planning of urban tourism its policy and strategies in Tamil Nadu.

Key words: Arc GIS, Statistical analysis, Sustainable tourism, Eco tourism, Medical Tourism and Educational Tourism

Introduction

Urban tourism brings together people, place and consumption and mixes cultures, values, expectations and experiences it provided an exciting landscape for exploration. Tourism is travel for a recreational, leisure, or business purposes. Tourism has become a popular global leisure activity. In 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6 percent when compared to US\$ 940 billion in 2010. (UNWTO Tourism Highlights 2012) Tamil Nadu is being promoted as an enchanting destination for holidaying in southern India and Tourism is a major contributor to the state's economy. More than 25 million domestic tourists and 1.8 million foreign tourists visit the state every year. Statistics show that 30percent of the foreign tourists visiting India also visit Tamil Nadu. Recognized with three National Tourism Awards for the year 2006-2007, the Tamil Nadu Tourism is keen on implementing innovative strategies to improve the Tourism Growth of the state

Tourism is a major growth engine for economic development in terms of providing employment and eradication of poverty. The economic significance of tourism in terms of employment, income, foreign exchange earnings and regional development is a major driving force to place tourism appropriately in development. Tourism economic liberalization, open-sky aviation policy, luxury cruises, improved surface transport, tourist trains, increased business travel and e-booking facilities have created a paradigm change in the tourism sector. From a mere service industry, tourism has transformed into a major revenue generating industry. The term urban tourism defines as the tourism which takes place in urban areas. These urban areas are classified into major urban areas and other urban areas. Major urban area is where the population is 100,000 and more and other urban area where population is 1000 to 99, 999.

Study Area

Tamil Nadu is one of the most urbanized states of India. A state in southern India is bordered by the states Pondicherry, Kerala Karnataka and Andhra Pradesh. The state, lying on the southern tip of the Indian Peninsula, is surrounded by the Bay of Bengal on the east, Indian Ocean on the south, Kerala and Karnataka on the west and Andhra Pradesh on the north the native language spoken here is Tamil which has become the official language with effect from January 14, 1958. It is the sixth most populous state of the India Union and a leading producer of both agricultural and industrial products.

The State extends latitudinal between 8°05'N to 13°09'N and longitudinally between 76°15'E to

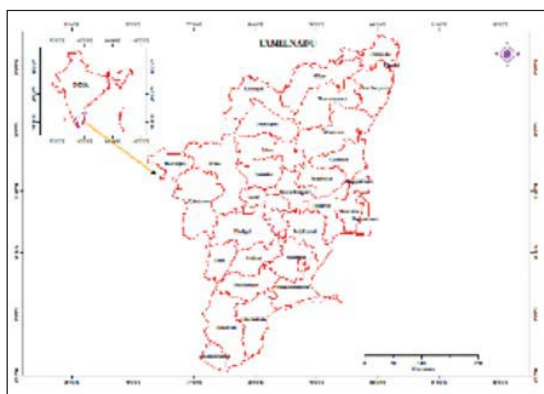
80°20'E. the state of Tamil Nadu is a triangular landmass at the south-eastern end of the main continent. It is the eleventh largest state in India by area (about the size of Greece) It is a home to many natural resources, rare flora and fauna, cool hill stations, grand Hindu temples of Dravidian architecture, beach resorts, multi religious, pilgrimage sites and few UNESCO world Heritage sites. It is one of the foremost states in the country in terms of overall development Total area of Tamil Nadu is about 1, 30,058 sq.km which is a 4percent of the total land area of India. For the purpose of administration, the state has been divided into 32 districts.

Objectives

The present paper has a set of two objectives. They are:

1. To study Planning of Urban Tourism in Tamil Nadu, and
2. To analyse the Government Policy and Strategies in Tourism Industry.

Map No 1:



Tourism in Tamil Nadu

Tamil Nadu is a state with several distinguished tourism genre. It has cerulean mountains, silver falls, verdant vegetation, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural

confluence and aesthetic magnificence. Tourism enhances the performance of the tourism sector in an environmentally and culturally sustainable and socially inclusive manner. This would be reflected in

- Increase in the tourist arrivals and duration of stay.
- Distribution of income and benefits from tourism.
- Enhancement of management of natural and cultural heritage sites, which results in integrated development of high-priority tourism infrastructure in high potential tourism circuits.
- Enhanced connectivity and improved environment, utilities, and tourist services.
- Improvement of institutional and regulatory frameworks that will ensure coordinated efforts of multiple agencies.
- Promotion of environmentally and culturally sustainable and socially inclusive tourism development.
- Encouragement of private sector and community participation in tourism.
- Capacity building and human resources development for sustainable tourism and destination management through employment generation, poverty alleviation, environmental regeneration, advancement of woman and disadvantaged groups.
- Sculptures reflect artistic excellence and cultural splendor Tamil Nadu which has its unique culture and abundant tourism potential.

Tourism Products in Tamil Nadu

Tamil Nadu is ethically a state of multifarious tourist attractions. The state has a versatile tourist segments which have special heritage grounds, which can be seen as different tourism products.

Pilgrimage Tourism

The state excellence is brought by symbol of spirituality which is important for national integration and community harmony. This spirituality belief in the state as formed many world famous Temple Towns which attract the tourist national and international tourist. The state tourism department corporation gives priority to provision of infrastructure facilities and basic amenities for the tourist at pilgrim centres.

Temple Towns of Tamil Nadu

Tiruchi, Madurai, Chidambaram, Rameswaram, Tiruvanamalai, Thanjavur, Kumbakonam, Nagapattina.

Heritage Tourism

Tamil Nadu state has a strong cultural heritage influence on the living of the people. This cultural heritage harmony prevailing in the state and the people attracts a large number of foreign tourist all over the globe. The state as announced nearly 49 destinations as heritage tourist spots. Tamil Nadu Tourism Department is conducting Indian Dance festivals, Chithirai festival, summer festivals and Cultural festivals to cater a large number of domestic tourists as well as foreign tourists.

Table 1:
Schemes Sanctioned: 2011-2012

No	Name of the Scheme	Amount Sanctioned (Rs.in lakh)
1.	Construction of Tourist Reception Centre at Mamallapuram	30.00
2.	Development of Korkai Ancient Port in Thoothukudi District	35.00
3.	Construction of Tourist Reception Centre, Karaikudi	35.00

Eco –Tourism

The state is rich in natural resource, has helped the state to promote eco-tourism. Tamil Nadu Tourism Department has a separate eco- tourism wing, with various are included on sustainable basis without disturbing the environment and wild life.

Table 2:
Schemes Sanctioned: 2011-2012

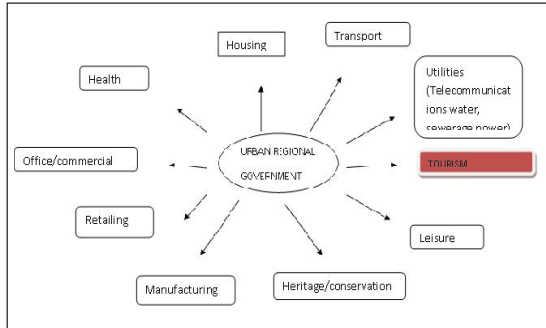
No.	Name of the Scheme	Amount Sanctioned (Rs.in lakh)
1.	Development of Botanical Garden at Yercaud	365.00
2.	Development of Kolli Hills in Namakkal District	274.33
3.	Desilting and beautification of Yercaud lake	87.00
4.	Provision of infrastructural facilities at the Lagoon in Muthupet	58.88
5.	Establishment of Kurinji Park at Kodaikanal	15.20
6.	Tourist Reception Centre at Udthagamandalam	20.00

Medical Tourism

Tamil Nadu being an ethical, cultural and environmental influenced state, of this reason large population comes to the state for various recreational promotions. This in the present day has influenced in maintaining the wellness of the tourist, which as lead to the branch of 'Medical Tourism'. Medical Tourism comprises yoga, meditation, ayurveda, spa and nature cure is promoted in co-ordination with reputed institutions. The state has well skilled medical professionals and well equipped corporate hospitals. Government has issued orders constituting a Core Committee for promotion of Medical Tourism and Wellness Tourism.

Urban Planning/Governance Model of Urban Tourism

Fig: 1



Source: Development of an Australian Tourism Research Agenda

Table No4: Tamil Nadu Domestic and Foreign Tourist: 2007 – 2011

No	Years	No of Domestic Tourists (in Lakhs)	No of Foreign Tourists (in Lakhs)
1	2007	622.6	15.23
2	2008	695.44	18.11
3	2009	780.38	23.69
4	2010	1030.1	28.04
5	2011	1367.51	33.08

Source: Tamil Nadu Tourism Development Corporation

State Funded Schemes

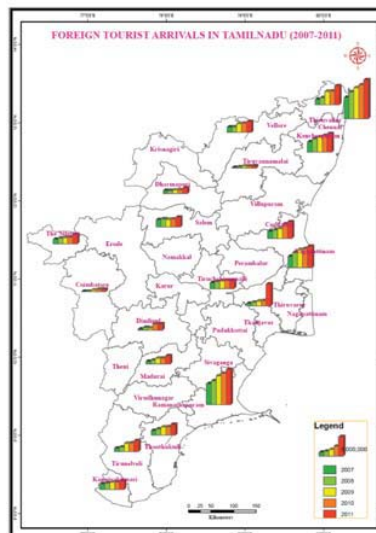
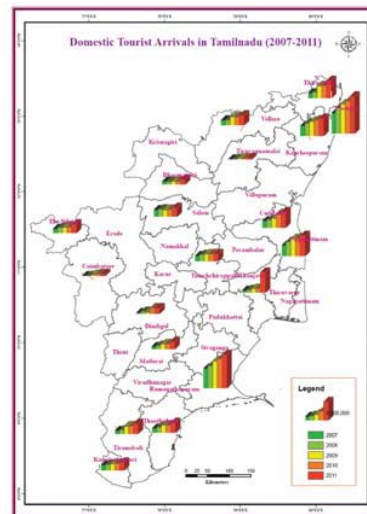
The state of Tamil Nadu has made an allotment of about Nine hundred and Eighty Six Lakh Rupees towards tourism development in most of the districts in the state during the year 2011-12. Among the states Rameshwaram being one of the most tourist attracted place in Tamil Nadu, also had the highest amount of fund of 200 lakh Rupees was allotted for the development of the district tourism (Table No.3).

Domestic and Foreign Tourist Arrivals to Tamil Nadu

Domestic Tourism is when people take holidays, short breaks and day trips in their own country.

- ◆ State – State ◆ District – District
- ◆ Town – Town ◆ Village –Village

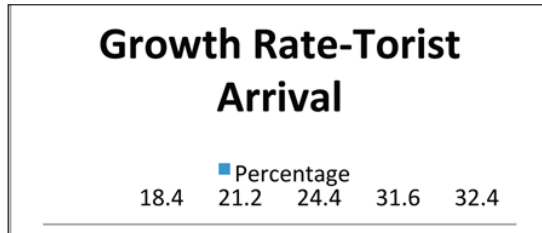
International tourism is when people travel globally outside of their region and home country. This means a temporary movement of people from the resident place to another place for different reasons such as recreational, health, business or some other reason. The number of foreign tourist has increased on 2007 to 2011 in Tamil Nadu. (Map No.1,2,3,4)



Growth Rate of Tourist Arrivals to Tamil Nadu

Growth rate is estimating future growth. The growth rate of tourist arrivals in Tamil Nadu as highly increased during the year 2010 when compared with other years from 2001 to 2011 (Chart No. 1).

Chart 1



Source: Tamil Nadu Tourism Development Corporation

Tourism influence on Busines

Foreign Exchange Profitability in Tamil Nadu

Foreign exchange is business that allows customers to exchange one currency for another currency. The currency exchange profits from its services either through adjusting the exchange rate or taking a commission. Particularly 2011 the amount has highly increased in foreign exchange (Table No. 5)

Hotel Division Profitability in Tamil Nadu

Accommodation is main component of tourism industry. The hotel division is increased year by year and 2011 and 2012 profit is highly increased. (Table No. 5)

Transport Division Profitability in Tamil Nadu

The Transport division when compared with all the years it's profit has been high during the year 2008-09 (Table No. 5)

Fair Division Profitability in Tamil Nadu

Fair trade in tourism is a key aspect of sustainable tourism. It aims to maximise the benefits from tourism for local destination stakeholders through mutually beneficial and equitable partnerships between national and international tourism stakeholders in the destination. It is clearly seen that the profit has been increasing from 2007 to 2012. (Table No. 5)

Tamil Nadu Tourism Development Corporation Profitability in Tamil Nadu

Tourism has grown a lot today as the standard of living of Tamil Nadu has grown too. The below table shows there has been a 50percent increase in the turnover when compared to 2007-08 from 2011-12. (Table No. 5)

Table 5:
Tamil Nadu Profitability by Tourism during 2007 – 2011

Sl. No	Year	Foreign Excha nge Rs. (In Crore)	Hotel Divi sion (Rs.in Crore)	Tran sport Division (Rs.in Crore)	Trade Fair (Rs.In Crore)	TTDC Profit ability (Rs.in. Crore)
1	2007	4987	6.6	1.47	1.29	4.22
2	2008	5422	9.38	1.89	2.97	2.25
3	2009	6796	10.65	0.89	2.43	3.66
4	2010	9889	13.83	1.24	2.86	2.64
5	2011	10383	16.38	1.41	3.45	10.69

Source: Tamil Nadu Tourism Development Corporation

Recent Development of Urban Tourism

The Tamil Nadu government received a fund from the Asian Development Bank (ADB) under a programme called the Infrastructure Development Investment Program for Tourism as Multi-tranche Financing Facility (MFF) for Tamil Nadu. Total outlay of ADB assisted Project is US\$ 100 million (Rs.500 Crore approximately) for the period of five years. The Project will be funded through the assistance of ADB

to an extent of 70percent (Rs.350 Crore) and balance 30percent (Rs.150 Crore) through States funds. Investment Programme target enhanced economic growth and provision livelihood opportunities for local communities through tourism infrastructure development. The Investment Program consists of five components viz.

- ❑ Quality Enhancement of Natural and Cultural Attractions.
- ❑ Urban Infrastructure and Service Improvement.
- ❑ Connectivity Improvement and Signage's.
- ❑ Community-based activities.
- ❑ Capacity Development, Community Participation and Project Management.

The outcome of the project will strengthen the tourism sector in the state which will be measured by the increase in arrivals, length of stay of tourists in the destinations and increased spending of tourists. All these are expected to result in additional employment, economic development and improved living conditions for the local population, including the poor. The government of Tamil Nadu initiated the plan by forming two circuits for strengthening tourism in the state.

East Coast Circuit (Pilgrimage and Heritage Circuit)	Southern Circuit (Pilgrimage and Eco Circuit)
Kancheepuram	Madurai
Cuddalore,	Theni
Villupuram,	Dindigul
Tiruvannamalai	Ramanathapuram
Nagapattinam	Sivagangai
Tiruvarur,	Virudhunagar
Thanjavur	Tirunelveli
Pudukkottai	Thoothukudi
Tiruchirappalli	Kanniyakumari

The East-Coast Circuit will be taken up first, followed by Southern Circuit. ADB Team has identified nine Sub-Projects and submitted Sub-Appraisal Reports (SAR) for East Coast Circuit for implementation in Phase-I. The State Government has issued orders constituting the "State Level Steering Committee" under the Chairmanship of Minister for Tourism and "Empowered Committee" under the Chairmanships of the Chief Secretary, for the speedy implementation for the ADB assisted Projects. The Project Loan Agreement has been signed by the State Government with the Asian Development Bank on 2-4-2012 at New Delhi.

Strategies For Promotion Of Tourism Announcement by Government December 2011

G.O. No. (4D) 1, Tourism and Culture (T1) Department, dated 23-9-2011 has been issued for promotion of Tourism in the State by implementing the following 7 strategies.

- ◆ Development of Tourism Parks.
- ◆ Development of Rural Tourism clusters.
- ◆ Integrated Development of Tourist destinations /Circuits /Cities.
- ◆ Skill Development.
- ◆ Wayside Toilet Campaign.
- ◆ Promotion of Heli Tourism, Cruise Tourism and Cable Car Project.

Master Plan

The Government of Tamil Nadu in 2006, introduced "**Tourism Master Plan**" for the State, which will be prepared to improve the infrastructure facilities required by the rapidly growing tourist traffic and to realize the potential of this sector. M/s. HUDCO, Chennai, was entrusted the task of preparing "Tourism Master Plan" for Tamil Nadu. After detailed surveys, M/s. HUDCO has submitted Tourism Master Plan. Based on the Master Plan, the unique selling packages for various destinations will be finalized and

accordingly, the infrastructure and facilities will be developed by seeking required budgetary support.

Meetings, Incentives, Conferences and Exhibitions (MICE Market)

In 2009-10, Tamil Nadu Tourism conducted three Seminars and Conferences namely, Medical Tourism, Responsible Tourism and Protecting monuments, for posterity in Chennai. MICE tourism (Meetings, Incentives, Conferences and Exhibitions) will be promoted through Chennai Trade Centre. The renovated Beach Resort Complex at Mamallapuram is staging many MICE events conducted by various Government departments, schools, colleges and NGOs.

Participation in the International Travel Marts

1. SAARC Trade Fair
2. PATA Meet (Pacific Asia Travel Association)
3. WTM (World Travel Mart)
4. ITB (International Tourism Bourse)

SAARC Trade Fair

SAARC Travel Fair is an annual event held in different member countries every year to promote Intra regional trade and enhance co-operation. Tamil Nadu tourism participated in SAARC Trade Fair held at Thimpu, Bhutan in September 2009.

PATA

Tamil Nadu Tourism participated in PATA held at Hangzhou-China in September 2009 and showcased the tourism wealth of Tamil Nadu and the benefit and cost effective world class medical facilities available in Tamil Nadu. There was a tremendous response from abroad for Medical Tourism in addition to other tour packages. Opportunity was given to Tamil Nadu Tourism to address the International Press on the final day of the Conference.

World Travel Mart – London

World Travel Mart is held at London every November. Tamil Nadu Tourism participated in the WTM, London in 2009. More than 100 countries participated. Tourism wealth of Tamil Nadu and the steps taken for promotion of Tamil Nadu were highlighted. The tourism stakeholders of Tamil Nadu were encouraged to participate in WTM and necessary assistance was rendered. This effort resulted in the considerable increase in foreign tourist arrivals.

ITB (International Tourism Bourse) – Berlin

Tamil Nadu Tourism participated in the International Tourism Bourse meet held in Berlin, Germany, in March 2008. It helped Tamil Nadu to showcase various segments of the State among the visiting delegates. The folk dance organised in the Tamil Nadu Pavilion showcasing the art forms of Tamil Nadu was well received. In 2010 also, the Tamil Nadu Tourism participated in the ITB Meet held in Berlin, Germany. The Tamil Nadu enclosure generated more interest as indigenous sweetmeat and savouries were distributed and a light entertainment of Tamil music and dance was organized with participation of local Tamils. With a view to inviting foreign tourists in more numbers, Tamil Nadu Tourism proposes to participate in

1. Pacific Asia Travel Association Meet
2. World Travel Mart, London
3. International Tourism Bourse, Berlin

and organize a marketing Meet at Mauritius and South Africa.

Participation in National Travel Marts

These objectives are met through an integrated marketing strategy and campaigns synergised in association with the travel trade. Tamil Nadu Tourism has been participating in most of the tourism travel marts Tourism fairs organised by Tourism departments of other States and stakeholders.

Pravasi Bharatiya Divas

Tamil Nadu Tourism participated in the Pravasi Bharatiya Divas held in Chennai in January 2009 and in January 2010 at Delhi and contributed a cultural show which had the blend of all artistic and aesthetic elements of Tamil Nadu.

SATTE, New Delhi

Tamil Nadu Tourism participates in SATTE (South Asia Travel and Tourism Exhibition) regularly so as to have interaction with buyer-seller from upcountry and abroad.

Great India Travel Bazaar, Jaipur

Tamil Nadu Tourism took part in a big way in the Great India Travel Bazaar, Jaipur organised by FICCI and Rajasthan Tourism. There was a tremendous response from buyers, for the buyer-seller meetings.

Fairs and Festivals

Tamil Nadu is a State known for several festivals and fairs with life affirmative attitude. Celebration is a part of Tamil culture and they make every moment a great benediction. Therefore, the fairs and festivals act as mechanisms to attract large number of people in the vicinity and offer them an avenue to relax and rejoice. Cultural programmes, musical events and dance performances suit the festive mood and provide the crowd with healthy entertainment.

TAMIL NADU TOURISM DEVELOPMENT CORPORATION (TTDC)

TTDC was opened on 30th June 1971 for providing infrastructure development in all the tourist destinations of the state. The growth of TTDC over the past forty two years was rapid and at present is grown having a chain of 55 hotels and youth hostels in all major tourism destinations.

E-Governance in TTDC

TTDC has earned the distinction of being the first State Tourism Corporation to introduce on-line booking of Tours and Hotels. TTDC has earned a sum of Rs.280 Lakh through on-line bookings during 2011-12 compared to Rs.215 Lakh during the previous year.

Boat Houses in TTDC

TTDC is having Boat houses at Muttukadu, Mudaliarkuppam, Pichavaram, Yercaud, Kodaikanal, Courtallam, Ooty and Pykara. TTDC had launched a 32-seater Cruiser at Boat House, Mudaliarkuppam on 12.1.2012 Action is being taken to replace old Boats with new Boats. To ensure safety of the passengers, wearing of Life jackets has been made mandatory during Boat rides in all the Boat Houses of TTDC.

Special Package Tours in TTDC

Rashtriya Mathyamaik Shksha Abhiyan (RMSA) Schemes TTDC has organized Special Package Tours for School Teachers under Rashtriya Mathyama Shikshka Abhiyan (RMSA) Scheme during February and March 2012, fetching revenue of Rs.3 Crore in co-ordination with the School Education Department. Apart from the regular Package Tours, TTDC is also organizing tailor-made Package Tours for various groups of Tourists catering to their specific requirements. Special package Tours are organized for the Corporate Sector and also for the group Tourists from Malaysia.

Medical Tourism in TTDC

Tamil Nadu, is a leader in providing medical care on par with the finest hospitals in the West in almost all the medical fields, and has implemented many policies for cheap medical tourism. It has plush corporate hospitals especially in Chennai, the capital. There are many world-class institutions and hospitals in Chennai, Madurai, Coimbatore and other cities in Tamil Nadu.

The state has performed best and first of its kind in many medical surgeries, heart transplantation to cataract operations. The state as multi-specialist hospitals, corporate hospitals and Transplantation centres. Medical Tourism Brochures with useful tips on health care are being planned for medical tourists. The State Government is also aggressively promoting Medical/Health Tourism. It is a much more peaceful state than any other state in North India. It is a leader in India especially in Eye Care, Oncology, Orthopaedics, Dialysis and Kidney Transplant. Today, practically every town has a good nursing home with attending consultants. Nursing has evolved as a specialty and Indian Nurses handle patients with a humane and personal touch that is the main reason why they are so much in demand in the West.

One can come to Tamil Nadu for a specific treatment or even go for a Master Health Check Up while on holiday. Everything is taken care of by the concerned hospital in liaison with the Travel Agency. Cardiac Care, Dialysis and Kidney Transplant, Eye Care, Cosmetic Surgery is available in all hospitals in Tamil Nadu and at very reasonable rates. Medical tourism is been in action since 2007 and performed many surgeries and treatments to several thousand international tourist from all over the world.

Symposium on promotion of Medical Tourism

Symposium on Medical Tourism was organised on 27-2-2009 in Chennai to create awareness on the potential of medical tourism. A seminar on "Role of Corporate sector in Tourism Promotion" was organised on 6th March 2009 in Chennai. Presentation on health tourism, cultural tourism, highway tourism, education tourism and rural tourism was made by the officers of the various Departments and stakeholders. During October 2009, Medi-Tour Meet was organized by the Tourism Department, so as to increase the tourists coming to the State to avail excellent medical facilities.

Human Resources Development in TTDC

Guide Training Programme

Guides play a vital role in tourism promotions. They are responsible for projecting the right image of the country, giving factual information, caring for the safety of the tourists and ensuring their pleasant stay. Tamil Nadu Tourism in co-ordination with the Anna institute of Management, Chennai conducts Guide Training Programmes for the unemployed youth and retired govt. officials Identity cards have been given to the 264 trained Guides so far. During 2012-13, Guide Training will be given for 482 persons.

Capacity Building Training

Training is imparted for the local community in Rural Tourism Sites. Front office staffs in Corporate Hotels, Drivers of Taxies, Auto-rickshaws and personal handling tourists at Airports and Railway Stations.

Skill Development Training

Under Hunar Se Rozgar Tak scheme of Government of India, Skill development training is imparted in Hospitality Sector through Catering Institutes. So far 3337 persons have been trained in Food Craft and Culinary arts, House Keeping, Room Service etc. by the Government Catering Institutes at Chennai and Trichy.

Tourist Security Organization

Tourist Security Organization is functioning in the Tourism Department. It has a Chief Tourist Warden stationed at Chennai to co-ordinate with the Station Tourist Wardens at five centres, namely, Mamallapuram, Rameswaram, Kanniyakumari, Kodaikanal and Udthagamandalam. Each centre has 5 Wardens. The existing strength of 30 Wardens will be increased and women will also be recruited for each centre. It will be expanded to other important tourist centre. Five two wheelers have been provided to the

Tourist Security Wardens. Ministry of Tourism, Government of India encourages the establishment of Tourism Security Organization and has appreciated the lead role played by Tamil Nadu Tourism Performance of the Tourist Security Organization has been well appreciated by the visiting tourists and local public and it has been published in print media.

Publicity and Marketing in TTDC

A large number of Tourists are coming from foreign countries. The state needs to be highlighted internationally so the visit of foreign tourist would be increased. The government introduced FAM tours (familiarization tours) to promote international tourist. An aggressive marketing campaign in these countries can make a major impact in realizing the tourism potential. At International Travel Marts, all important members of travel and hospitality industry congregate under one roof. Tourism Department promotes the destinations at these Marts. Tamil Nadu is ranked second in foreign tourist arrivals. Special efforts are taken to attain number one position. Tamil Nadu will be showcased in major International Travel marts like International Tourism Bourse (ITB-Berlin-March 2013) and World Travel Market (WTM- London-November 2012).

Marketing meets are planned in source countries- Netherlands, Switzerland and France in co-ordination Tours for overseas Tour Operators and Travel will be arranged to promote Tamil Nadu. According to India Tourism Statistics for the year 2010, 11.16 Crore domestic tourists and 28.05 Lakh foreign tourists have visited Tamil Nadu. The tourist arrivals have further gone up in the year 2011. 13.68 Crore domestic tourists and 33.08 Lakh foreign tourists have visited the State in 2011.

New Urban Tours in TTDC

In addition to operation of regular Tours to various Tourist destinations by TTDC, the Government has issued orders for launching the following 10 new Tours for the benefit of Tourists during 2012-2013.

- ❖ Tour to Nagarathar Temples.
- ❖ Tour to Divya Desam Temples in Kancheepuram and Thiruvallur Districts.
- ❖ Tour to Thirukkadaiyur Temple
- ❖ Tour to Thiruvudai Amman, Vadivudai Amman and Kodiyudai Amma temples.
- ❖ Madurai City Tour
- ❖ Tiruchi City Tour.
- ❖ Tour to Courtallam and nearby areas.
- ❖ Tour to Yealgi Hills
- ❖ Tour to Kolli Hills
- ❖ Freedom Fighters Circuit Tour
- ❖ These Tours will be launched shortly.

Some of the major initiatives taken by the government to boost Tourism in Tamil Nadu include:

- Tourism has been declared as an industry.
- To encourage private investment, the Department of Tourism co-ordinates with different departments for early clearance of projects and prepares plans to improve infrastructure facilities in tourist centres obtaining central assistance, and securing the active participation of the local public by providing better economic avenues.
- The Tamil Nadu Tourism Development Corporation is providing travel circuit plan to tourists.

Conclusion

In the contemporary society the tourism represents one of the most dynamic economic sectors. Nowadays Tamil Nadu is about to become an important touring destination. According with the data providing by the Tamil Nadu Tourism Development Corporation shows clear structure of urban tourism planning and policy, strategies. For clarity, the tourism elements presented in this article have been largely treated however it is important to point out that there

is a high degree developing by cities for a variety of reasons including new developing policy, attracting visitors and stimulating the urban economics.

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