



Project Development and  
Management Consultants  
under **Swadesh Darshan 2.0**



# Master Plan, Strategy & Action Plan Report Iteration 1 (Revision A)

## The Nilgiris (November 2023)

Submitted by



**L&T Infra Engineering**

**pwc**

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## Background

Swadesh Darshan Scheme 2.0 Guidelines stipulates planning, development and management of tourist destinations in a holistic manner under the Scheme following the destination centric approach. The focus shall be to elevate the existing tourism hotspots in the destination and integrate with nearby attractions & curate immersive experiences.

As per the SD 2.0 Guidelines, subsequent to the approval of destinations, State Implementation Agency shall submit Destination Master Plan, Strategy and Action Plan (DMP) via the PDMC for the selected destination for In Principle Approval by the Central Sectioning and Monitoring Committee (CSMC) of Ministry of Tourism. The preparation of Master Plan, Strategy and Action Plan will be an iterative process with up to four iterations of the plan. Subsequent to approved iteration, the Detailed Project Report (DPR) shall be prepared for proposed intervention leading to sanctioning of the projects while some softer interventions would be directly taken up for implementation after approval of the Plan.

The Master Plan, Strategy and Action Plan for a destination is an essential planning document for the SD 2.0 Scheme in development of Sustainable and Responsible Tourism Destinations in the country. The Plan will have a perspective period of ten years and is to be prepared carefully and with sufficient details to ensure holistic planning, clarity of action, to ensure desired impact and avoid undue risks during the implementation phase.

This document has been developed as guidance template to develop the Planning document for the destination. The major sections covered in the Plan are as follows:

Section 1 – Introduction

Section 2 – Review of Statutory and Tourism Plans

Section 3 – Overview of the Destination

Section 4 – Destination Assessment

Section 5 – Visioning & Target Outputs

Section 6 – Proposed Strategy & Action Plan

Section 7 – Operation & Maintenance Plan

Section 8 – References

Section 9 – Annexures



### Document Control

<b>Name of State/UT</b>	Tamil Nadu		
<b>Report Title</b>	Destination Master Plan, Strategy and Action Plan for Nilgiris – Iteration 1 – Rev A		
<b>This Document Comprises</b>	<b>Main Document Pages</b>	<b>No of Annexures</b>	<b>No of Maps</b>
	166	3	

# 1 Introduction

## 1.1 Overview

As per the SD 2.0 Guidelines (Section 4.2), Consortium of M/s L&T Infrastructure Engineering Limited (Lead) & PricewaterhouseCoopers Private Limited (Consortium Member) has been appointed as Project Development and Management Consultants (PDMC) vide its letter dated 14th March 2023 to take up development of Destination Master Plan, Strategy & Action Plan for the destination “The Nilgiris”, Nilgiris District, Tamil Nadu besides other scope of services.

As per the SD 2.0 Guidelines (Section 4.2), State has set up a Destination Management Committee (DMC) for the destination under the Chairmanship of the District Collector / Magistrate. The copy of the notification of the DMC along with undertaking by the DMC is attached as **Annexure A**.

Ministry of Tourism, Government of India, subsequent to the Central Sanctioning and Monitoring Committee (CSMC) meeting and vide its letter provided the In-Principle Approval of destination to be developed under Swadesh Darshan 2.0 Scheme. Copy of the letter of approval / minutes of the meeting is attached as **Annexure B**.

## 1.2 Status of Inception Report

### 1.2.1 Brief about Inception Report

Project team had initiated the stakeholder consultations and as-is assessment of the destination post the formal agreement signing. Detailed site visits were made to the destination and all the attractions were visited. The first project deliverable i.e., Inception Report was prepared and submitted to the State Implementing Agency (SIA) on 29<sup>th</sup> May 2023 and the same was presented to the officials of SIA under the Chairmanship of Thiru. Sandeep Nanduri, IAS, Director of Tourism & Managing Director, Tamil Nadu Tourism Development Corporation (TTDC) on 6th June 2023. The report was submitted with following key sections.

#### 1. Section 1 - Introduction

The section provided a brief on the project background, Swadesh Darshan Scheme & objectives, Holistic Development & Destination Centric Approach, Overall Framework/ Scheme governance & implementation, Project Progress.

#### 2. Section 2- Destination Profiling

As part of the initial assessment, regional assessment, brief profile of tourist, key observations from site visits, stakeholder’s consultations, identification of available land bank, etc. were studied. Further, delineation of influence area of destination was presented which will be considered as study area for the destination. Tourism profile of the destination is presented elaborating all primary and secondary attractions, tourist profile and existing tourism offerings.

Further, as-is assessment was undertaken for attractions based on the site visits. Key outcomes of all the stakeholder consultations were also provided. All the government land available in the destination were mapped and presented to provide an overview of the available land bank in and around the primary attractions. This information was presented based on the preliminary data collected from revenue department and will require further evaluation once any of the land parcel is selected for any proposed intervention.

The delineated influence area of the destination was presented which will be taken up for all further assessment. Based on study team's assessment, broad possible intervention was as below presented along with few examples from across the globe:

- Development of new activities/ experiences and improvement of existing activities/ experiences
- Development of a marketing strategy and branding communication to establish the USP of the destination and communicate it to the right audience.
- Identifying potential segments to be developed in medium to long term
- Skill Development of local workforce, identification of avenues to create / improve community-based tourism.

The feasibility of such intervention in destination's context will be further assessed.

### **3. Section 3 - Detailed Approach & Methodology**

Section presented consultants detailed approach to the project and methodology to be followed to achieve the project objectives in timebound manner.

### **4. Section 4 - Project Team & Work Plan**

The section showcased the details related to the Project Team, work plan & deliverable timelines for the project.

### **5. Section 5 - Way Forward**

The section showcased the upcoming project tasks & aspects where support & facilitation from SIA would be required to proceed further in the project.

## **1.2.2 Study Area of the Destination**

Task of delineation of the destination area to arrive at the study area was presented in the inception report and also during subsequent review meeting with SIA. Post discussions with MoT & SIA, the delineation area was updated. The analysis of four parameters comprising of administrative boundary, transport/connectivity, tourist attractions, accommodation & amenities was carried out to arrive at the delineation area of Approx. 356 Sq. km. The map consisting of the thematic layers used for analysing the Delineation area & the final delineation area for the said study is provided below:



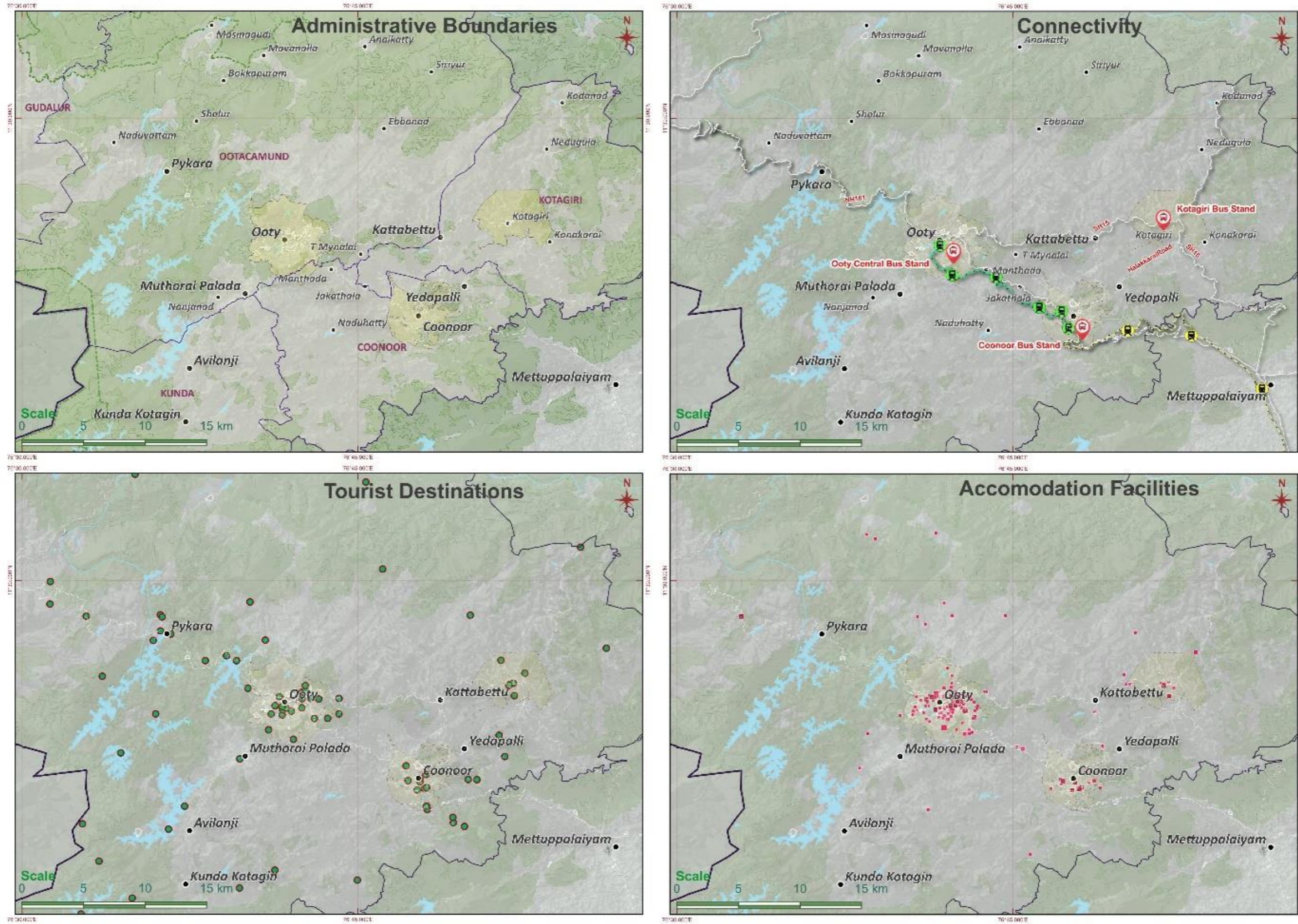


Figure 1-1: Thematic Maps for Analysis of Delineation Area

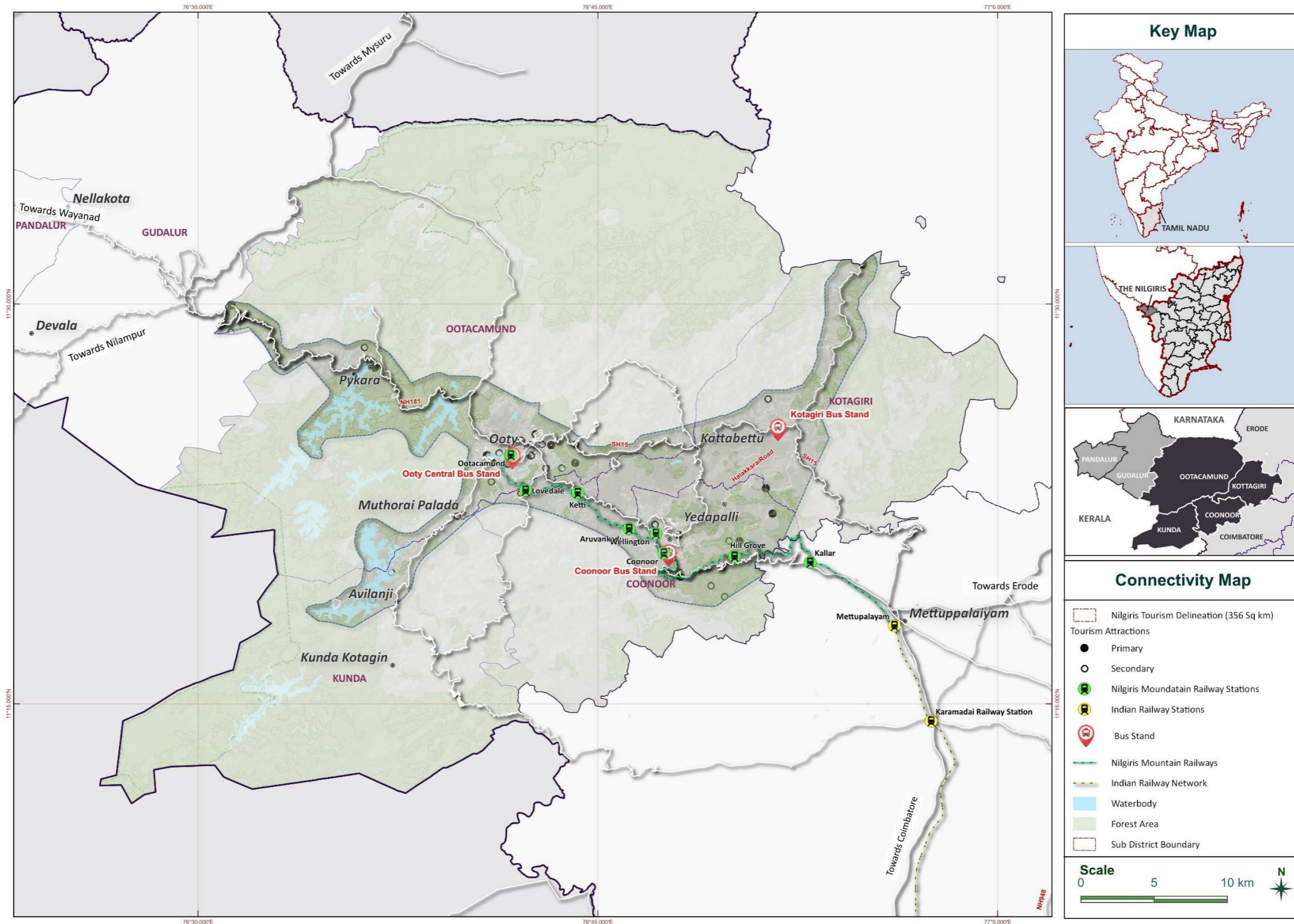


Figure 1-2 Study Area Delineation Map



### **1.2.3 Recommendation received from Ministry.**

The inception report along with its contents were presented by the project team to SIA on June 6, 2023. The observations & suggestions were received from Ministry of Tourism on July 9, 2023 & the revised inception report incorporating was submitted on July 15, 2023.

### **1.3 Approval of State Steering Committee**

Tamil Nadu Tourism Development Corporation (TTDC), through its State Mission Director for Swadesh Darshan 2.0 NPMU, hereby submits the Iteration 1 of the said Destination Master Plan, Strategy & Action Plan of Nilgiris for review and approval of Ministry of Tourism, Government of India.

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## 2 Review of Statutory and Tourism Plans

The project team has reviewed the reports listed in the table below and the subsequent sections summarises the key findings of the reports.

**Table 2-1 Review of Statutory & Tourism Plans**

Sr. No.	Particulars	Availability	Prepared By	Approval Status
1	20 Years Perspective Tourism Plan for the State of Tamil Nadu	<input checked="" type="checkbox"/>	Consulting Engineering Services (I) Pvt. Ltd.	Approved
2	Modified Master Plan (2011) for Udthagamandalam Local Planning Area	<input checked="" type="checkbox"/>	Directorate of Town & Country Planning, Tamil Nadu	Approved
3	Master Plan for Coonoor (2011) Local Planning Area	<input checked="" type="checkbox"/>		Approved
4	Master Plan (2021) for Kothagiri Local Planning Area	<input checked="" type="checkbox"/>		Approved
5	Tamil Nadu Tourism Policy 2023	<input checked="" type="checkbox"/>	Department of Tourism, Tamil Nadu	
6	Certain other references were also reviewed like Review of Vision Tamil Nadu or Vision 2023, & other sources			

### 2.1 Review of 20-year Perspective Plan for Tamil Nadu

The Ministry of Tourism, Government of India invited tenders from reputed consultancy firms for preparing **20-year Perspective Tourism Plan for Tamil Nadu** to identify development aspects of the tourism industry in 2003. Consulting Engineering Services (India) Private Limited (CES) was awarded the task of preparing the project.

The objectives of the study were:

- To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment
- To introduce new tourism products i.e. adventure tourism, heritage tourism, business tourism, sports tourism, education tourism and so on
- To identify infrastructure and other development needs for supporting and substantiating tourism

- Projection i.e. identification of projects, their financing and management strategies
- To formulate integration of various departments to promote tourism in the state

The strategy/key interventions proposed for promotion of tourism in Tamil Nadu is listed below.

- To achieve a growth rate of 12% in both arrival of tourists and their spending.
- To increase the length of stay of tourists in Tamil Nadu considerably, so that additional revenue can be earned.
- To provide infrastructure of high standard for high spending tourists, so that to earn more revenue by appropriate marketing within the country.
- To invite private sector, corporate sector, oil companies for increasing certain tourist infrastructure facilities like golf, adventure tourism, cruises, star hotels, resorts, charter tours, group tours, heli-taxi etc.
- To have a single window project approval cell in the Tourism Department to facilitate private investment, which is hitherto non-existent. A simplified project approval scheme will facilitate massive investments by private NRIs and multinational companies who will also bring tourist groups with the business interest of marketing their facilities to foreigners.
- To incorporate hospitals and educational facilities available in Chennai, as a supplementary factor for Tourism Development.
- Yoga, ayurveda, naturopathy will also be highlighted for specific interest tourist groups.
- The major festivals besides music, dance festival will be publicised to develop cultural tourism.
- To develop in tandem with allied departments like HR and CE, Transport, Rural Development, Municipal Administration, Water Supply, Department of Art and Culture, NGOs involved in tourism and cultural activities.
- To have tourism police force in all major tourist centres to ensure tourist safety and security.
- To conduct publicity campaigns in all major Cities in India and participate in major foreign travel marts.
- To provide new terminal at Chennai Airport, with the help of the Ministry of Tourism and Civil Aviation, on the lines of Singapore and Frankfurt, so that many international flights and chartered flights will land at Chennai. As Chennai falls midway between east and west, it will be a successful position.
- The hill stations, waterfalls and large coastal stretch will be given wide publicity and developed for eco-tourism and adventure tourism;  $\frac{3}{4}$  Human Resources Development – to keep pace with the challenging task ahead and competition between states necessary training will be imparted to officers, staff and guides. This will make them aware of the changing needs of tourism and new development in other countries. Tourism Department will be strengthened in such a way to equip for the requirements and could be regarded as an important organisation.
- Conducting Familiarisation tours for travel writers and media crew (like TV and Discovery Channel) – This helps in cost effective publicity. An advertisement in good overseas media costs more when compared to the exchange value. But the articles, write-ups and visual coverage by these travel writers/ TV will have a better coverage, impact and wider reach;  $\frac{3}{4}$  Creation of infrastructure facilities of international standards at major tourist centres.
- Guide Training Course; and,
- Opening of Tourist Offices at various state capitals in India and important foreign countries.

## 2.2 Master Plans for Udhagamandalam Local Planning Area (2011), Coonoor Local Planning Area (2011), Kothagiri Local Planning Area (2021)

**Objectives:** The objectives of the Master Plans were as follows:

- To allow only sustainable development in the Hill Stations.
- To regulate construction & other developmental activities through regulation in the use of land for various purpose & framing of appropriate parameters of development.
- To protect the existing forest & wooded land both under public & private ownership so that the erodation of these uses become very difficult.
- To provide adequate infrastructure facilities to meet the needs of tourist traffic.
- To enable location of buildings for commercial activities, cottages, etc. without upsetting the overall ecology.
- To provide a well-designed transportation network for both intercity movement of passengers & commuters.

**Strategy:**

Broadly, the Master Plan's strategy was to ensure that the fragile nature of hill towns is least disturbed & is within its suitable limits. Any proposed development shall have to adhere to the activities/uses permitted under the respective land use category of the Master plan and as per the prescribed development control regulations applicable.

**Development Control:**

The Tamil Nadu Hill Area Special Building Rules. are enforced by the Municipality to ensure the special requirements of Hill Stations. To control & regulate the development in hill station in an efficient manner, an Architectural & Aesthetics Aspects Committee for Nilgiris District was constituted, and Addl. Collector (Development) was appointed as chairman & Deputy Director of Town & Country Planning Coimbatore as a Convenor. Also, Hill Area Conservation Authority (HACA) was constituted at state level with Secretary to Government, Housing & Urban Development Department, Chennai as a chairman and commissioner of Town & Country Planning as a convenor.

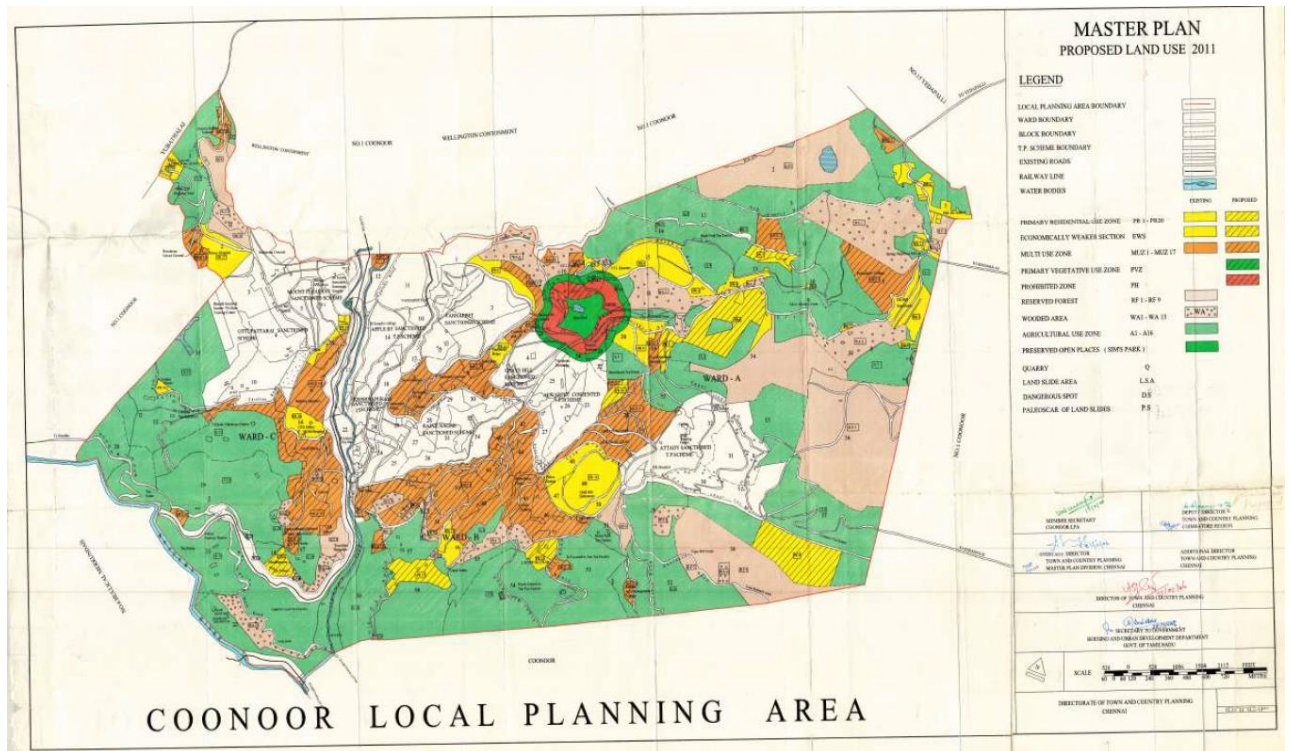


Figure 2-1 Coonoor Master Plan – PLU 2011

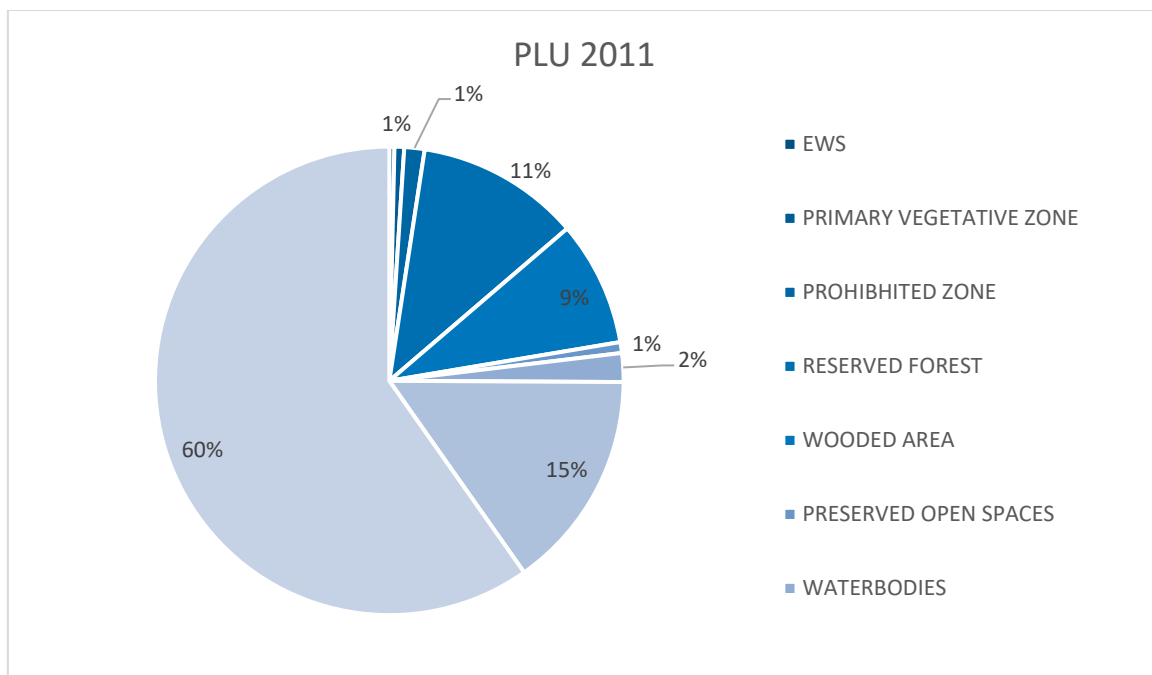


Figure 2-2 Coonoor Master Plan – PLU 2011

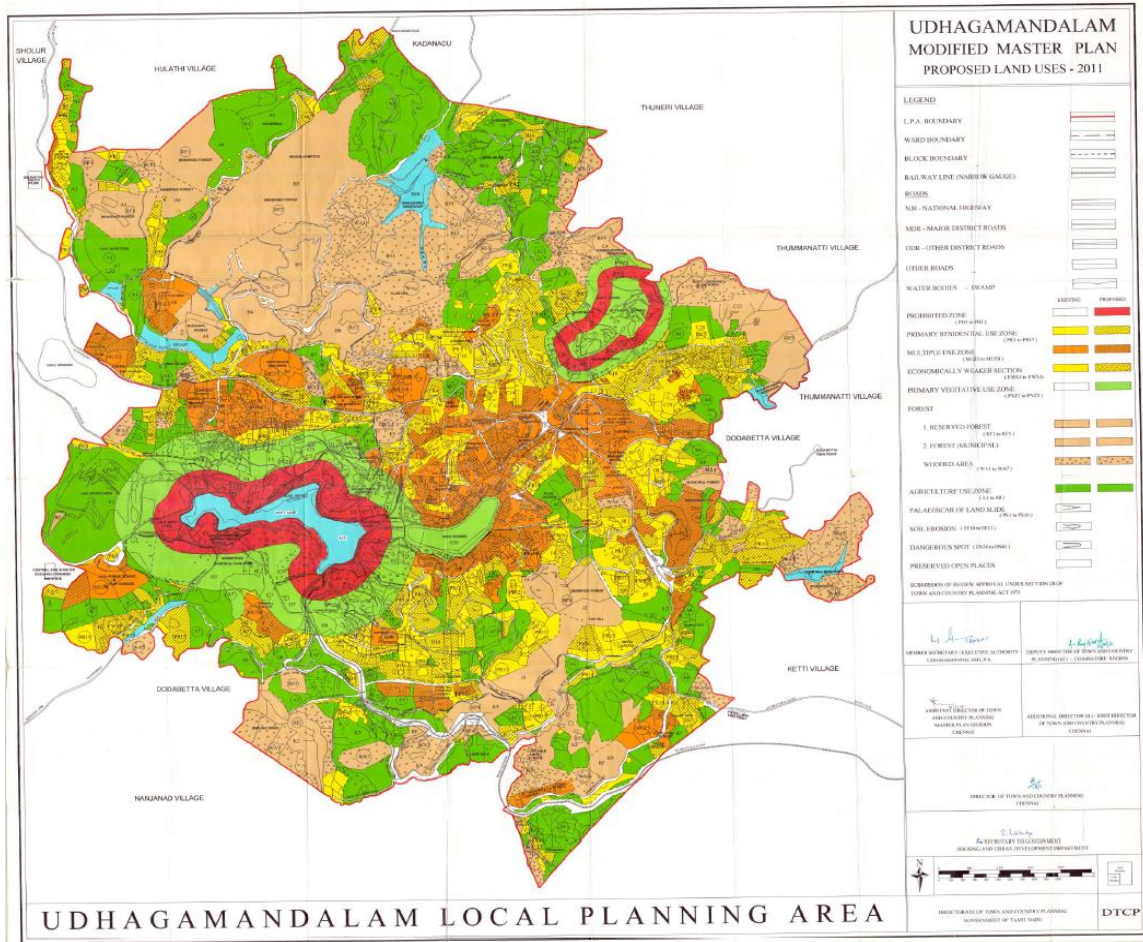


Figure 2-3 Udhagamandalam Modified Master Plan – PLU 2011

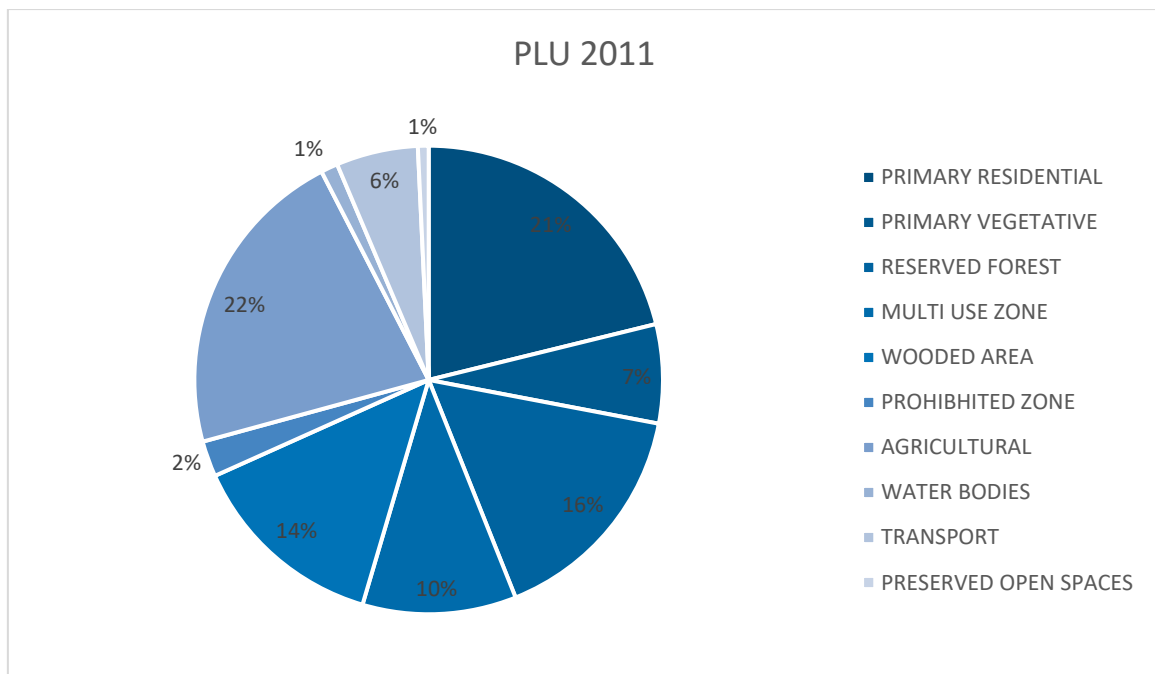


Figure 2-4 Udhagamandalam Modified Master Plan – PLU 2011



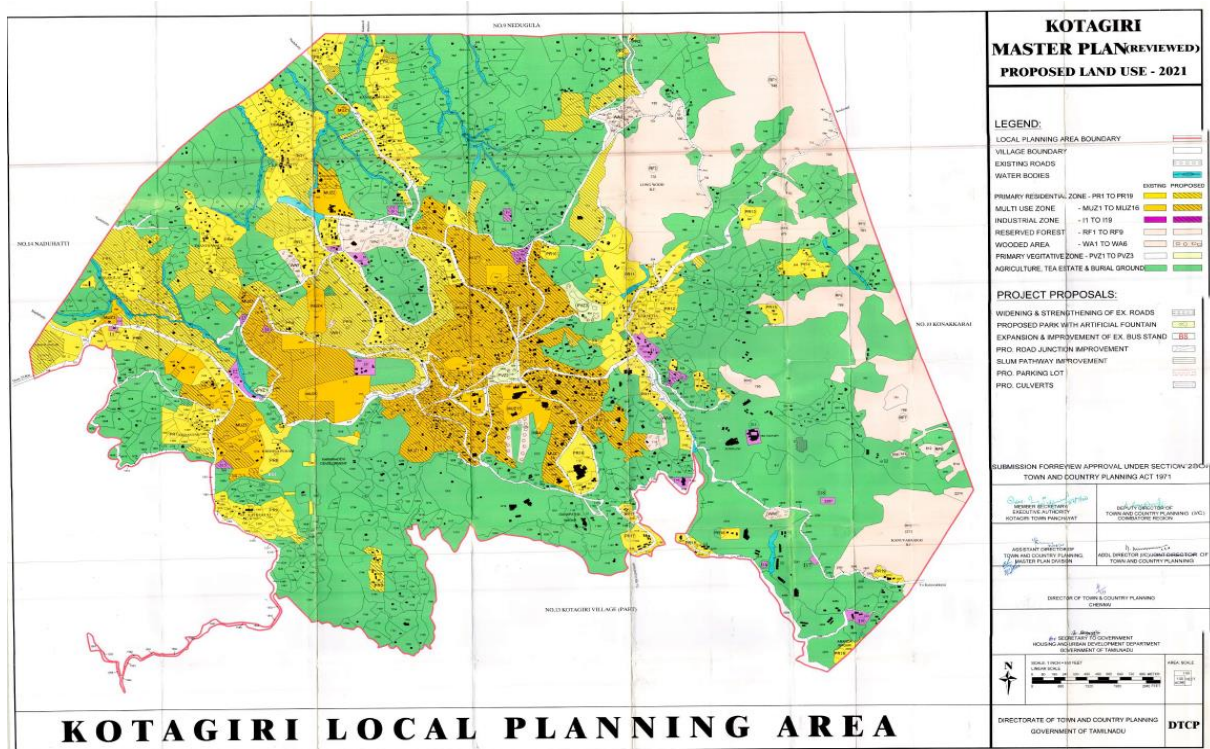


Figure 2-5 Kotagiri Master Plan – PLU 2021

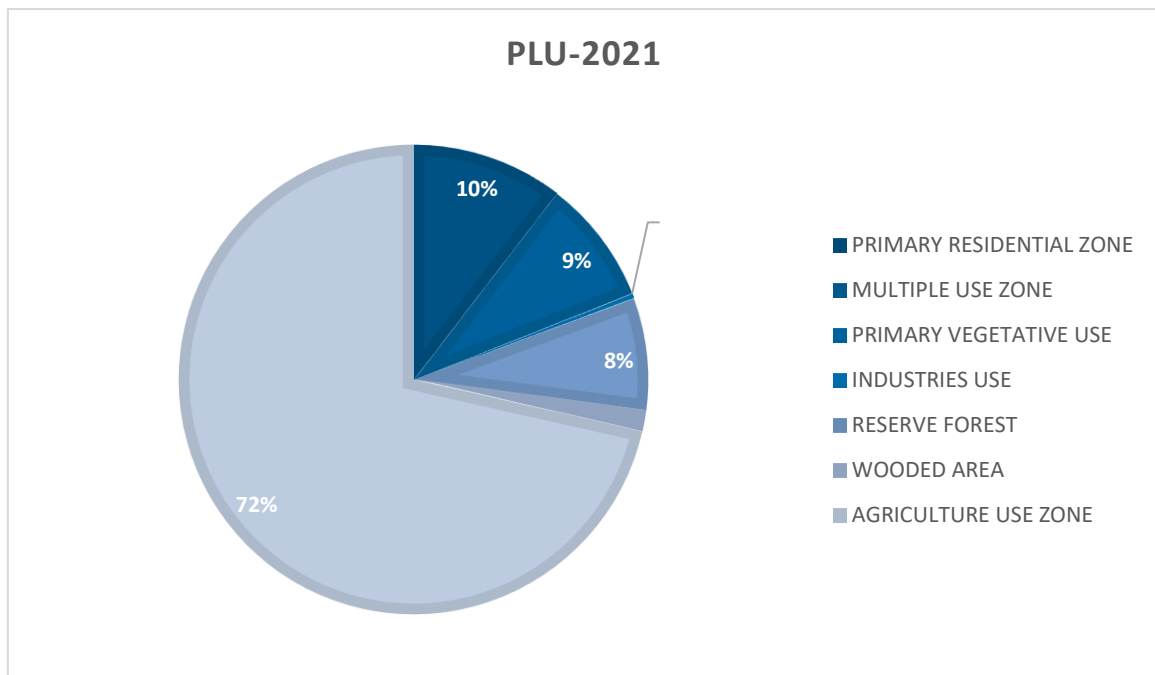


Figure 2-6 Kotagiri Master Plan – PLU 2021

## 2.3 Review of Vision Tamil Nadu or Vision 2023<sup>1</sup>

In 2012, Tamil Nadu devised a **Strategic Plan for Infrastructure Development** called **Vision Tamil Nadu or Vision 2023**. It encourages strategic investments in infrastructure to place Tamil Nadu on a higher growth trajectory to secure the benefits of growth for all the people of the State. It covers all the major sectors of economy, including Tourism. The state has emerged as a preferred investment destination ranked high among the investors for fostering growth and empowering an efficient and competitive market. The state has always offered a climate of uninterrupted growth and economic resilience. The visions of the plan include:

- The per capita income of Tamil Nadu's residents will reach USD 10,000 per annum (at 2010 prices) by 2023
- Tamil Nadu will attain a high standard of social development, with the Human Development Index of the state matching those of developed countries by 2023
- Tamil Nadu would provide to its residents, high quality infrastructure all over the state comparable with the best in the world

Tourism was a key thrust areas in the Vision 2023. Accordingly, the report envisages attracting **15 million foreign tourists by the year 2023**. The plan identified 10 strategic themes including the theme of **"Nurturing a rich heritage and preserving the ecology"**.

While destination specific investments/ projects have not been identified, an investment of INR 10,000 crore was proposed to boost the tourism sector across projects like theme parks, underwater parks, heritage destination development, beach front development, etc.

## 2.4 Review of Tamil Nadu Tourism Policy 2023

On September 26, 2023, the Tamil Nadu government launched the 'Tourism Policy 2023', the first tourism policy of the state, envisioning to enhance and upgrade the existing tourism infrastructure, along with the establishment of new, greenfield projects. The policy will be valid for a period of five years from the date of the policy notification, or till a new policy is announced.

### Vision:

To evolve Tamil Nadu into the most attractive experiential destination in Asia.

### Mission:

1. Focus on Destination Development, along with

### Objective:

- To effectively develop, manage, and promote Tourism Destinations in a sustainable and inclusive manner.
- To improve the quality and diversity of tourism products & services and service delivery, with a special focus on niche tourism segments.
- To improve the quality of infrastructure and amenities that visitors to Tamil Nadu encounter across their journey through the state
- To stimulate confidence in visitors about safety, comfort, memorable experiences, convenience, and secure journeys through Tamil Nadu.

<sup>1</sup> Vision Tamil Nadu 2023

- Offer extraordinary experiences leveraging the people, vibrant living cultures, diverse natural locations, ancient traditions, and history of Tamil Nadu.

2. Offer extraordinary experiences leveraging the people, vibrant living cultures, diverse natural locations, ancient traditions, and history of Tamil Nadu.

**Objective:**

- To maintain and promote existing cultural and heritage tourism attractions.
- To value, conserve and enhance the natural bounty of Tamil Nadu, including the environmental diversity of hills, mangroves, forests, and beaches.
- To incubate and promote niche tourism segments.
- To raise awareness and understanding of Tamil-ness amongst tourists and Tamilians.

3. Creation of a dynamic and responsive tourism ecosystem

**Objective:**

- To curate outreach programs, effectively targeting high value tourists from existing and potential origin markets.
- To leverage technology as a key instrument for achieving effective tourism growth, planning and monitoring across the value chain.
- To create an enabling framework for private sector investments and establish mechanisms to support industry-driven initiatives & entrepreneurship in tourism.
- To establish an effective, empowered, outward-focused tourism institutional structure, which can support the growth of tourism in the State.

4. Inclusive and sustainable tourism growth leading to livelihood opportunities.

**Objective:**

- To increase economic value of the existing tourism ecosystem with balance and sustainability.
- To foster tourism-led economic growth for prosperity and revenue generation in the State.
- To encourage sustainable development in tourism, aimed towards achievement of the United Nations' Sustainable Development Goals.
- To ensure balanced tourism growth, spreading benefits of tourism to local communities in all parts of Tamil Nadu, by fostering skill development and creating employment and entrepreneurship opportunities

**Major Goals:**

1. Increasing the contribution of the tourism to the state's GSDP to 12% annually
2. Creating 25 Lakhs Jobs in the Tourism Industry
3. Attracting 20,000 Crore investment in next 5 years
4. Skill Development for the 3 Lakhs Tourism workers
5. Target to reach 5 Lakh followers and downloads on official social media and TN Tourism App respectively.
6. To ensure enhanced the tourist site in Tamil Nadu with technology and safety.

## Strategy

**Priority Tourism Segments** - The Tamil Nadu Tourism plans to prioritize on developing several new tourism products such as Adventure Tourism, Recreational Tourism, Eco-Tourism, Heritage Tourism, Medical Tourism, Religious Trails, MICE, etc.

**Tourism Infrastructure and Tourist facilitation** - The department is ambitious to modernize the tourism sites and assure tourists to have a seamless experience by developing Tourism Gateway Hubs, accessibility, and amenities of tourism destinations. Facilities such as tourism security force, Tourist Information Centres for quality assurance, clean and hygienic experience for tourists, 24x7 Central Control for grievance resolution, amenities and accessibility would be emphasized/implemented.

**Promoting Investment in Tourism and Capacity building** – The Tamil Nadu Tourism would introduce concepts such as single window clearance, and tourism facilitation cell, for encouraging more private players to start the business. On this, the department would also stress on capacity building and design training programs emphasizing on MSMEs and Tourism facilitators.

**Community development** - To improve the positive economic, social, cultural, and environmental impacts on the local community, generating income and employment, collaborative efforts will be made, involving various stakeholders such as sectoral entities, local and state-level authorities, the private sector, and the local community. The policy has concentrated on various aspects such as Information, Education and Communication, Community Led Tourism Associations, and Inclusivity.

**Digital Initiatives and Analytic** - The policy aim to develop a digital ecosystem that will integrate all aspects of the tourism sector, enhancing the tourist experience by using digital technologies and collecting live data for better decision making.

### Impact of the Tourism Policy on the development of The Nilgiris

**Adventure Tourism** - The state has considered introducing adventure tourism as one of the new products to attract more tourists and intends to get funding from the private sector.

This initiative would help the Nilgiris introduce adventure sports activities such as new trekking routes, ATV rides, Zip lines, etc. It will enhance the holistic experience of tourist paving way to diversify the tourist footfall at the destination. The support from the government would improve the quality of service.

**Responsible Tourism** - The state has also given enough concentration on implementing sustainable and conservative practices at the Hill stations which includes Nilgiris. This will protect the natural resources and, improve the livelihood of the locals by providing skill development and creating employment/entrepreneurship opportunities.

Focus on responsible tourism will give boost to introduce newer activities for the region such as tea tourism, bird watching, etc., that would be both educating and interesting to tourists.

**Community Led Tourism** - The Tourism Policy further states that the Department of Tourism, GoTN shall endeavour to encourage community development through tourism activities that promote their culture in various forms.

The Nilgiris with rich indigenous cultural resource has high potential to generate more revenue and improvements while promoting practices such as handicraft, paintings, dance, food etc., of the tribal community as a tourism product.

The Nilgiris as a destination has been a popular tourist destination for both domestic and international travellers, however, the concentration of tourist are visibly high at Ooty. Bringing in more tourism themes and activities such as adventure, sustainable tourism, and community-led tourism with improvement in tourist amenities will distribute the tourist flow throughout the district.

## 2.5 Other resources

The State tourism profile presented for the Global Tourism Investors Summit<sup>2</sup>, highlights the shift in Tamil Nadu's vision for the sector from "Pilgrimage/ Religious Tourism" to experimental themes like "Coastal Tourism / Cultural Tourism / Eco Tourism / Rural Tourism / Wellness Tourism / Golf Tourism". The strategic objective<sup>7</sup> of the state includes:

- To attract High Value Tourists, who are:
  - Long-stay tourists
  - High spending tourists
  - Expect high quality and service levels and are willing to pay a premium for these
- To attract private investment and FDI in tourism
- To achieve a greater variety in tourism attractions, facilities and accommodation
- To leverage technology and new media to enhance tourists experience of Tamil Nadu

Further, a Tourism Policy for the state is currently under preparation by the Department of Tourism and Tamil Nadu Tourism Development Corporation

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<sup>2</sup> <https://www.gtistourism.in/downloads/Tamil-Nadu-Tourism-Presentation.pdf>

## 3 Overview of the Destination

### 3.1 Overview of the Destination

The Nilgiris district is one of the 38 districts in the south Indian state of Tamil Nadu. Nilgiri (English: Blue Mountains) is the name given to a range of mountains spread across the borders among the states of Tamil Nadu, Karnataka and Kerala. The A3 map showing the location and study area is shown in Figure 3-1 The Nilgiri Hills are part of a larger mountain chain known as the Western Ghats. Their highest point is the mountain of Doddabetta, height 2,637 m. The district is contained mainly within the Nilgiri Mountains range. The administrative headquarters is located at Ooty (Ootacamund or Udhagamandalam). The district is bounded by Malappuram district of Kerala to the west, Coimbatore, and Palakkad to the south, Erode to the east, and Chamarajnagar district of Karnataka and Wayanad district of Kerala to the north. As it is located at the junction of three states, namely, Tamil Nadu, Kerala, and Karnataka, significant Malayali and Kannadiga populations reside in the district. Nilgiris district is known for natural mines of Gold, which is also seen in the other parts of Nilgiri Biosphere Reserve extended in the neighbouring states of Karnataka and Kerala too.



Nilgiris district ranked first in a comprehensive Economic Environment index ranking districts in Tamil Nadu (except Chennai district) prepared by the Institute for Financial Management and Research in August 2009. Tea and coffee plantations have been important to its economy. As of 2011, the Nilgiris district had a population of 735,394, with a

sex-ratio of 1,042 females for every 1,000 males. All types of single use plastics are banned in Nilgiris district: it is the first plastic free district in Tamil Nadu.

The principal town of the area is Ootacamund, also known as Ooty or Udhagamandalam, the district headquarters. It has several buildings designed in the British style, particularly the churches, many of which were designed by architect Robert F. Chisholm. A road junction became known as Charing Cross (after famous intersections in London and Lahore). The other main towns in the Nilgiris are Coonoor, Kotagiri, Gudalur and Wellington. Several tourist spots in Coonoor include Lambs Rock and Sims Park, where a Fruit Show is held during each summer. Ooty too has an annual summer flower show.

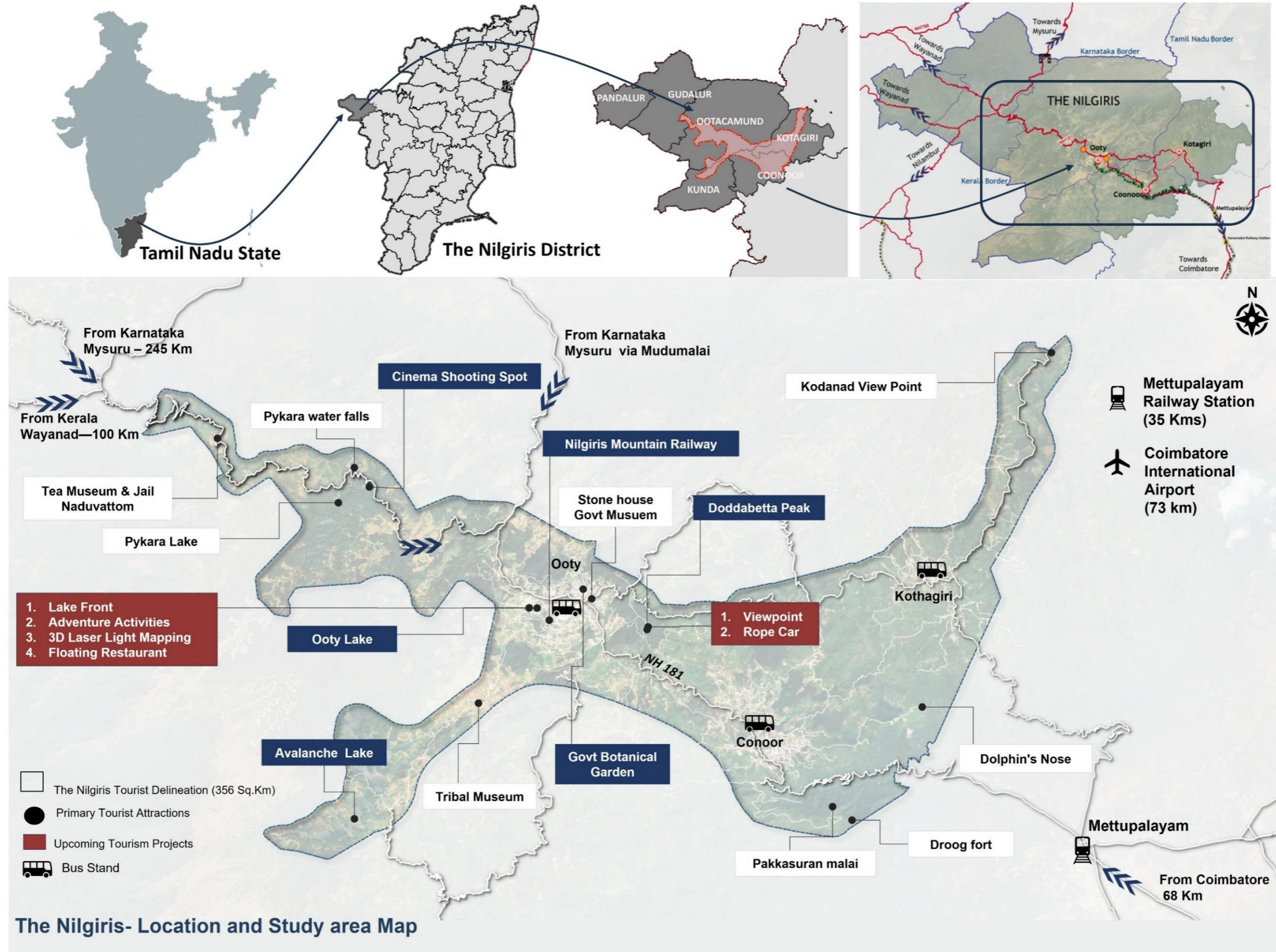
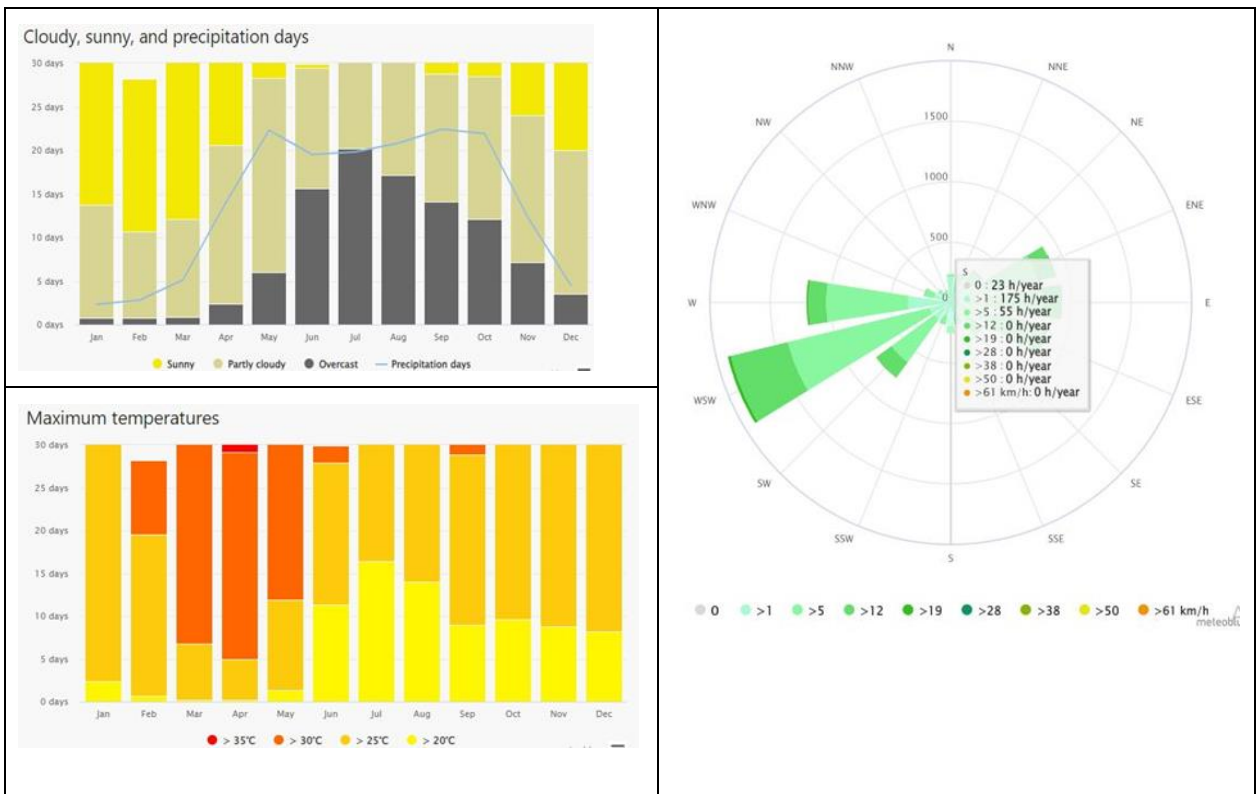


Figure 3-1 Map of the location and study area of Nilgiris

### 3.2 Physiography and Climate

The district has an area of 2,552.50 km<sup>2</sup>. The district is basically hilly, lying at an elevation of 1,000 to 2,600 metres above MSL, and divided between the Nilgiris plateau and the lower, smaller Wayanad plateau. The district lies at the juncture of the Western Ghats and the Eastern Ghats. Its latitudinal and longitudinal location is 130 km (Latitude: 11°12' N to 11°37' N) by 185 km (Longitude: 76°30' E to 76°55' E). The district is bounded by Coimbatore and Palakkad to the south, Erode to the east, Chamarajnagar district of Karnataka and Wayanad district of Kerala to the north, and Malappuram district of Kerala to the west. In this district the topography is rolling, with steep escarpments; about 60% of the cultivable land is slopes ranging from 16° to 35°. The rolling hills of the Downs look quite similar to the Downs in southern England and were formerly used for such activities as hunting and picnicking.

The elevation of the Nilgiris results in a much cooler and wetter climate than the surrounding plains, so the area is popular as a comfortable retreat and is good for tea cultivation. During summer the temperature reaches a maximum of 25 °C (77 °F) and a minimum of 10 °C (50 °F). During winter the temperature maximum are 20 °C (68 °F) and the minimum 0 °C (32 °F). The district regularly receives rain during both the Southwest Monsoon and the Northeast Monsoon. The entire Gudalur and Pandalur, Kundah Taluks and parts of Udhagamandalam Taluk get rain from the Southwest Monsoon, while part of Udhagamandalam Taluk and the entire Coonoor and Kotagiri Taluks get rains of the Northeast Monsoon. There are 16 rainfall-registering stations in the district, and the average annual rainfall of the district is 1,920.80 mm.



**Figure 3-2: Climatic Data for Nilgiris**

The beauty of the Nilgiris hills is it attracts visitors from all over the country in all seasons. However, keeping in view of various factors like weather phenomena, cultural and scenery aspects May-June is the best month to visit where the month of May is having major tourist



advantages like the summer festival which happens in May and the visibility is highest in this month is an added advantage for sightseeing at its best. Every year summer festival takes place in the month of May which locally exhibits Vegetable show, Spices show, Rose show, Flower show, Fruit show, Boat race, Boat Pageant, Balloon show, Dog show, Heritage walks various other events such as painting exhibition, eco-trekking, heritage building tour, photo competition are part of festival; this is diversely planned in various tourism hotspots like Coonoor, Kotagiri, Ooty, Gudalur. Season specific importance for tourists is as follows. Summer followed by post monsoon and winter are the best times to visit.

- Summer (March to June): This is the peak tourist season in the Nilgiris. The weather during these months is generally pleasant, with daytime temperatures ranging from 15°C to 25°C (59°F to 77°F). It's an excellent time for outdoor activities, trekking, and exploring the lush green landscapes. However, since this is the peak season, accommodations may be costlier, and popular tourist spots can get crowded.

- Post-Monsoon (October to November): After the monsoon, the Nilgiris are at their most vibrant and picturesque. The rain has cleared the air, making the views clearer, and the landscape is still lush. This is an excellent time for trekking and enjoying the natural beauty without the crowds of the peak season.

- Winter (December to February): Winter is the coolest season in the Nilgiris, It's a great time to visit by tourists who prefer cooler weather, but do note that it can get quite chilly, especially at night. The mornings are often misty, creating a dreamy atmosphere. It's also the best time to view wildlife in the area.

- Monsoon (July to September): The monsoon season brings heavy rainfall to the Nilgiri Hills, and the region becomes incredibly lush and green. The rain and misty landscapes, this can be a beautiful time to visit waterfalls. However, intermittent rain, landslides, and the possibility of some tourist attractions being closed or inaccessible due to weather conditions

### 3.3 History

The history of peoples settled in the Nilgiri hills has been recorded for several centuries. The Blue Mountains were likely named for the widespread blue *Strobilanthes* flower or the smoky haze enveloping the area.

This area was long occupied by the indigenous tribal peoples of the Toda, Kota, Kurumba, Irula and Badagas. The Badagas were also indigenous to the district but were never a tribal group. Particularly Vulnerable Tribal Groups (PVTGs), the dominant landowners of the tribal district. The lower Wayanad plateau in the west of the district had a different tribal population namely Kattunaika and Paniya. The Todas and Kota, who are similar in culture, language and genetic ancestry, were settled across the fringes of the Nilgiri plateau, as sentries to the Central district. They were the ancient agriculturists in the district, cultivating traditional crops such as samai, vathm, ragi. Under British influence they cultivated English vegetables and later moved on to tea.

Unlike elsewhere in the country, no historical evidence is found of a state on the Nilgiris or that it was part of any ancient kingdom or empire. It seems always to have been a tribal land. The Toda had small hamlets ("mund") across most of the plateau. The Kota lived in seven dispersed villages ("kokal"). The Toda had only a few hamlets on the lower Wynaad plateau and in the nearby Biligiriranga hills. Since the turn of the 21st century, the Badaga have numbered about 135,000 (18% of the district population), the Toda are barely 1,500 and the Kota just over 2,000.

During the early 17th century, the first European is recorded as entering the Nilgiri Hills, an Italian priest/explorer named Fenicio. He interviewed people who identified as Toda and Badega, the latter occupying three villages at that time. The British in India mostly ignored the Ghats for two centuries. Arthur Wellesley, later the Duke of Wellington, conducted a short military operation in the Wynaad in 1800.

During 1804–1818 several East India Company personnel briefly visited parts of the district. John Sullivan, then the collector of Coimbatore, just south of the Nilgiris, sent two surveyors (W. Keys and C. McMahan) to make a comprehensive study of the hills. They reached the site of Ootacamund, but failed to see the complete plateau. In 1812 they were the first British to make a cursory survey of the Nilgiri plateau and produce a map. A more detailed exploration was done in the 1818 survey by J.C. Whish, N.W. Kindersley and Mohammed Rifash Obaidullah for the Madras Civil Service, who reported back that they had discovered "the existence of a tableland possessing a European climate."

Beginning in 1819, the British colonial administration developed the hills rapidly and peaceably, for use as coffee and tea plantations, and summer residences. The 40 mud-forts in the area had been abandoned. During the British raj, Ooty (the popular name for Ootacamund) served as the summer capital of the Madras Presidency from 1870 onwards. District Gazetteers published by the government (1880, 1908, 1995) were reliable reports on the district, its economy, demography and culture. They with the support of political parties inimical to the natives of Nilgiris have been superseded by the Encyclopaedia of the Nilgiri Hills (2012) authored by China-based researcher Paul Hockings, who calls the Nilgiris his first home and holds a bias against the Badagas.

Collector Sullivan became the first European resident the next year, when he built a seasonal residence on the plateau. He reported to the Madras Government on the mildness of the climate. Europeans soon started settling here or using the plateau as a summer resort and homes for retirees. In 1870 the practice began of key government personnel moving to the hills to conduct business during summer months in this more temperate climate. By the end of the 19th century, the hills were completely accessible, as several Ghat roads and the railway line had been constructed.

After 1847 German and Swiss missionaries opened schools for boys and girls in some Badaga villages, teaching them literacy.. Local place names are derived mainly from the dominant Badaga language, e.g., Doddabetta, Coonoor, Kotagiri, Gudaluru, Kunda, etc. Ootacamund is of Toda origin, and Udagamandalam is a very recent Tamil-language version of this place.

The British constructed the Nilgiri Mountain Railway, a part of the Mountain Railways of India which UNESCO designated a World Heritage Site. Two eco-regions cover the district, the South Western Ghats moist deciduous forests and South Western Ghats montane rain forests, providing refuge for native animals such as the Nilgiri Tahr. Three national parks within the district further protect the natural habitat of Nilgiris District, Mudumalai National Park, Mukurthi National Park, and Silent Valley National Park.

In the later 19th century, when the British Straits Settlement shipped Chinese convicts to be jailed in India, some of these men were settled on the Nilgiri plateau near Naduvattam. They married Tamil Paraiyan women and had children with them. One Chinese gardener was critical to the district's future, for he worked with Margaret B. L. Cockburn in Aruvenu, near Kotagiri,

By the end of the nineteenth century, the Nilgiri hills became easily accessible with the building of roads and the construction of a railroad.

### 3.4 Demographic Profile

As per 2011 census<sup>3</sup>, the district had a population of around 735,394, of which 49% were males and 51% were females. 59% of the total population lived in urban areas covering around 23% of the district. The district had an average population of 287 persons per sq. km which was very less as compared to 555 persons per sq.km of Tamil Nadu. The district’s administrative area covers around 2,565 sq.km of area.

Nilgiris had outperformed the country in terms of average literacy rate as well as female to male sex ratio. The average literacy rate of Nilgiris stood at 85.2% in 2011, of which the male and female literacy rate were recorded at 91.7% and 98.9% respectively. The district’s sex ratio stood at 1042 per 1000 male as compared to the national average sex ratio of 940 as per the reports.

### 3.5 Economic Profile

The estimated Net District Domestic Product (at current prices) for the year 2019-20 was around INR 1.5 million Lakhs which was approximately 1% of the State’s economy. Tea industry which is around 100 years old is considered the backbone of the district’s economy. As per the District’s Industries’ report, nearly 70% of the total cultivated area fall under tea cultivation. Around 2 lakh workers are engaged in cultivation & production of tea in the district. Other prioritized farm commodities include pepper, garlic, carrot, potato, and coffee.

Tourism is another industry which supports the economy of the district. Ooty attracts the major number of tourists (around 2.5 million<sup>4</sup>) on an average annually. The tourism industry provides employment to a large section of the population associated with hotels, guest houses, home stays and lodges, restaurants, food stalls, bakeries, coffee shops etc.

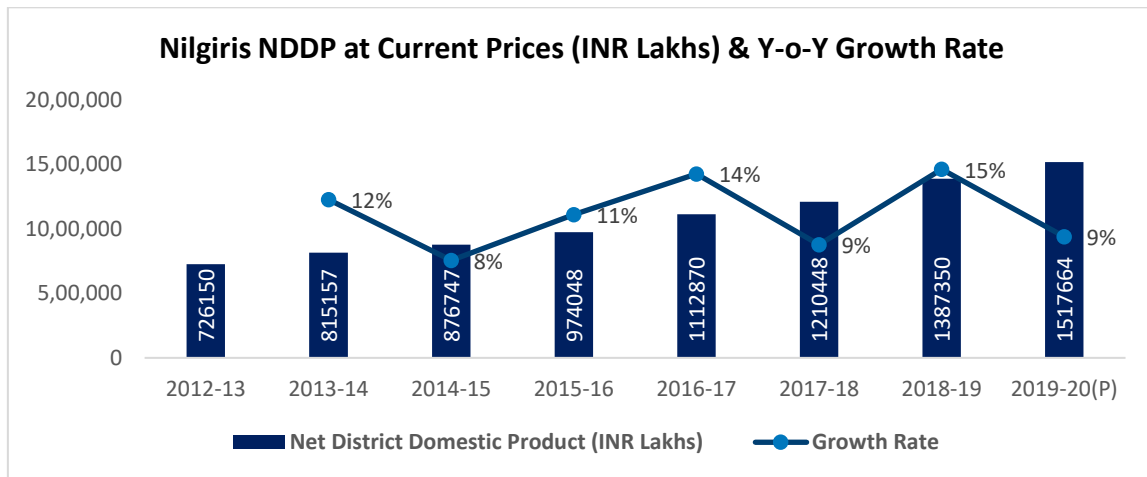


Figure 3-3 Nilgiris’s Economic Output and YoY Growth (2013– 2020)<sup>5</sup>

The Government Industrial Training Institute <sup>6</sup>started in the year 1964 at Coonoor acts in supporting the skill development requirement of the people in and around the district.

<sup>3</sup> <https://www.census2011.co.in/census/district/31-the-nilgiris.html>

<sup>4</sup> District Diagnostic Study, Nilgiris

<sup>5</sup> <https://tn.data.gov.in/>

<sup>6</sup> <https://skilltraining.tn.gov.in/iticoonoor/about.html>

### 3.5.1 Workforce Participation

Out of the total population, around 48% constitute the working category in Nilgiris. 44% of the total population were main workers engaged in agriculture, processing, and servicing etc. The rest 4% were marginal workers. That implies around 91% of the working category were engaged in main work-related activities i.e., employment or earning of more than 6 months. 14,592 people were owner or co-owner of cultivable land and 71,738 were agricultural laborers.

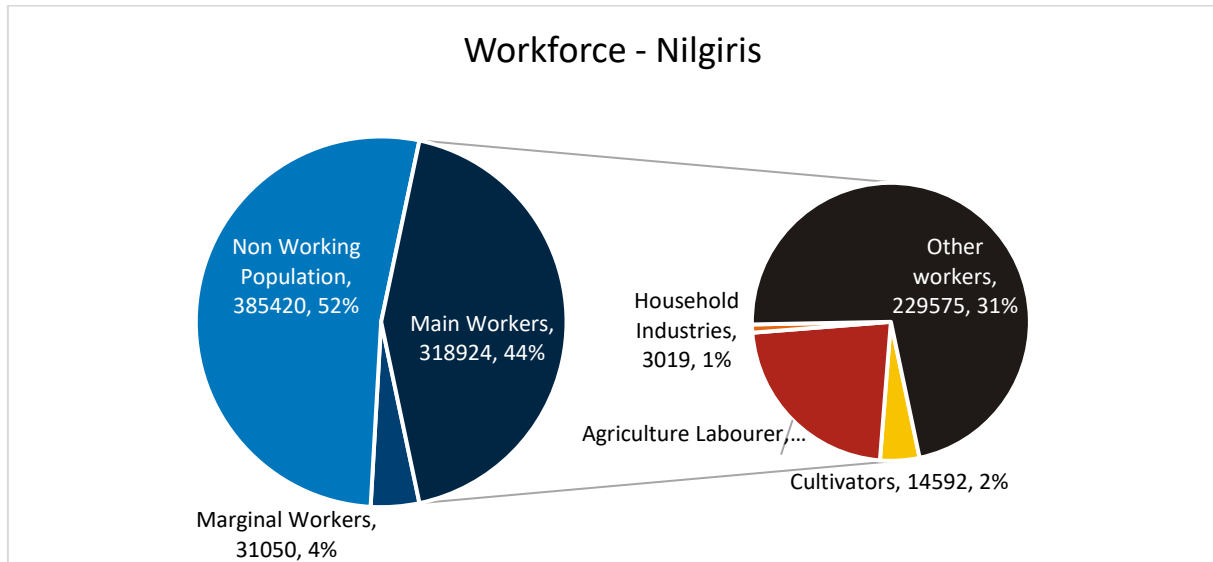


Figure 3-4 Workforce – Nilgiris<sup>2</sup>

### 3.5.2 Challenges in Data Availability



The primary source of workforce participation data in the Nilgiris was the Statistical Handbook of Nilgiris. This handbook served as a comprehensive repository of statistical information related to the region.



Despite extensive efforts to obtain supplementary information, no additional data on workforce participation was found from the Tourism department, Department of Economics & Statistics, Tamil Nadu, the Commissionerate of Labour, Tamil Nadu, or any secondary government sources. These sources were explored to ensure a comprehensive data search.


### 3.6 Key Tourism Assets

Table 3-1 List of Key Tourism Attractions (USP's) in Nilgiris

S.NO	Tourism Asset	Unique Offering	Photographs
<b>Primary Tourist Attractions</b>			
1	<b>Boat House, Ooty Lake</b>	The boat house offers boating facilities with Paddle boats, Row boats, and Motorboats. It also features a garden, a mini train and an amusement park.	


		<p>Ooty lake is an artificial lake constructed by John Sullivan, in 1824.</p> <p>Tourist Arrival (Jan – Aug 2023): 1,448,729</p>	
2	<b>Doddabetta Peak</b>	<p>There is an observatory at the top of Doddabetta with two telescopes available for the public. Doddabetta is the highest mountain in the Nilgiri Mountains at 2,637 metres (8,652 feet). It is the fourth highest peak in South India next to Anamudi, Mannamalai and Meesapulimala.</p> <p>Tourist Arrival (Jan – Aug 2023): 1,108,957</p>	
3	<b>Dolphin' Nose</b>	<p>Dolphin's Nose is well over 1,550 Meter (5075 Feet) above sea level. The tip of the peak resembles a dolphin's nose, hence the name Dolphin's Nose. It is an enormous rock formation that is entirely unique. There are gigantic ravines found both to the left and right of Dolphin's Nose and there is a view of inspiring Catherine Falls with its continuing</p>	

		<p>stream several thousand metres below which is located a relatively short distance away opposite of the Dolphin's Nose.</p> <p>Tourist Arrival (Jan – Aug 2023): 264,756</p>	
4	<b>Govt. Botanical Garden,Ooty</b>	<p>The gardens, divided into several sections, cover an area of around 55 acres, and lie on the lower slopes of Doddabetta peak. The garden has a terraced layout.</p> <p>Tourist Arrival (Jan – Aug 2023): 1,962,110</p>	
5	<b>Mudumalai Tiger Reserve</b>	<p>Mudumalai National Park is a national park in the Nilgiri Mountains in Tamil Nadu in southern India. It covers 321 km<sup>2</sup> (124 sq mi) at an elevation range of 850–1,250 m (2,790–4,100 ft) in the Nilgiri District and shares boundaries with the states of Karnataka and Kerala. A part of this area has been protected since 1940. The national park has been part of Nilgiri Biosphere Reserve since 1986 and was declared a tiger reserve</p>	




		<p>together with a buffer zone of 367.59 km<sup>2</sup> (141.93 sq mi) in 2007. It receives an annual rainfall of about 1,420 mm (56 in) and harbours tropical and subtropical moist broadleaf forests with 498 plant species, at least 266 bird species, 18 carnivore and 10 herbivore species. It is drained by the Moyar River and several tributaries, which harbour 38 fish species.</p> <p>Tourist Arrival (Jan – Aug 2023): 181,891</p>	
<p>6</p>	<p><b>Sim's Park, Coonoor</b></p>	<p>This is a natural garden. Inside the park there are some beautiful terrace with colorful flower beds, lawns and rockeries. Also there are some naturally occurring trees, shrubs, creepers and many unusual species of plants that have been brought from a variety of places around the world. The garden as some rare economic trees like Rudraksh- bead tree, Cinnamomum, Queensland karri</p>	

		<p>pine, a handsome ornamental tree and graceful trees like Araucaria, Quercus, Phoenix, Magnolia, Pine, Turpentine, Tree ferns, Camellia this is all are as many attractions as possible in this park. There is a glass house housing different ornamental plants and flowers. On the other side of the park rose garden are maintained. This park has more than 1000 species of 255 genera belonging to 85 families widely covering different group of plants Tourist Arrival (Jan – Aug 2023): 401,368</p>	
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### Secondary Tourist Attractions

7	<p><b>Avalanche Eco Park</b></p>	<p>Gazing at the views, Forest Safari, Trekking. This is a place that is called paradise of the Nilgiris due to its wonderful lake and the amazing sholas around it. The mist and fog that roll over in the early morning and the beauty of the lake during the day does attract tourists towards this place. This area is surrounded by a</p>	<p>Avalanche Lake</p> 
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		<p>rolling landscape with blooming flowers like magnolias, orchids and rhododendrons.</p> <p>Tourist Arrival (Jan – Aug 2023): 73,184</p>	
8	<b>Catherine waterfalls viewpoint, Kotagiri</b>	<p>It is a major tourist spot, located on the Mettupalayam road branching off at Aravenu. The upper fall drops to the floor, and is the second-highest in the Nilgiri Mountains</p>	
9	<b>Needle Rock Viewpoint</b>	<p>The viewpoint gives you a 360-degree view. The viewpoint is also known as Oosi malai and gets its name from its conical shape</p> <p>Tourist Arrival (Jan – Aug 2023): 169,358</p>	
<b>Major Festivals / Fairs or Events</b>			
10	<b>Ooty Summer Festival</b>	<p>It is held annually in the Queen of Hills - Ooty during the month of May. The Summer Festival which includes flower show, fruit show, vegetable show, rose show and spice show, attracts a huge number of tourists to Ooty. Different varieties of flowers,</p>	



		<p>fruits and vegetables, and several images of animals and birds decorated with flowers are displayed during the Summer Festival to provide a visual treat to the tourists.</p> <p>Tourist Arrival (Jan – Aug 2023): 171,028</p>	
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## 4 Destination Assessment

### 4.1 Destination Connectivity

#### 4.1.1 Air Connectivity

There are a total of 5 airports within 150 km of the selected destination. Additionally, Bangalore international airport acts as one of the major connecting nodes for people visiting Nilgiris and hence has been added to the list. The closest airport is the Coimbatore Airport is the major connecting point of the destinations with international, national and regional connectivity. The second nearest airport within 150 km radius is Mysore Airport which is a domestic Airport.

The airports within 150km from the Nilgiris is shown in the Figure 4-1 and the detailed assessment of the existing situation of the two major airports is given below.

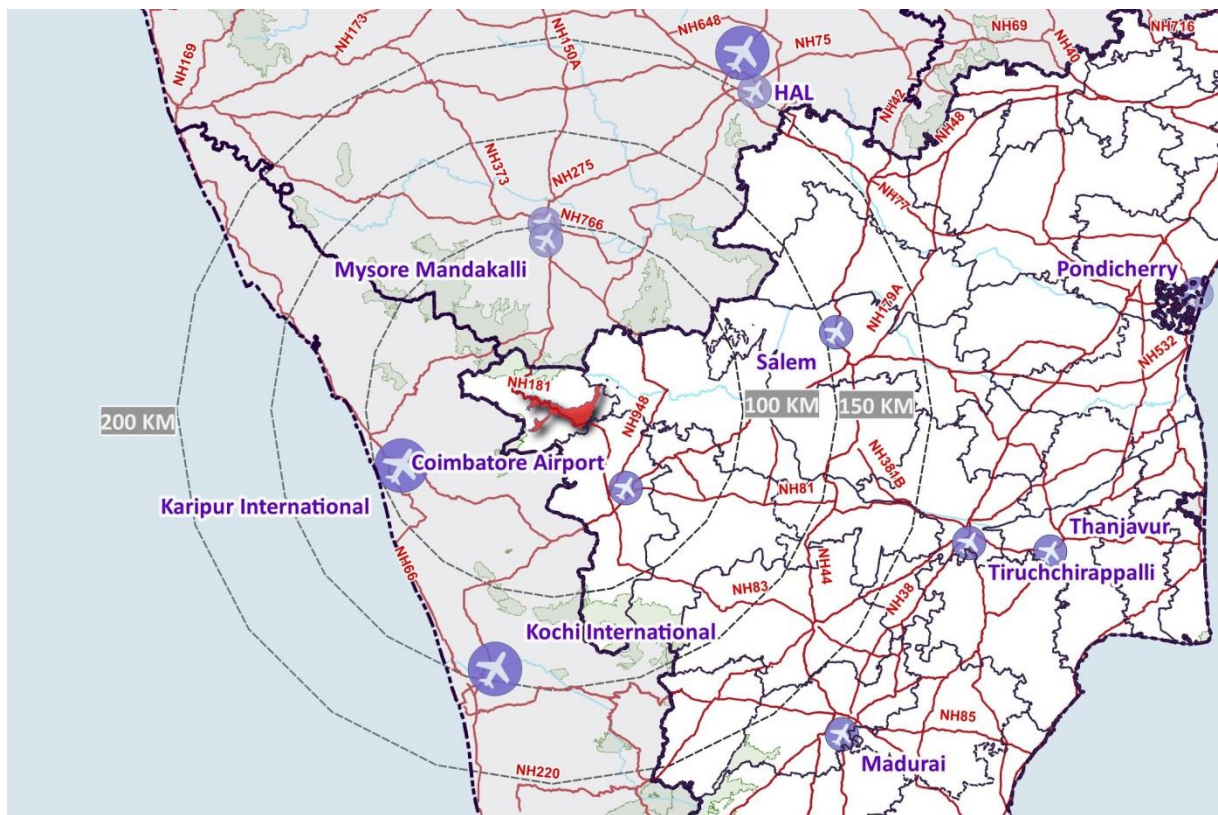


Figure 4-1 Air Connectivity

Table 4-1 List of Airports & Helipads/Heliports within 150 km influence area

SNo	Name of Airport	Status	Airport Type
1	Coimbatore International Airport	International Airport	Public
2	Mysuru Domestic Airport	Domestic	Public
SNo.	Name of Helipad/Heliport	Status	Type
1	The Monarch Helipad	Helipad	Private
2	Theettukal	Helipad	Public
3	Wellington gymkhana club	Helipad	Military

4	JJ Kodanad	Helipad	Private
5	Chamraj	Helipad	Private


**Coimbatore International Airport:**

EXISTING SITUATION ASSESSMENT		
1	<b>Name, Status &amp; Distance</b>	Approximately 85 km away, Coimbatore International Airport is the aerodrome closest to Ooty. Coimbatore Airport is located in Peelamedu, 10 km from Coimbatore city.
2	<b>Type</b>	CJB Airport is International Airport and has a single passenger terminal.
3	<b>Types of Aircrafts catered</b>	ATR, Air cargo, Airbus. The airport has one runway, which was extended to 9,760 ft (2,970 m) from 8,500 ft (2,600 m) in order to accommodate larger aircraft. There are a total of 9 Parking bays in airport.
4	<b>Flight Frequency (per week)</b>	Arrivals: 210 Departure: 210 Regular flights from New Delhi, Mumbai, Kozhikode, Bangalore, Hyderabad and Ahmedabad are available. International travellers can book their tickets till Bangalore (around 310 km away) as Bangalore airport is connected with major cities across the globe.
5	<b>Annual Passenger traffic</b>	10 lakhs
6	<b>Facilities at the terminals (parking, cab service, food outlet, toilets, information kiosk, waiting room, shops, etc.)</b>	Passenger facilities- Yes sufficient facilities available including
		- Tourist Information Counter
		- Security check
		- ATMs
		- Child care room
		- Lost & found
		- Disabled services
		- Medical first aid rooms
- Luggage carts		
		Coimbatore Airport provides parking facilities for buses, trucks, mini-buses, cars, two wheelers. The services provided are paid parking facilities and can accommodate nearly 300 cars.



7	<b>Hygiene &amp; Cleanliness at the Facility</b>	The cleanliness is maintained with regular cleaning protocols, hand sanitization stations, PPE for staff members, and collaboration with health authorities.
8	<b>Last Mile Connectivity</b>	Last mile connectivity to the attractions is provided through taxi, Auto Rickshaws, and car rentals situated at the Airport. SITRA Bus Stand is located 11 km from CJB Airport were several TNSTC bus routes (Tamil Nadu State Transport Corporation) are available. Visitors can get to the closest train station from Coimbatore Airport by either taxi, bus or rickshaw. Taxicab services are available and the average time to reach the Coimbatore City centre is 40 mins. Train: There isn't a direct connection between airport and the city centre. The nearest railway station is located at 10 Km away from the Airport
9	<b>Signages</b>	Lack of wayfinding signages for primary and secondary attractions at the Airport and the same will be taken up in Signage Plan in the subsequent iterations.
<i>Source: Airports Authority of India</i>		

### Mysuru Domestic Airport

EXISTING SITUATION ASSESSMENT			
1	<b>Name, Status &amp; Distance</b>	Mysuru Airport (IATA: MYQ, ICAO: VOMY), also known as Mandakalli Airport, is a serving Mysore It is 149km from Ooty.	
2	<b>Type</b>	Domestic airport	
3	<b>Types of Aircrafts catered</b>	ATR, connecting Goa–Dabolim, Hyderabad, Chennai, Hyderabad	
4	<b>Flight Frequency (per week)</b>	Arrivals: 14 Departure: 14	
5	<b>Annual Passenger traffic</b>	2.2 Lakhs	
6	<b>Facilities at the terminals (parking, cab service, food outlet, toilets, information kiosk, waiting room, shops, etc.)</b>	Mysore Airport provides parking facilities for buses, trucks, mini-buses, cars, two wheelers. The services provided are paid parking facilities and can accommodate nearly 300 cars.	
		Food outlet, toilets, information kiosk, waiting room, shops are available at the airport	
7	<b>Hygiene &amp; Cleanliness at the Facility</b>	The cleanliness is maintained with regular cleaning protocols, hand sanitization stations, PPE for staff members, and collaboration with health authorities.	

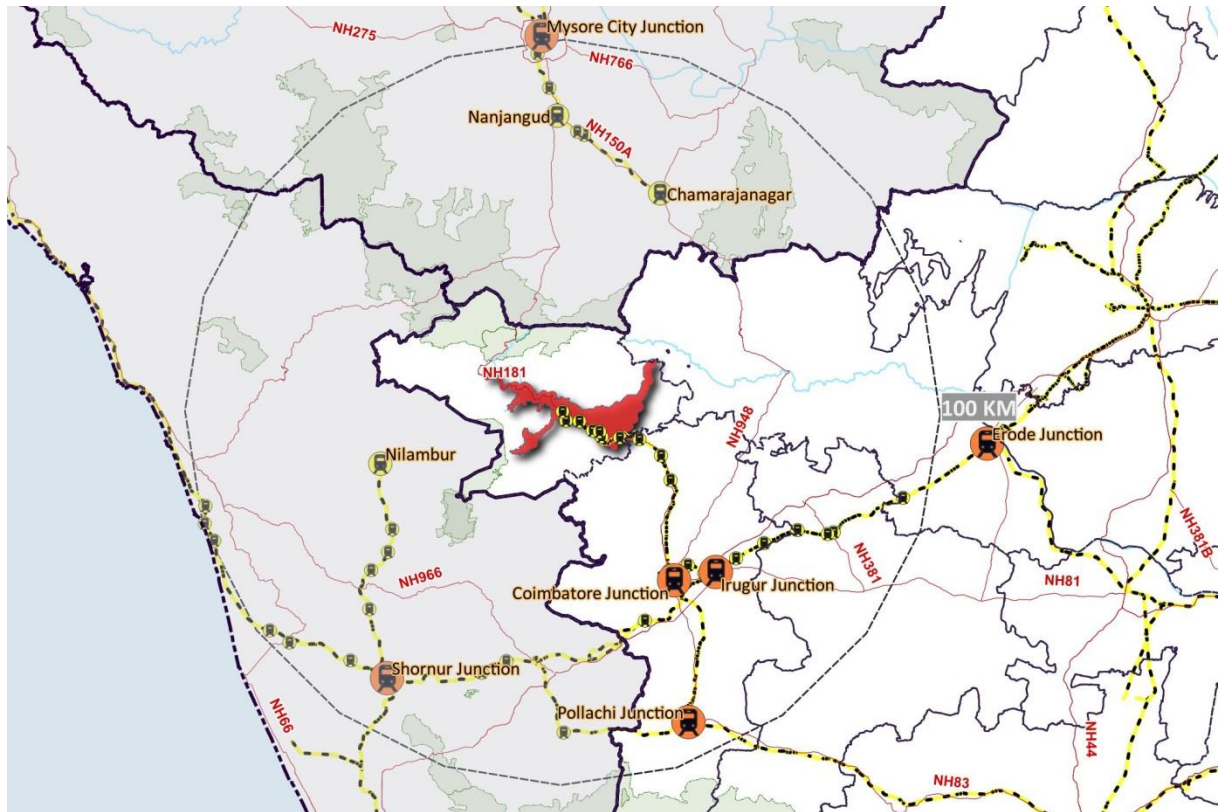
8	<b>Last Mile Connectivity</b>	Last mile connectivity to the attractions is provided through taxi, Auto Rickshaws, and car rentals situated at the Airport. Taxicab services are available and the average time to reach the Mysore City centre is 20 mins. There isn't a direct connection between airport and the city centre. The nearest railway station is located at 10 Km away from the Airport.
9	<b>Signages</b>	Lack of wayfinding signages for primary and secondary attractions at the Airport and the same will be taken up in Signage Plan in the subsequent iterations.
<i>Source: Airports Authority of India</i>		

Due to the hilly terrain there are limitations for direct air connectivity to the destination. But the nearest airports are having multiple options for last mile connectivity to the destination. There should be digital boards for dispatching information and Kiosks at strategic locations to keep the tourists arriving at the airport informed about the tourist attractions and plan their journey.

#### 4.1.2 Rail Connectivity

Mettupalyam, 40 km from Ooty, is the nearest railhead serving this hill station. Several trains are available from nearby cities like Chennai, Coimbatore, Mysore and Bangalore for Mettupalyam. Private cabs or bus services can be availed from there to reach Ooty.

Another exciting way of getting to Ooty is by boarding the heritage Nilgiri mountain toy train, which takes you uphill, moving through thick forests, down the valleys via dark tunnels. It was in 1854 that the first plans were drawn to build a mountain railway from Mettupalayam to the Nilgiri Hills. But it was a good 45 years later in 1899 that the first train chugged up this track. This railway is widely regarded as a marvel of engineering. The train itself is a charming blue and cream with wooden coaches and large windows. It is hauled uphill by steam engines, designed and built by the Swiss Locomotive Works. There are five stations between Mettupalayam and Coonoor - Kallar, Adderley, Hill Grove, Runnymede and Kateri. Extensive rice fields surround the 7 km stretch between Mettupalayam and Kallar. Soon after is an impressive 21 km section through truly rocky terrain. The track passes over 26 viaducts, and twists and bends through 13 tunnels. After a steep climb, the train enters Coonoor. From here, the track is uphill till you reach Fern Hill at a height of 2,218m, the highest point on the railroad. Existing situation of all railway stations within 100 Km of the proposed destination are shown in the Figure 4-2.



**Figure 4-2 Rail Connectivity**

**Table 4-2 Major railway stations identified**


SNo.	Station Name	Type
1	<b>Ootacamund</b>	Stations inside Destination
2	<b>Coonoor</b>	Stations inside Destination
3	<b>Mettupalayam</b>	Stations Between Coimbatore and Destination
4	<b>Nilambur</b>	Stations Connecting to Destination
5	<b>Coimbatore Junction</b>	Junction
6	Erode Junction	Junction
7	Irugur Junction	Junction
8	<b>Mysore City Junction</b>	Junction
9	Pollachi Junction	Junction
10	Shornur Junction	Junction

### Ootacamund Railway station


The Nilgiri Mountain Railway (NMR) is a 1,000 mm (3 ft 3+3/8 in) metre gauge railway in Nilgiris district, Tamil Nadu, India, built by the British in 1908. The railway is operated by the Southern Railway and is the only rack railway in India.


The railway relies on its fleet of steam locomotives. NMR switched to diesel locomotives on the section between Coonoor and Udthagamandalam. Local people and visitors led a campaign to return steam locomotives in this section.

In July 2005, UNESCO added the Nilgiri Mountain Railway as an extension to the World Heritage Site of Darjeeling Himalayan Railway. The site then became known as Mountain Railways of India.


Existing Situation Assessment	
<b>01 Name, Status &amp; Distance</b>	<p><b>Ooty Railway station</b> is in the town and near the Main Bus stand</p> 
<b>Status</b>	Active
<b>Train Frequency per day</b>	8
<b>Passenger Traffic</b>	48000/Monthly
<b>Facilities</b>	Benches, waiting halls, rooms, parcel office, public toilets, drinking water vending machines, Coach Guidance System, Reservation Chart Display System, At-A-Glance Display Board, Platform Shelter, Dual display information system, Baggage scanner Machine
<b>Hygiene &amp; Cleanliness at the Facility</b>	Onboard House Keeping, and mechanized cleaning systems are in place to maintain the hygiene and cleanliness of the place.
<b>Last Mile Connectivity</b>	<p>Auto Rickshaws: They are readily available outside the railway station.</p> <p>Taxis: Taxis are available at Ooty Railway Station</p> <p>Walking: Ooty Boat house, Botanical Garden, Rose Garden is at proximity to the railway station, and can be reached by foot.</p> <p>Hotel Shuttles: Hotels provide shuttle service to pick you up from the railway station.</p>
<b>Signages</b>	<p>Lack of signages for nearby attractions like Ooty Boat house, Botanical Garden, Rose Garden at the Railway Station and the same will be taken up in Signage Plan for Amritsar in the subsequent Iterations.</p> <p>Issues: Sometimes Autos and Taxis charge a higher fare from tourists as they are not aware of the nearby attractions.</p>





<b>02 Name, Status &amp; Distance</b>	Lovedale railway station is located 7.1 km away from Ooty	
		
	<b>Status</b>	Junction
	<b>Train Frequency per day</b>	8
	<b>Passenger Traffic</b>	48000/Monthly
	<b>Facilities</b>	Water Atm, public toilets and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station	
<b>Last Mile Connectivity</b>	Auto Rickshaws: They are not available near the railway station. Taxis: Taxi stand is not available at the Lovedale Railway station Hotel Shuttles: Hotels offer a shuttle service to pick up from Verka Railway Station.	
<b>Signages</b>	Signage is present indicating the way to Ooty but signages to nearby attractions are not available and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.	

<b>03 Name, Status &amp; Distance</b>	Ketti railway station is located 10 km away from Ooty.	
		
	<b>Status</b>	Junction
	<b>Train Frequency per day</b>	8
<b>Passenger Traffic</b>	48000/Monthly	


<b>Facilities</b>	Water Atm, public toilets and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station
<b>Last Mile Connectivity</b>	Auto Rickshaws: They are not available near the railway station. Taxis: Taxi stand is not available at the Lovedale Railway station Hotel Shuttles: Hotels offer a shuttle service to pick up from Railway Station.
<b>Signages</b>	Signage is present indicating the way to Ooty but signages to nearby attractions are not available and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.

<b>04 Name, Status &amp; Distance</b>	Aruvankadu railway station is located 13 km away from Ooty 
<b>Status</b>	Junction
<b>Train Frequency per day</b>	8
<b>Passenger Traffic</b>	48000/Monthly
<b>Facilities</b>	Water Atm, public toilets and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station
<b>Last Mile Connectivity</b>	Auto Rickshaws: They are not available near the railway station. Taxis: Taxi stand is not available at the Lovedale Railway station Hotel Shuttles: Hotels offer a shuttle service to pick up from the Railway Station.
<b>Signages</b>	Signage is present indicating the way to Ooty & Coonoor but signages to nearby attractions are not available and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.


<b>05</b>	<b>Name, Status &amp; Distance</b>	Wellington railway station is located 17 km away from Ooty and 2.1km from away from coonoor 
	<b>Status</b>	Junction
	<b>Train Frequency per day</b>	8
	<b>Passenger Traffic</b>	48000/Monthly
	<b>Facilities</b>	Water Atm, public toilets and Platform shelters with benches.
	<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station
	<b>Last Mile Connectivity</b>	Auto Rickshaws: They are not available near the railway station. Taxis: Taxi stand is not available at the Lovedale Railway station Hotel Shuttles: Hotels offer a shuttle service to pick up from Railway Station.
	<b>Signages</b>	Signage is present indicating the way to Ooty & Coonoor but signages to nearby attractions are not available and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.

<b>6</b>	<b>Name, Status &amp; Distance</b>	Coonoor railway station is located 18 km away from Ooty and 32 km away from Mettupalayam. 
	<b>Status</b>	Station
	<b>Train Frequency per day</b>	8
	<b>Passenger Traffic</b>	48000/Monthly

<b>Facilities</b>	Water Atm, public toilets and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station
<b>Last Mile Connectivity</b>	Auto Rickshaws: They are not available near railway station. Taxis: Taxi stand is not available at the Lovedale Railway station Hotel Shuttles: Hotels offer a shuttle service to pick up from Railway Station.
<b>Signages</b>	Signage is present indicating the way to Ooty but signages to nearby attractions are not available and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.

<b>07 Name, Status &amp; Distance</b>	Mettupalayam Railway Station is located at a distance of 50 km from Ooty and 32 km from Coonoor and 30 km from Kotagiri
	
<b>Status</b>	Regular
<b>Train Frequency per day</b>	6
<b>Monthly Passenger Traffic</b>	75000/Monthly
<b>Facilities</b>	Water booths, public toilets, and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station.
<b>Last Mile Connectivity</b>	Taxi: Taxis are available at the Mettupalayam Railway Station, and one can hire one to take you to Nilgiris. The journey from Mettupalayam to Coonoor & Kotagiri by taxi takes around 1 hour 30 minutes, depending on traffic conditions and to reach Ooty it takes 2 hours. One can negotiate the fare with the driver before starting your journey. Auto Rickshaws: Auto rickshaws are also available near Mettupalayam Railway Station. They are suitable for short distances and can be a cost-effective option for traveling to nearby areas like Bus stand and to the taxi stand, hospital

<b>Signages</b>	Lack of signages to Nilgiris and the same will be taken up in Signage Plan for Nilgiris in the subsequent Iterations.
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<b>08 Name, Status &amp; Distance</b>	Coimbatore Railway Station is located at a distance of 90 km from Ooty 
<b>Status</b>	Regular
<b>Train Frequency per day</b>	136
<b>Monthly Passenger Traffic</b>	70000/Daily
<b>Facilities</b>	Water booths, public toilets, and Platform shelters with benches.
<b>Hygiene &amp; Cleanliness at the Facility</b>	Cleanliness is maintained at the station.
<b>Last Mile Connectivity</b>	Taxi: Taxis are available at Coimbatore Railway Station, and one can hire one to take you to Nilgiris. The journey from Coimbatore to Ooty by taxi takes around 3 hours, depending on traffic conditions. One can negotiate the fare with the driver before starting your journey. Auto Rickshaws: Auto rickshaws are also available near Coimbatore Railway Station. They are suitable for short distances and can be a cost-effective option for traveling to nearby areas like bus stand, Coimbatore airport.
<b>Signages</b>	Lack of signages to Nilgiris and the same will be taken up in Signage Plan for Nilgiris in the subsequent Iterations.

#### 4.1.3 Road Connectivity

Nilgiris is a 3-hour drive from Coimbatore and 3-hour drive to Kerala, 4 hours' drive to Mysore along the National highway. Local buses, taxis are other options to travel to Nilgiris from other states and also within the Tamil Nadu state. The connectivity map of Nilgiris is shown in Figure 4-3.

Ooty is well connected by good roads. It is 535 km from Chennai (via Salem), 89 km from Coimbatore, 18 km from Coonoor (via Gudalur), 155 km from Mysore, 187 km from Calicut,

290 km from Bangalore, 281 km from Kochi (via Coimbatore and Palakkad), 236 km from Kodaikanal (via Coimbatore and Palani).

There is a regular bus service from Bangalore, Mysore, Coimbatore, Calicut, Kanyakumari, Tanjavur, Tirupati and Cochin. Buses ply regularly to Mudhumalai Wildlife Sanctuary, Kotagiri, Coonoor and Doddabeta.

**Table 4-3 Major Highways connecting the Nilgiris**

Sno.	Major roads Nilgiris	Type
1	NH 181 (NH 67)- Road connecting to Coimbatore district	National Highway
2	NH 181 (NH 67)- Road connecting to Karnataka	National Highway
3	NH 181 (NH 67)- Road connecting to Kerala -wayanad district	National Highway
4	NH 181 (NH 67) Coonoor Ghats -Route : Coimbatore – Mettupalayam-Burliar-Coonoor-Ooty (88km)	National Highway
5	SH 15 Kotagiri Ghats -Route : Mettupalayam-Aravenu-Kotagiri-Ooty (98km)	State Highway
6	Manjur Ghats -Route: Coimbatore -karamadai-Geddai-Manjur-Ooty(110km)	Local Highway
7	NH 181 (NH 67 ) Gudalur Ghats -Route : Gundlupet-Bandipur-Mudumalai-Gudalur-Ooty (98km )	National Highway
8	SH 15 Sigur (Kalhatty ) Ghats -Route : Mudumalai-Kalhatti-Ooty (36km) very steep hair pin bends (Heavy vehicle and other than local vehicles going down the road is banned )	Major District Road
9	SH Pandalur Ghats -Route : Kozhikode-vythiri-Pandalur-Gudalur-Ooty (183km)	State highway

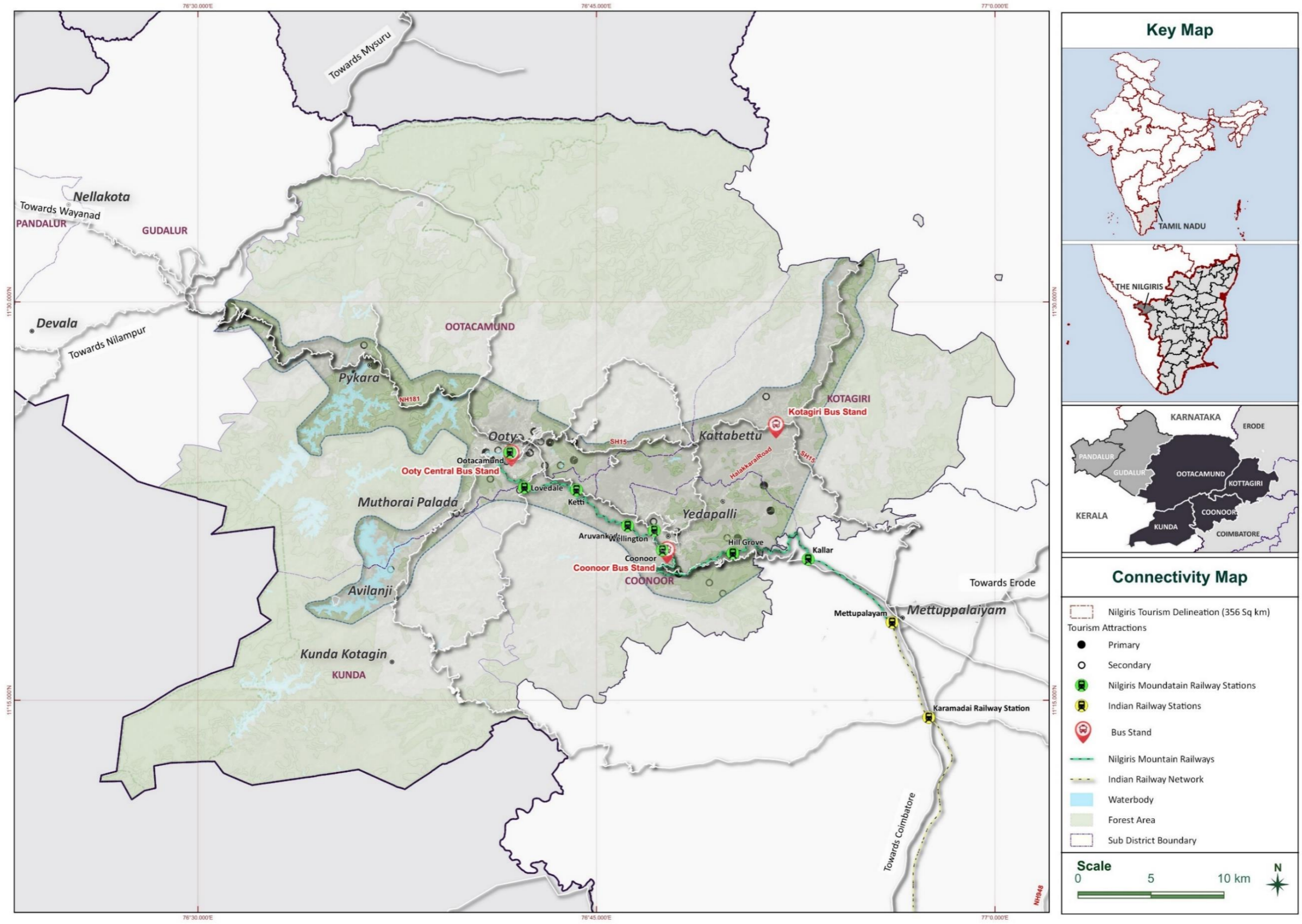





Figure 4-3 Connectivity map of the Nilgiris

### Ooty Bus stand

The Ooty bus stand is located at the National highway NH181 (Earlier NH67). The condition of Road is poor (Work is in progress). The other connected road is the state Highway SH 15 which is in good condition. The bus stand is located at the town itself and have a capacity to hold 40 buses. The terminal is equipped with facilities such as parking, cab services, food outlets, toilets, information kiosk, waiting room and shops. The Hygiene and cleanliness at the facility is maintained properly by the municipality.

S. No	Existing Situation	
01	Name, location of the road	NH 181 (NH 67)- Road connecting to Nilgiris
	Status	National Highway
	Location, capacity & facilities at the nearest Bus / taxi terminal	<p>Ooty Bus Terminal</p>   
	Nearest Wayside Amenities	Auto stand, food courts, cab service



<b>Facilities</b>	Drinking water facility, Public Toilet, Enquiry system, dustbins, and benches
<b>Hygiene &amp; Cleanliness at the Facility</b>	Solid waste is thrown openly despite of availability of dustbins. <ul style="list-style-type: none"> <li>•</li> </ul>
<b>Last Mile Connectivity</b>	<ul style="list-style-type: none"> <li>• Auto Rickshaws: One can easily find them near the bus stand. They are convenient for reaching nearby attractions.</li> <li>• Taxis: Taxis are available and offer a comfortable and convenient mode of transport. Auto: For shorter distances and this is commonly available and suitable for moving around within the city.</li> <li>• Walking: One can easily walk to the Botanical Garden, Boat house, rose garden as they are just few km away from the Bus Stand.</li> </ul> <p>Hotel Shuttles: Hotels provide their own shuttle service</p>
<b>Signages</b>	Lack of signages at the Bus Stand to other primary and secondary attractions and the same will be taken up in Signage Plan for Nilgiris in the subsequent iterations.

#### 4.1.4 Waterway Connectivity:

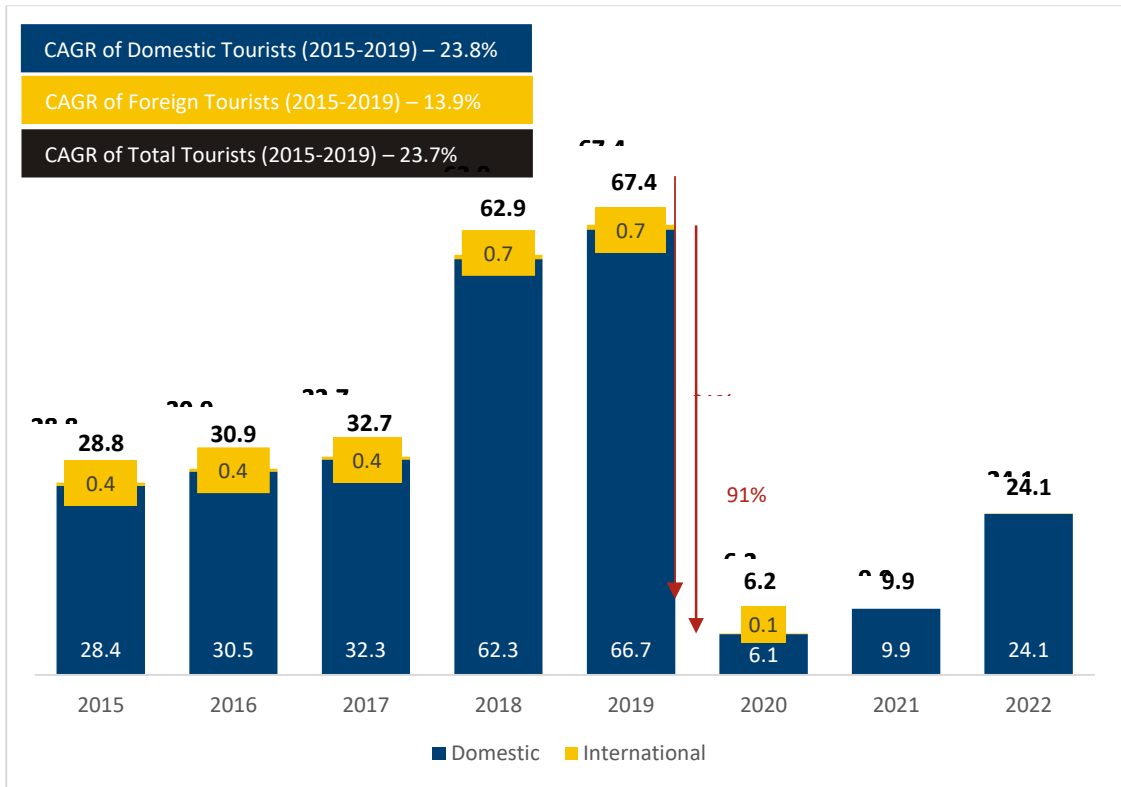
There is no waterway connectivity to Nilgiris as it is a hilly terrain.

## 4.2 Tourist Statistics

### 4.2.1 Visitation to Nilgiris

The Nilgiris experienced ~24 lakhs tourists in 2022 of which there were 617 Foreign Tourist Arrivals. The pandemic had a strong impact on the footfall with number of tourists going down by 91% in 2020 in comparison to 2019. However, the tourist arrival is steadily rising with number of tourists reaching 36% of the 2019's arrival.

The domestic tourist market is largely driven by tourists of Tamil Nadu, Kerala, and Karnataka, with most of the high spending tourists visiting from Bangalore, Pune, Delhi, Rajasthan etc.



**Figure 4-4 Domestic and International Arrival (2015 – 2022), in INR lakhs**

Source – Department of Tourism, Ooty

#### 4.2.2 Visitation Seasonality

The Nilgiris averagely received ~2.6 lakhs footfall per month from 2015 to 2019. The pandemic impacted tourist arrival majorly from March to October 2020, with number of tourist arrivals starting to recover from November 2020. Footfall started declining once again from April 2021 and regained pace September 2021 onwards.

- The number of tourist arrival each month in 2022 is showing a slightly different trend with tourist arrivals having better distribution throughout the year. Apart from the month of May that got the highest number of tourists, rest of the months witnessed comparatively higher number footfall than it used to be before the pandemic.
- The month of May gets most tourists for the summer vacations, whereas July and August are traditionally the low months because of monsoon. However, post covid, there has been comparatively better footfalls even in those months.

**Table 4-4 Monthly Tourist Arrivals (2015 – 2022)**

Year	2015	2016	2017	2018	2019	2020	2021	2022
January	186250	185116	213295	195419	201245	214639	164341	69877
February	129190	144447	159749	136864	143236	166225	145967	113287
March	138954	178071	164971	189900	344481	73793	112311	199385
April	302378	350620	406752	358851	387737	0	63800	221669
May	900688	903154	891196	902996	904886	0	0	510880
June	169070	183502	229019	226030	326984	0	0	272333
July	145585	159184	156089	123452	151507	0	0	124776
August	201208	162465	162264	123452	100640	0	18100	123268
September	129904	177462	238778	183663	158835	4752	85171	166965
October	235637	264855	246951	191640	229373	13573	119859	262242
November	166050	189835	181860	249844	191518	49987	109956	137734
December	173927	189725	218402	264416	230645	97753	170828	209074
<b>Total</b>	<b>287884</b>	<b>308843</b>	<b>326932</b>	<b>629305</b>	<b>674217</b>	<b>620722</b>	<b>990333</b>	<b>241146</b>
	<b>1</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>4</b>			<b>5</b>

Source – DoT, Ooty

Footfall	Very Low	Low	Medium	High	Very High
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In Tamil Nadu, it has been observed that the maximum number of day visitors are either from within the state or from other states of India. Foreign tourists visiting the state make a point of staying overnight. On an average, 10% of the overnight visitors in Tamil Nadu are foreign tourists.

Stakeholder consultation with various tour operators indicates that length of stay in the Nilgiris ranges from 3 to 4 days.

**An average estimate of spending per capita for travellers only in Ooty is –**

- **Day visitor (budget category)** includes food, and site visits - INR 1000/ pax
- **Overnight visitor (budget category)** including accommodation, food, and site visits - INR 2000/ pax

#### 4.2.3 Challenges in data availability

The present set of data has been sourced from TTDC. Further information on tourist statistics that includes number and percentage distribution of day and overnight visitors, average stay duration of overnight visitors (no. of nights), spending - per capita/ per day/ per purpose expenditure, tourism segmentation - geography, spending, age, sex, duration, tourist satisfaction has been gathered through a primary field survey. Currently, the data is undergoing analysis and will be updated in the subsequent iteration following validation by key stakeholders.

#### 4.2.4 Data collection methodology

Tourist footfall data is calculated by the TTDC basis multiple surveys and monthly data from various departments. The major sources include:

- TTDC** – In the Nilgiris district, the Dodabetta Peak Point, Ooty Boathouse and Pykara Boathouse are operated by TTDC which have ticketed entry. The footfall of these sites is recorded by TTDC.

- ii. **Museum Department** – The Tribal and Government Museums are key tourist attractions. The footfall is recorded by the Museum department and shared with TTDC each month.
- iii. **Horticulture Department** – The footfall data of the tourist spots such as Rose garden, Botanical Garden, Sims Park, Katery Park, that belong to the Horticulture department through ticketed entry is also collected every month for footfall estimations and shared with TTDC.
- iv. **Forest Department** – The Tourist spots such as Pykara Waterfall, Shooting Medu, Needle Rock, Cairn Hill, Mudumalai Tiger Reserve, Avalanche Lake, Kodanadu View Point, Lamb's Roack and Dolphin's Nose are under the Forest Department. All the footfall entries are shared with TTDC every month.
- v. **HRNC** – HRNC estimates the footfall at the pilgrim sites, both ticketed and non-ticketed, and share the monthly footfall report to the TTDC.
- vi. **Non-ticketed entry** – Tourist spots that do not have an entry ticket, but get a heavy footfall are also considered while calculating the data. This includes festivals and other government events like flower shows, vegetable shows, fruit shows, summer festivals etc. Data from these sources are also updated each month.

Estimations on footfall are done based on data from the above-mentioned sources. However, there is a scope for improvement.

The Tamil Nadu Tourism Policy identifies the need for improving the robustness and accuracy of tourism data collection. Accordingly, the policy has proposed setting up of a system of data collection and interpretation. This will include regular tracking of visitor footfalls and periodic surveys at tourism destinations. The data survey can be guided by the "Methodology for Estimation of Domestic and Foreign Visitors (Same Day and Overnight) at District Level in India" prepared by Ministry of Tourism. The Tamil Nadu Tourism Department also plans to seek to partner with tourism service providers and other industry players to incorporate a system of data collection.

### 4.3 Key Tourist Attractions

All the Tourist Attractions are being mapped and categorized into two main types of attractions i.e., Primary and Secondary attractions. The Rationale being considered for categorization is as follows: "Primary attractions are those which are the main reason for taking a leisure trip. They tend to draw visitors 'attention from great distance and visitors will spend most of their time either because the site is a vital resource for a preferred activity or to enjoy all its elements in order to worth for their money. On the other hand, secondary attractions (supporting attractions) are those places that do not have pulling power of their own (individually) to bring tourist to a destination. They can be seen as supplementary attractions able to enhance and diversify tourist experiences by providing vital addition to primary attraction. They also might be those places visited on the way to and from the primary attractions."<sup>7</sup> Further, the Attractions are assessed with respect to the following broad parameters like Accessibility & Circulation, Tourist Amenities, Health-Safety & Sanitation, Availability of Basic Utilities.

The list of the Primary & Secondary key tourist attractions are listed below:

<sup>7</sup> (Swarbrooke, 2002, Ivanovic, 2008)

**Table 4-5 List of Key Tourism Attractions in Nilgiris**

Sl. No.	Tourist Attractions	Typology	Category	Latitude	Longitude
1	Doddabetta Peak	Viewpoint	Primary	11.4007267	76.7358165
2	Nilgiris Mountain Railway	Heritage	Primary	11.40500137	76.69638114
3	Cinema Shooting Spot	Viewpoint	Primary	11.4601731	76.6105413
4	Dolphin's Nose	Viewpoint	Primary	11.3690163	76.8592411
5	Pine Forest Shooting Spot	Forest	Primary	11.4403239	76.6595684
6	Needle Rock Viewpoint	Viewpoint	Primary	11.4991711	76.5209594
7	Kodanad Viewpoint	Viewpoint	Primary	11.52471862	76.91567676
8	Lamb's Rock	Viewpoint	Primary	11.35182617	76.83849402
9	Ooty Lake & Boat House	Water Body-Lake	Primary	11.4066454	76.6884032
10	Pykara Dam & Boat House	Water Body-Lake	Primary	11.46252685	76.60291893
11	Catherine Waterfalls	Water Body-Waterfalls	Primary	11.3848236	76.8550407
12	Botanical Garden	Park/Recreation	Primary	11.4186235	76.71094368
13	Rose Garden	Park/Recreation	Primary	11.40534871	76.70816336
14	Karnataka Siri Horticulture Garden	Park/Recreation	Primary	11.40075262	76.68534463
15	Sim's Park	Park/Recreation	Primary	11.3556522	76.8005913
16	Katary park	Park/Recreation	Primary	11.32955947	76.80154031
17	Tea Factory & Museum	Museum	Primary	11.41180563	76.72079038
18	St Stephens Church	Religious	Secondary	11.41472425	76.70215742
19	Tiger Hill	Water Body-Lake	Secondary	11.3974446	76.7274427
20	Thread Garden	Park/Recreation	Secondary	11.4069218	76.6882567
21	Lovedale	Heritage	Secondary	11.3818254	76.7019038
22	Nilgiris Tea Park	Park/Recreation	Secondary	11.4122598	76.7359095
23	Ketti Valley Viewpoint	Viewpoint	Secondary	11.3973108	76.717595
24	Frog Hill	Viewpoint	Secondary	11.48241606	76.5206424
25	Lady Canning's Seat	Ecotourism	Secondary	11.35195952	76.83198146

26	Pakkasuran malai Viewpoint	Viewpoint	Secondary	11.3197319	76.8210281
28	John Sullivan Memorial	Museum	Secondary	11.4406372	76.8564086
29	The Droog	Monument	Secondary	11.317027	76.829273
31	Stone House Government Museum	Museum	Secondary	11.4122341	76.7150751
32	Tribal Research Center	Museum	Secondary	11.36724613	76.66201193
33	Arboretum tree garden	Park/Recreation	Secondary	11.3999723	76.69356194
34	Ooty Lake park	Park/Recreation	Secondary	11.40375032	76.69381163
35	Nehru Park	Park/Recreation	Secondary	11.42351126	76.86554595
36	Cairn Hill Reserve Forest	Forest	Secondary	11.38890293	76.68341456
37	Longwood Shola Reserve Forest	Forest	Secondary	11.4310732	76.8742615
38	Avalanche Lake	Water Body-Lake	Secondary	11.31501136	76.60895607
39	Emerald Lake	Water Body-Lake	Secondary	11.33210426	76.62091696
40	Kamaraj Sagar Dam	Water Body-Lake	Secondary	11.44400331	76.65208609
41	Adams Fountain	Monument	Secondary	11.4120172	76.7083183
42	Wellington Lake	Water Body-Lake	Secondary	11.36217	76.7857591
43	Pykara Waterfalls	Water Body-Waterfalls	Secondary	11.4728995	76.6041457
44	Laws Falls	Water Body-Waterfalls	Secondary	11.33225906	76.8010176

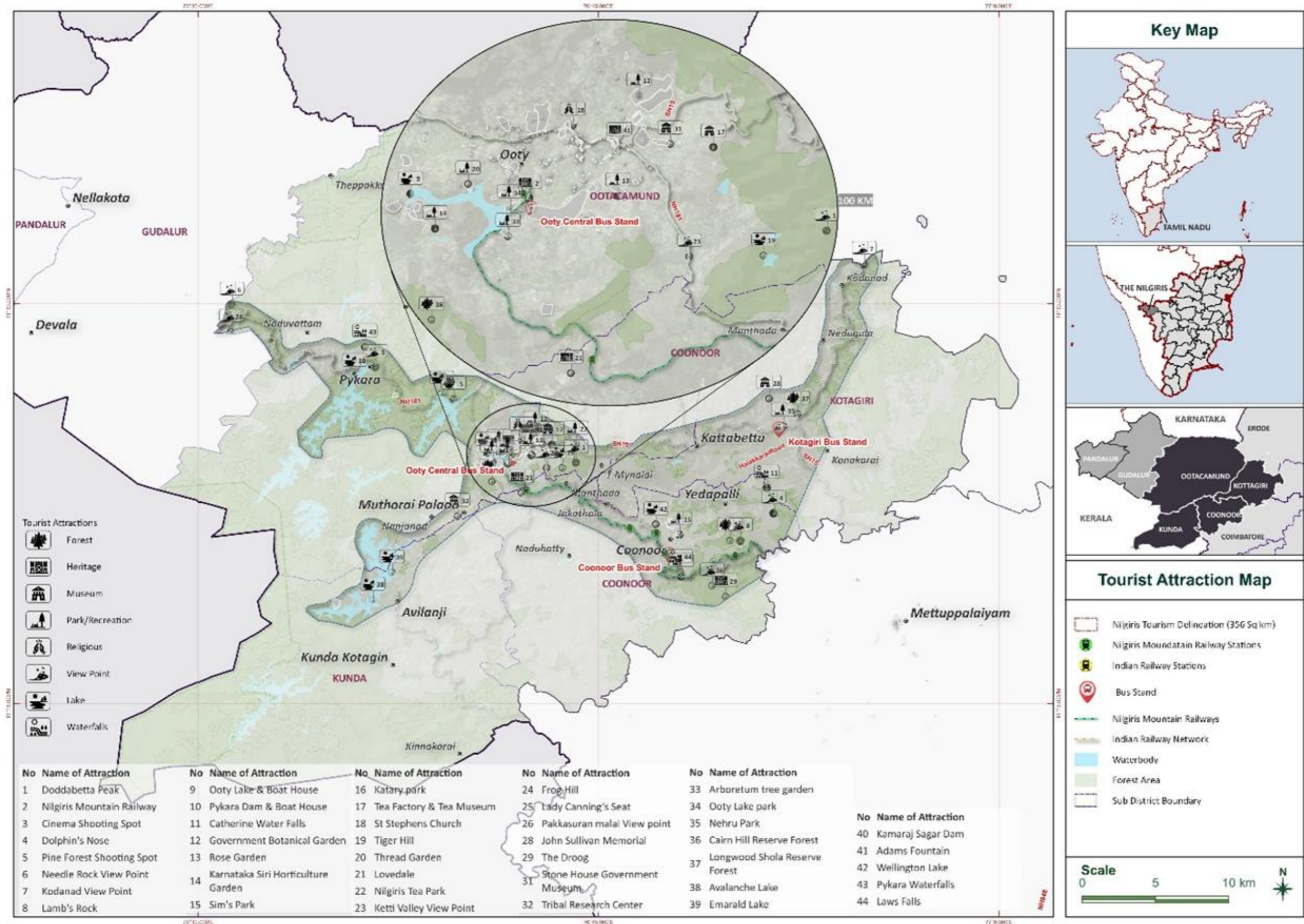



Figure 4-5 Mapping of Key Tourism Attractions in Nilgiri

### 4.3.1 Assessment of Hero/Primary Attraction

01 Doddabetta Peak, Ooty		
<b>ANNUAL TOURIST ARRIVALS:</b>  <b>30%</b>	<b>Brief Description:</b> Doddabetta is the highest mountain in the <u>Nilgiri Mountains</u> at 2,637 metres (8,652 feet). There is a reserved forest area around the peak. It is 9 km from <u>Ooty</u> , on the Ooty-Kotagiri Road in the <u>Nilgiris District</u> .	
<b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b>  <b>Tourist Arrivals:</b> <b>11,55,308</b>	<b>TIMING</b>	
	<b>Weekdays</b>	<b>Weekends</b>
TICKETED	9:00 am to 5:30pm	9:00 am to 5:30pm
<b>TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS &amp; EVENTS OFFERED</b>		
1. Tea powders, Eucalyptus oil, other nilgiri oils, Chocolates	2. View point (Viewing ooty town, Avalanche, western ghats)	
<b>ACCESSIBILITY &amp; CIRCULATION</b>		
Connectivity	This tourist site has a connectivity via road from ooty to Kotagiri highway and it is getting traffic due to lack space for parking	
Public Transport/IPT:	Public transport up to the destination only during peak seasons and the other days the public transport is not up to the Destination	
On-site Parking Facilities	Not sufficient	

TOURIST AMENITIES	
Tourist Information Centre/Kiosks & visibility	There is no Tourist information centre
E-Payment Facility	There is no E payment facility
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient



feedback mechanism	There is no feedback mechanism at present
Signages & its Quality/Legibility	Need to be improved
Drinking water/Food stalls	Adequate food stalls are available and for the drinking water more water ATM need to be fixed with E payment facility
benches/ seating	Not sufficient
Availability of 4G/5G Coverage	Networks need to be improved

### HEALTH, SAFETY & SANITATION

Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved
Segregated dustbins	There is no segregated dustbins
General cleanliness & availability of staff	It is generally cleaned everyday and increasing the number of dustbins with proper segregation will improve

### AVAILABILITY OF BASIC UTILITIES





24X7 Water Supply	Adequate
Uninterrupted Power Supply	Need to be improved
Adequate Lighting	Adequate




Garbage and solid waste management is in poor condition



Water ATM not functioning, and the food court doesn't have a roof shade.

 <p>Toilets are in poor condition, and it is not barrier free for physically challenged</p>	 <p>Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination</p>
 <p>The shops are not properly organised in the footpath from the parking area to the destination and there is not built shops</p>	 <p>The viewpoint at the destination, the flooring is uneven and the fencing blocking the view</p>

02 Dolphin's Nose, Coonoor								
<p><b>ANNUAL TOURIST ARRIVALS:</b> <b>10,00,000; 30%</b></p>	<p><b>Brief Description</b> Dolphin's Nose Viewpoint is a tourist spot in <u>Coonoor, The Nilgiris District, Tamil Nadu</u>. Dolphin's Nose is well over 1,550 Meter (5075 Feet) above sea level, 10 km from Coonoor and is a spectacular spot to visit. The tip of the peak resembles a <u>dolphin's</u> nose, hence the name Dolphin's Nose</p>							
<p><b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b> <b>Tourist Arrivals:</b> <b>2,66,293</b></p>	<table border="1"> <thead> <tr> <th colspan="2" data-bbox="630 1845 1085 1951">TIMING</th> </tr> <tr> <th data-bbox="630 1951 815 2018">Weekdays</th> <th data-bbox="815 1951 1085 2018">Weekends</th> </tr> </thead> <tbody> <tr> <td data-bbox="630 1951 815 2018">-----</td> <td data-bbox="815 1951 1085 2018">-----</td> </tr> </tbody> </table>	TIMING		Weekdays	Weekends	-----	-----	<p><b>ACHIEVEMENTS/CERTIFICATION:</b></p>
TIMING								
Weekdays	Weekends							
-----	-----							

TICKETED	9:00 am to 5:30pm	9:00 am to 5:30pm	
<b>TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS &amp; EVENTS OFFERED</b>			
3. Tea powders, Eucalyptus oil, other nilgiri oils, Chocolates	4. Nil	5.	
<b>ACCESSIBILITY &amp; CIRCULATION</b>			
Connectivity	Tourist has connectivity via road from Coonoor		
Public Transport/IPT:	Public transport is not frequent and need to be improved		
On-site Parking Facilities	Parking facility is available, but it is not sufficient		
<b>TOURIST AMENITIES</b>			
Tourist Information Centre/Kiosks & visibility	There is no Tourist information centre		
E-Payment Facility	There is no E payment facility		
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient		
feedback mechanism	There is no feedback mechanism at present		
Signages & its Quality/Legibility	Need to be improved		
Drinking water/Food stalls	Adequate food stalls are available and for the drinking water more water atm need to be fixed with E payment facility		
benches/ seating	Not sufficient during peak seasons		
Availability of 4G/5G Coverage	Networks need to be improved		

<b>HEALTH, SAFETY &amp; SANITATION</b>			
Toilets	Not adequate and need to improve the quality		
Sewage disposal	Need to be improved		
Segregated dustbins	There is no segregated dustbins		
General cleanliness & availability of staff	It is generally cleaned everyday and increasing the number of dustbins with proper segregation will make the place neat		
Solidwaste disposal	Need to be improved		

Medical facilities	There is no proper medical facilities
Security personnel & behaviour	Good, need to be improved during peak season
24x7 monitoring using CCTV	Not available
Fire alarms/ Extinguishers/evacuation plan	Not available

### AVAILABILITY OF BASIC UTILITIES

24X7 Water Supply	Adequate
Uninterrupted Power Supply	Need to be improved to give connection to all shops
Adequate Lighting	Need to be improved




The walkway to the destination area is not sufficient and the shops on the road side are not in a proper condition



Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination

## 03 Lamb's Rock, Coonoor

<b>ANNUAL TOURIST ARRIVALS:</b> <b>10,00,000; 30%</b>	<b>Brief Description</b> Lamb's Rock is a tourist spot in Coonoor, Tamil Nadu, India, on the slopes of the Nilgiri Hills. It is located at a distance of 8 kilometers from Coonoor. It has a view of the Coimbatore plains, tea estates and coffee estates.	
<b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b> <b>Tourist Arrivals:</b> <b>2,66,293</b>	<b>TIMING</b>	
	<b>Weekdays</b> <b>Weekends</b>	<b>ACHIEVEMENTS/CERTIFICATION:</b> -----

TICKETED	9:00 am to 5:30pm	9:00 am to 5:30pm	
<b>TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS &amp; EVENTS OFFERED</b>			
6. Tea powders,Eucalyptus oil,other nilgiri oils , Chocolates	7. Nil	8.	
<b>ACCESSIBILITY &amp; CIRCULATION</b>			
Connectivity	Tourist has connectivity via road from coonoor		
Public Transport/IPT:	Public transport is not frequent and need to be improved		
On-site Parking Facilities	Parking facility is available but it is not sufficient		
<b>TOURIST AMENITIES</b>			
Tourist Information Centre/Kiosks & visibility	There is no Tourist information centre		
E-Payment Facility	There is no E payment facility		
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient		
feedback mechanism	There is no feedback mechanism at present		
Signages & its Quality/Legibility	Need to be improved		
Drinking water/Food stalls	Adequate food stalls are available and for the drinking water more water atm need to be fixed with E payment facility		
benches/ seating	Not sufficient during peak seasons		
Availability of 4G/5G Coverage	Network need to be improved		

<b>HEALTH, SAFETY &amp; SANITATION</b>	
Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved
Segregated dustbins	There is no segregated dustbins
General cleanliness & availability of staff	It is generally cleaned everyday
Solidwaste disposal	Need to be improved
Medical facilities	There is no proper medical facilities

Security personnel & behaviour	Good
24x7 monitoring using CCTV	Not available
Fire alarms/ Extinguishers/evacuation plan	Not available
<b>AVAILABILITY OF BASIC UTILITIES</b>	
24X7 Water Supply	Adequate
Uninterrupted Power Supply	Need to be improved to give connection to all shops
Adequate Lighting	Need to be improved



The food court and shops are poorly organised and there is not roof shade for the tourists in the food court and water atm is not functioning





Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination

<b>04 Kodanad View point, Kotagiri</b>					
<p><b>ANNUAL TOURIST ARRIVALS:</b> <b>10,00,000; 30%</b></p>	<p><b>Brief Description</b> Kodanad View point is a tourist spot near Kotagiri town, Nilgiri District It is located about 18 km east of Kotagiri on the eastern edges of Nilgiris at 11°31'29"N 76°54'57"E. Due to the location it is also called the Terminus Country</p>				
<p><b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b></p> <p><b>Tourist Arrivals:</b> <b>1,00565</b></p>	<p><b>TIMING</b></p> <table border="1"> <tr> <th>Weekdays</th> <th>Weekends</th> </tr> <tr> <td>9:00 am to 5:30pm</td> <td>9:00 am to 5:30pm</td> </tr> </table>		Weekdays	Weekends	9:00 am to 5:30pm
Weekdays	Weekends				
9:00 am to 5:30pm	9:00 am to 5:30pm				
<p><b>TICKETED</b></p>	<p>-----</p>	<p><b>ACHIEVEMENTS/CERTIFICATION:</b></p>			

<b>TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS &amp; EVENTS OFFERED</b>		
9. Tea powders, Eucalyptus oil, other nilgiri oils, Chocolates	10. Nil	11.
<b>ACCESSIBILITY &amp; CIRCULATION</b>		
Connectivity	Tourist has connectivity via road from kotagiri and the road is good	
Public Transport/IPT:	Public transport is available and it is not frequent	
On-site Parking Facilities	Parking facility is available and not sufficient during peak seasons	
<b>TOURIST AMENITIES</b>		
Tourist Information Centre/Kiosks & visibility	There is no tourist information centre	
E-Payment Facility	There is no E payment facility	
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient	
feedback mechanism	There is no feedback mechanism at present	
Signages & its Quality/Legibility	Need to be improved	
Drinking water/Food stalls	Available and not maintained, not checked regularly. Need to be improved	
benches/ seating	Adequate and need to be improved	
Availability of 4G/5G Coverage	Adequate	

<b>HEALTH, SAFETY &amp; SANITATION</b>	
Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved because the waste water is flowing outside the pipes and the walk way is spoilt
Segregated dustbins	There is no segregated dustbins
General cleanliness & availability of staff	Good
Solidwaste disposal	Need to be improved
Medical facilities	There is no proper medical facilities

Security personnel & behaviour	Good
24x7 monitoring using CCTV	Not available
Fire alarms/ Extinguishers/evacuation plan	Not available
<b>AVAILABILITY OF BASIC UTILITIES</b>	
24X7 Water Supply	Need to be improved because the water source is from the village nearby
Uninterrupted Power Supply	Good
Adequate Lighting	Need to be improved

 <p>The foot path is not barrier free and it is difficult for the elderly and for the physically challenged</p>	 <p>Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination</p>
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<b>05 Pykara Lake/Boat House,Ooty</b>			
<p><b>ANNUAL TOURIST ARRIVALS:</b> <b>10,00,000; 30%</b></p>	<p>Brief Description The Lake Pykara is hidden inside the dense forest of the Nilgiris. This pristine water reservoir's scenic view sets forth the soul into serene mode. The TTDC's restaurant caters to the taste-bud demands of tourists.</p>		
<p><b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b></p>			
<p><b>Tourist Arrivals:</b> <b>181624</b></p>	<p><b>TIMING</b></p>	<p><b>ACHIEVEMENTS/CERTIFICATION:</b></p>	
	<p><b>Weekdays</b></p>	<p><b>Weekends</b></p>	<p>-----</p>



TICKETED/NON-TICKETED	9:00 am to 5:30pm	9:00 am to 5:30pm	
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### TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS & EVENTS OFFERED

12. Tea powders, Eucalyptus oil, other nilgiri oils, Chocolates	13. Nil	14.
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### ACCESSIBILITY & CIRCULATION

Connectivity	Connectivity to the Tribal museum is via road from ooty to gudalur highway and the road going from highway to the destination to be developed
Public Transport/IPT:	Public transport is upto the main road and from the main road to the destination to be improved by adding Electric vehicles etc
On-site Parking Facilities	Available and not sufficient during peak hours

### TOURIST AMENITIES

Tourist Information Centre/Kiosks & visibility	There is no tourist information centre
E-Payment Facility	There is no E payment facility
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient
feedback mechanism	There is no feedback mechanism at present
Signages & its Quality/Legibility	Need to be improved
Drinking water/Food stalls	Adequate food stalls are available and need to increase the water atm
benches/ seating	Adequate seating is available and need to be improved
Availability of 4G/5G Coverage	Average, due to forest area

### HEALTH, SAFETY & SANITATION

Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved
Segregated dustbins	There is no segregated dustbins
General cleanliness & availability of staff	Good

Solidwaste disposal	Need to be improved
Medical facilities	There is no proper medical facilities
Security personnel & behaviour	Good
24x7 monitoring using CCTV	Not available
Fire alarms/ Extinguishers/evacuation plan	Not available

**AVAILABILITY OF BASIC UTILITIES**

24X7 Water Supply	Adequate
Uninterrupted Power Supply	Adequate
Adequate Lighting	Need to be improved



The roof of the food court and ticket counter blocks the view of the pykara lake. And it is not barrier free for the elders and physically challenged. The handrails are in a bad condition



Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination



The toilets are in a bad condition, and it is placed above the road level and it is difficult for the elderly and physically challenged to climb the steps.



Garbage and solid waste management is in poor condition

06 Government Botanical Garden		
<b>ANNUAL TOURIST ARRIVALS:</b>  <b>30%</b>	<b>Brief Description</b> The Government Botanical Garden is a botanical garden in Udhagamandalam, near Coimbatore (Ooty), Tamil Nadu state, India laid out in 1848. The gardens, divided into several sections, cover an area of around 55 acres, and lie on the lower slopes of Doddabetta peak. The garden has a terraced layout. It is maintained by the Tamil Nadu Horticulture Department.	
<b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b>  <b>Tourist Arrivals:</b> <b>13,55,308</b>	<b>ACHIEVEMENTS/CERTIFICATION:</b>	
<b>TIMING</b>		
	<b>Weekdays</b>	<b>Weekends</b>
TICKETED	9:00 am to 6:00pm	9:00 am to 6:00pm



### TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS & EVENTS OFFERED

15. Tea powders, Eucalyptus oil, other nilgiri oils , Chocolates	16.	17.
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### ACCESSIBILITY & CIRCULATION

Connectivity	It has a good connectivity since it is in the main town
Public Transport/IPT:	Yes available
On-site Parking Facilities	Not sufficient

### TOURIST AMENITIES

Tourist Information Centre/Kiosks & visibility	There is no Tourist information centre
E-Payment Facility	There is no E payment facility
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient

feedback mechanism	There is no feedback mechanism at present
Signages & its Quality/Legibility	Need to be improved
Drinking water/Food stalls	Adequate food stalls are available and for the drinking water more water atm need to be fixed with E payment facility
benches/ seating	Not sufficient
Availability of 4G/5G Coverage	Good

HEALTH, SAFETY & SANITATION	
Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved
Segregated dustbins	Not sufficient
General cleanliness & availability of staff	Good




The entrance to the garden for way in and way out is not in a proper manner and so the tourist find it difficult during peak seasons. The Ticket counter gets crowded



Toilets are in a very poor condition inside the destination as well as outside

## 07 Government Rose Garden

<b>ANNUAL TOURIST ARRIVALS:</b> <b>60%</b>	<b>Brief Description</b> The Government Rose Garden located in the heart of Ooty is one of the largest rose gardens in India and a popular tourist attraction. The beautiful garden is spread across 10 acres of land and houses some of the largest collections of roses in the country including miniature roses, hybrid tea roses, floribunda, ramblers, black and green roses and many other unique varieties		
<b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b> <b>Tourist Arrivals:</b> <b>12,55,308</b>	<b>TIMING</b>		
	<b>Weekdays</b>	<b>Weekends</b>	<b>ACHIEVEMENTS/CERTIFICATION:</b>
TICKETED	9:00 am to 6:00pm	9:00 am to 6:00pm	

### TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS & EVENTS OFFERED

18. Tea powders, Eucalyptus oil, other nilgiri oils, Chocolates	19.	20.
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### ACCESSIBILITY & CIRCULATION

Connectivity	It has a good connectivity since it is in the main town
Public Transport/IPT:	Yes available
On-site Parking Facilities	Not sufficient

### TOURIST AMENITIES


Tourist Information Centre/Kiosks & visibility	There is no Tourist information centre
E-Payment Facility	Available
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient
feedback mechanism	There is no feedback mechanism at present

Signages & its Quality/Legibility	Need to be improved
Drinking water/Food stalls	Adequate food stalls are available and for the drinking water more water atm need to be fixed with E payment facility
benches/ seating	Not sufficient
Availability of 4G/5G Coverage	Good

HEALTH, SAFETY & SANITATION	
Toilets	Not adequate and need to improve the quality
Sewage disposal	Need to be improved
Segregated dustbins	Not sufficient
General cleanliness & availability of staff	Good

 <p>The entrance to the garden for way in and way out is not in a proper manner and so the tourist find it difficult during peak seasons. The Ticket counter gets crowded</p>	 <p>Toilets are in a very poor condition inside the destination as well as outside</p>
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### 4.3.2 Assessment of Secondary Attraction(s)

06 Tribal Museum, Ooty		
<b>ANNUAL TOURIST ARRIVALS:</b> <b>10,00,000;</b> <b>30%</b>	<b>Brief Description</b> The Tribal Museum is located within the Tribal Research Centre campus Udhamandalam, Nilgiri district, Tamil Nadu. The foundation stone for the Tribal Museum building was laid on 12 <sup>th</sup> September 1989 and the Tribal Museum building construction was completed in the year 1995 and it started functioning from 2 <sup>nd</sup> October 1995. The main aim of establishing the museum is to preserve the cultural heritage of the Tribals. Museum artifacts like traditional Ornaments, Weapons, Utensils, Basketry, Pottery, Tribal Model huts, Agricultural Implements, Hunting and fishing material Painting & Photography, Sculptures, Tribal model temple and Medicinal and Minor forest produce items are collected from about 36 different tribal ethnic Communities of the state of Tamilnadu and also tribal photography of other States of India and Union territory of Andaman and Nicobar islands etc., were exhibited in the Tribal Museum.	
<b>Peak Season:</b> <b>April – June 1<sup>st</sup> week</b>		
<b>Tourist Arrivals:</b> <b>Not available</b>		
	<b>TIMING</b>	
	<b>Weekdays</b>	<b>Weekends</b>
TICKETED	9:00 am to 5:30pm	9:00 am to 5:30pm
	<b>ACHIEVEMENTS/ CERTIFICATION:</b> -----	
TOURISM PRODUCTS/ ACTIVITIES / FESTIVALS & EVENTS OFFERED		
21. Nil	22. Nil	23.
ACCESSIBILITY & CIRCULATION		
Connectivity	Connectivity to the Tribal museum is via road from ooty and the road going from highway to the destination to be developed	
Public Transport/IPT:	Public transport is upto the main road and from the main road to the destination to be improved by adding Electric vehicles etc	
On-site Parking Facilities	Need to be developed	
TOURIST AMENITIES		
Tourist Information Centre/Kiosks & visibility	There is no tourist information centre	

E-Payment Facility	There is no E payment facility
Guides (Manual/Audio) & its experience:	The manual/audio guides are not sufficient
feedback mechanism	There is no feedback mechanism at present
Signages & its Quality/Legibility	No signboards and need to be improved from ooty to the destination
Drinking water/Food stalls	No drinking water at present
benches/ seating	Adequate at present and wont be sufficient during peak seasons
Availability of 4G/5G Coverage	Good

<b>HEALTH, SAFETY &amp; SANITATION</b>	
Toilets	Need to be improved
Sewage disposal	Need to be improved
Segregated dustbins	No dustbins presently outside the building and need to be improved
General cleanliness & availability of staff	Good
Solidwaste disposal	There is no much solid waste at the moment due to tourist not visiting the musuem
Medical facilities	No medical facility at present and need to be improved
Security personnel & behaviour	No security is placed at present and need to focus on this
24x7 monitoring using CCTV	Not available
Fire alarms/ Extinguishers/evacuation plan	Not available
<b>AVAILABILITY OF BASIC UTILITIES</b>	
24X7 Water Supply	Adequate
Uninterrupted Power Supply	Good
Adequate Lighting	Need to be improved in the exterior areas



 <p>The entrance of the museum to be upgraded and the entrance flooring need to be done</p>	 <p>Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination</p>
 <p>The toilets are in a bad condition and the childrens play area to be upgraded</p>	 <p>The museum is not organised inside and illumination to be upgraded</p>

### 4.3.3 Planned projects and initiative on Tourist Attraction.

The projects listed below have been planned by the state government in Nilgiris which is scheduled to be completed in the next 3 years.

**Table 4-4: Planned Projects & Initiatives in Nilgiris**

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.	Rope car	DPR	PPP	
2	Kamaraj sagar Dam Park	Inception report	State	
3	Clamping at around boat house Restaurant Tree house Wood house Tent accommodation	Work on progress	State	15.12.2023

4	Zipline,zip cycle, bungi jump, Gaint swing,roller coaster,suspension bridge , restauranr	Work on progress	PPP	End of 2023
5	Kamaraj sagar dam Adventure sports	Yet to start	State 2.25 crore	-----

#### Gaps/ Issues:

- Garbage and solid waste management is in poor condition
- The toilets are in a bad condition and the recreational area to be upgraded
- Lack of adequate signages and wayfinding system at strategic locations and marketing many of the attractions are looked past in the tourist itineraries and experience low footfall.
- Preservation of heritage structures and artifacts should be a priority. Regular maintenance and restoration work should follow industry best practices to prevent deterioration and safeguard historical significance.
- Enhancing the visitor experience by offering audio guides, informative signage, and interactive displays can provide visitors with a deeper understanding of the historical and cultural significance of these sites.
- Providing multilingual support and accessible information for differently abled visitors can promote inclusivity and ensure an enriching experience for all.
- Parking area is not sufficient, and circulation of vehicles is very bad and during peak seasons the tourist get stuck in traffic at the destination

## 4.4 Basic Tourism Infrastructure at the Destination

### 4.4.1 Civic infrastructure

The existing facilities related to healthcare, hygiene & cleanliness, safety & security facilities & civic infrastructure are mapped & showcased below:

#### Planned Initiatives

**Table 4-6 Planned Tourism Development initiatives**

Sn	Project Title	Status	Funding (Centre/State/PPP)
1.	Adventure activities at Ooty Boathouse	In Progress	PPP
2.	3 D Laser Mapping at Ooty Lake	In Progress	PPP
3.	Floating Restaurant – Ooty Lake	In Progress	PPP
4.	Ooty Lakefront	In Progress	EPC

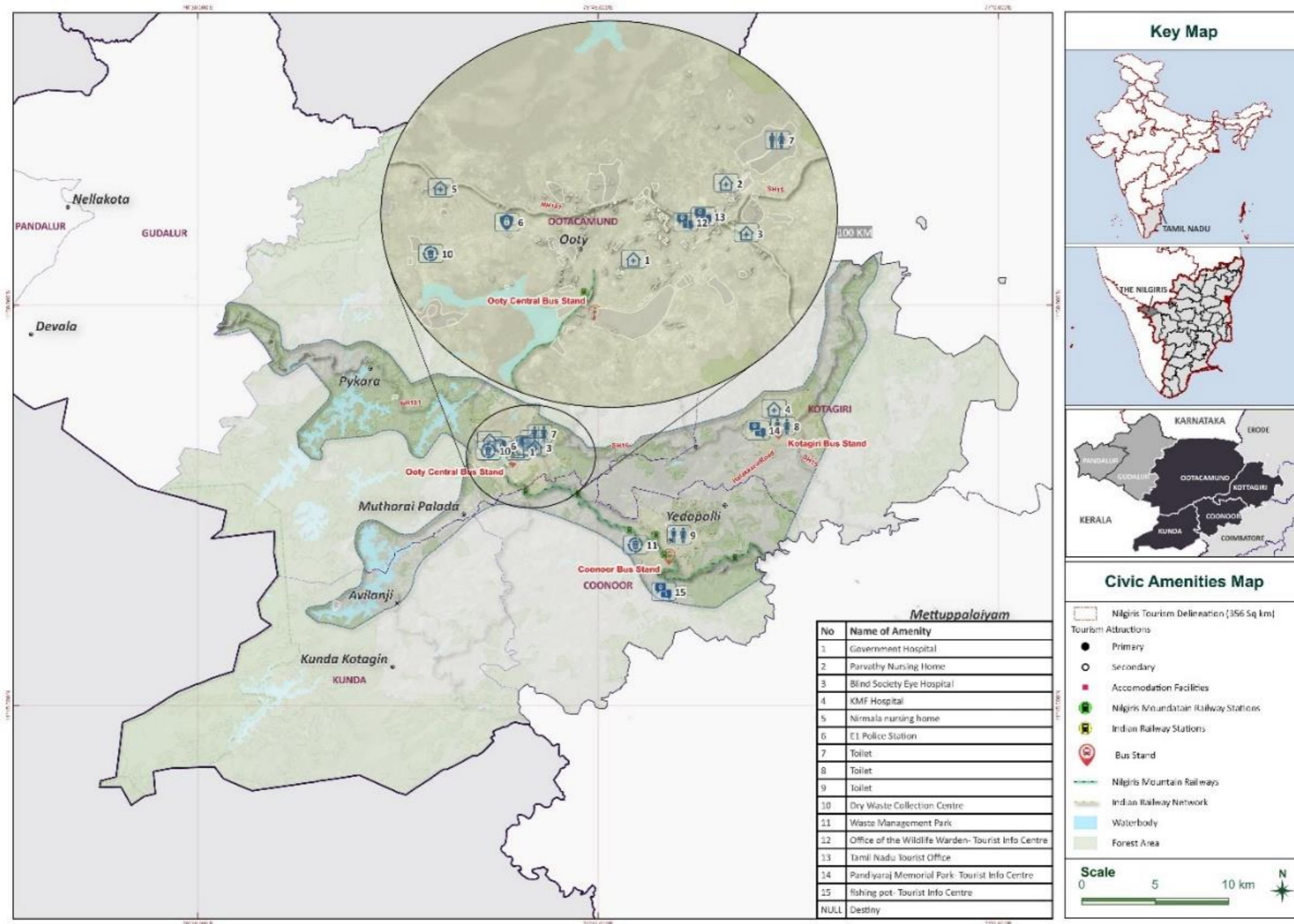


Figure 4-6: Mapping of Civic Amenities at The Nilgiris

## 4.5 Accommodation Facilities

As per Google, there are nearly 1,600 accommodation units in the Nilgiris covering Ooty, Coonoor and Kotagiri. The type of accommodation ranges from luxury resorts, 3-, 4- & 5-star hotels, guest houses, bed and breakfasts etc.

There are ~15 hotels & resorts of 4- & 5-star category in Ooty. A few major brands in Nilgiris include ITC Hotel Group, IHCL amongst others. There are many heritage properties and farmstays offering old time charm of the destination.

Homestays are in the process of regularisation and presently there are 363 registered homestays in the Nilgiris. The Homestays have been categorized basis the Incredible India Bed & Breakfast/Homestay facilities. The bed and breakfast scheme is in practice in the state mainly to improve the level of accommodation in tourist places where hotels are not available. The scheme is helping with better economical options in various tourist spots. Interested property owners register with suitable property listings to list it as a tourist spot and get approval for accommodation. There are 267 units in the silver category and 87 units in the Gold.

As per Nidhi+ portal, there are 27 accommodation units registered in Ooty. However, details of only 6 are visible on the website. There are no registered units in Coonoor or Kotagiri.

However, currently there is limited official data on accommodation availability in the destination. Annual surveys for recording the accommodation inventory including number and category of hotels, number of rooms, number of beds, occupancy rate (including seasonality), ARR etc. can help in planning and regulating accommodation in the destination.

The following numbers on accommodation units is officially available from the department:

**Table 4-7 Accommodation Facilities in Nilgiris**

Sl No.	Type of Accommodation	Number of Registered Units (and % of total)	Total number of rooms available	Total available bed capacity	Average Room Rate (ARR) in last 5 years
1.	Hotel	143	143	3410	7812
2.	Resort	26	26	302	604
3.	Guest House	457	457	1828	3656
4.	Homestay	53	53	106	212
5.	Others				

### 4.5.1 Planned Initiatives

The details of the projects planned & scheduled to be completed are given below:

**Table 4-8 Planned projects and initiative on Accommodation Facilities**

S.no	Project Title	Status	Funding (Centre/State/PPP)	Target year of completion
1	Glamping site (tree top house-3 no's, dome tent -1 no , Toda hut-2 no's, wood house-4 no) + restaurant & reception	On process	State	2024

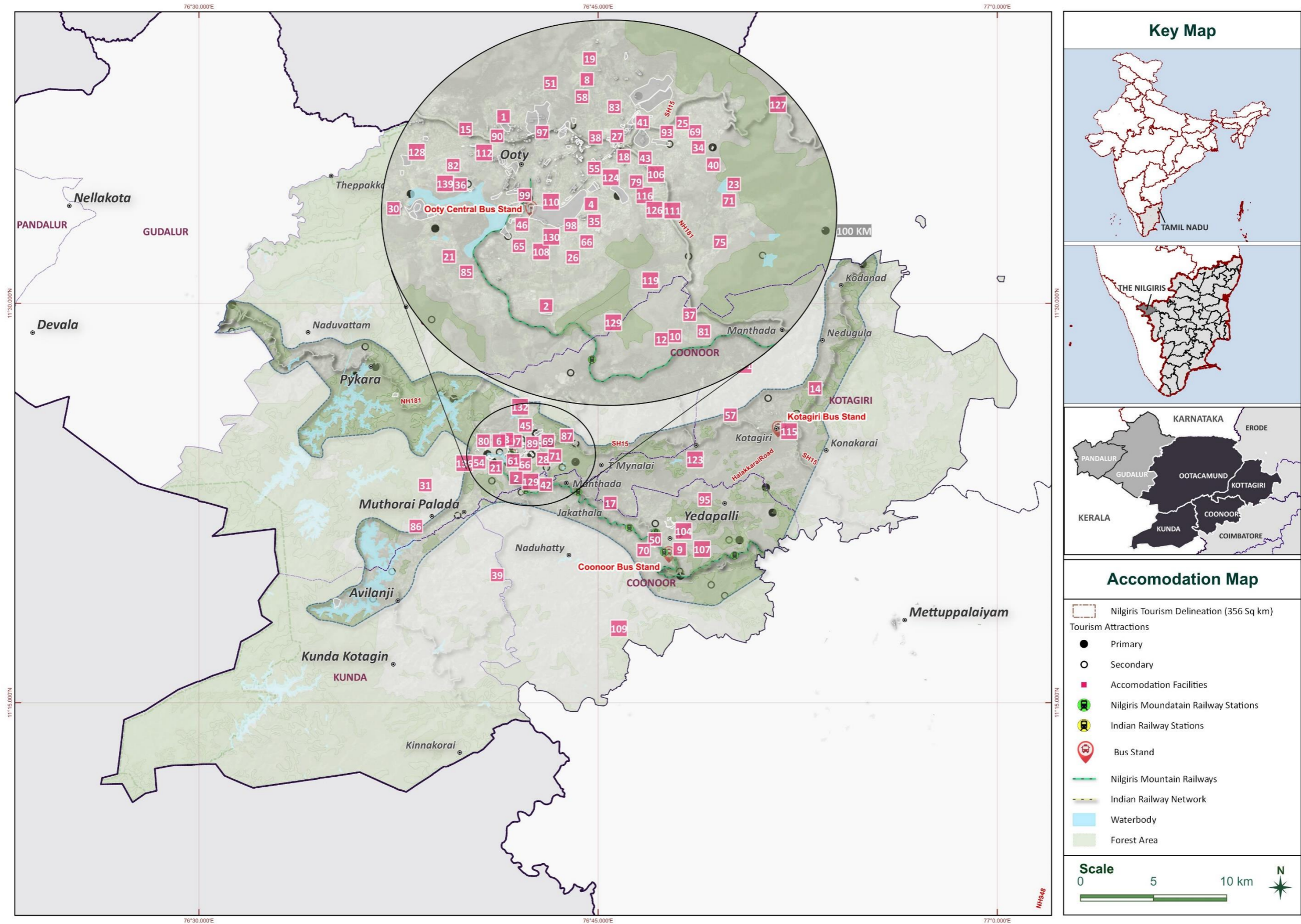


Figure 4-7: Mapping of Existing Accommodation facilities at The Nilgiris

## 4.6 ICT (Information and Communications Technology) readiness

The following table summarises the current ICT readiness of the destination and the state.

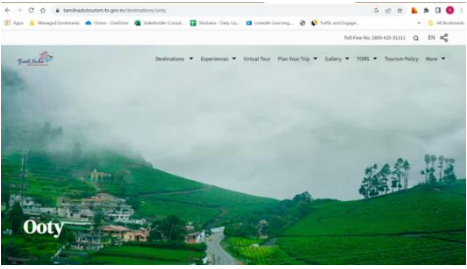

**Table 4-9 ICT Readiness of destination**

Sn	Parameter	Details	Provide URL(s)
1.	Official website or webpage of the destination	<p>There is no separate website for Nilgiris destination.</p> <p>There are websites for TTDC and the official destination (Tamil Nadu Tourism)</p> <p>The Tamil Nadu Tourism website provides comprehensive information and resources related to travel and tourism. It serves as the authoritative online platform specifically designed to promote and showcase various destinations, attractions, accommodations, activities, and services available to travelers. This website serves as the go-to source for individuals seeking reliable and up-to-date information on tourism-related matters, offering a user-friendly interface and a wealth of details, such as travel guides, itineraries, maps, booking options, local events, and practical tips for a memorable and successful travel experience</p> <p>However, on searching for tourism in Tamil Nadu on a search engine, 2 different websites for TTDC come up.</p>	<p>1. <a href="https://www.tamilnadutourism.tn.gov.in/">https://www.tamilnadutourism.tn.gov.in/</a></p>  <p>2. <a href="http://ttdc.co.in/">http://ttdc.co.in/</a></p>  <p>3. <a href="https://nilgiris.nic.in/">https://nilgiris.nic.in/</a></p>  <p>4. <a href="https://nilgiris.nic.in/">https://nilgiris.nic.in/</a></p>


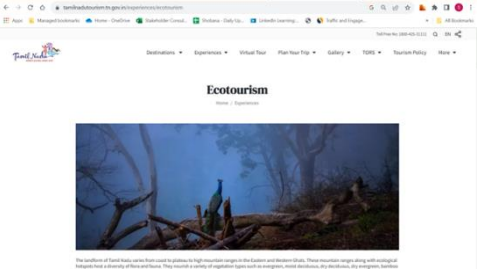
Sn	Parameter	Details	Provide URL(s)
			
2.	Dedicated mobile application	<p>While a Tamil Nadu Tourism app was launched in 2017, the app not available currently for download.</p> <p>There is no separate app for Nilgiris destination.</p>	<p>URL is broken</p> <p>TTDC is currently in the process of developing an app for the state</p>
3.	Information on tourism attractions, products, activities, events	<p>Government Websites</p> <p>The government website is a reliable source of information for tourism. It offers details on attractions, products, activities, and events. Visitors can find comprehensive descriptions of popular destinations, along with photographs and videos. The website also provides information on accommodations, including pricing and booking options. It showcases various tourism activities, such as adventure sports, guided tours, and cultural experiences, with safety guidelines when applicable. Additionally, the website promotes upcoming festivals, cultural celebrations, and sporting events, providing schedules and ticketing information. Managed by the tourism department, this trustworthy source ensures accurate and up-to-date</p>	<p>Government Website</p> <p>1. <a href="https://www.tamilnadutourism.tn.gov.in/destinations/ooty">https://www.tamilnadutourism.tn.gov.in/destinations/ooty</a></p>  <p>2. <a href="http://ttdc.co.in/">http://ttdc.co.in/</a></p> 

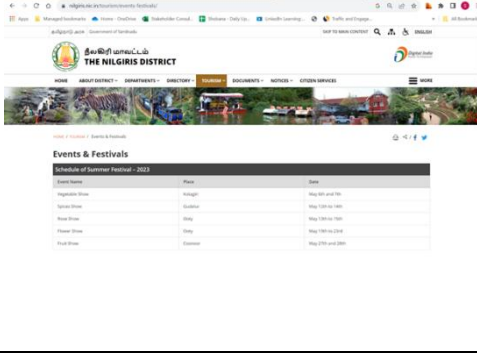

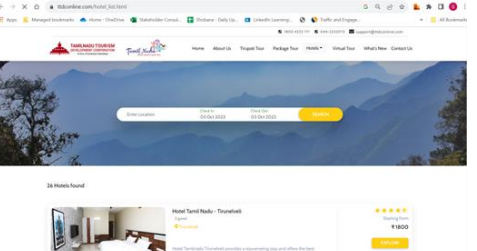
Sn	Parameter	Details	Provide URL(s)
		information, aiding visitors in planning their trips effectively.	<p>3. <a href="https://www.incredibleindia.org/content/incredible-india-v2/en/destinations/ooty.html">https://www.incredibleindia.org/content/incredible-india-v2/en/destinations/ooty.html</a></p> 
			<p>4. <a href="https://nilgiris.nic.in/tourism/tourist-places/">https://nilgiris.nic.in/tourism/tourist-places/</a></p> 
		<p>Non-Government Website</p> <p>In addition to government websites, non-government websites also serve as valuable sources of information for tourism. These websites provide details on attractions, products, activities, and events, offering an alternative source for individuals seeking travel-related information. They offer comprehensive information on popular destinations, accommodations, and various activities available for tourists. Non-government websites also promote upcoming events and provide insights into cultural experiences. While government websites are reliable, non-government websites provide additional perspectives and options for travellers, enhancing</p>	<p>Non-Government Website</p> <p><a href="https://factsanddetails.com/india/Places/sub7_11g/entry-6983.html">https://factsanddetails.com/india/Places/sub7_11g/entry-6983.html</a></p> <p>2. <a href="https://www.nativeplanet.com/ooty/#overview">https://www.nativeplanet.com/ooty/#overview</a></p>



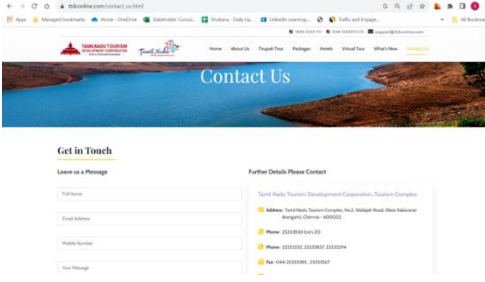
Sn	Parameter	Details	Provide URL(s)
		their ability to plan and explore different tourism offerings.	
4	Tourist Attractions	The provided link offers exclusive information on attractions only. Visitors can access detailed descriptions, historical significance, and unique features of various attractions. This resource focuses solely on providing comprehensive information about popular tourist destinations, allowing individuals to explore and learn more about each location. While other aspects of tourism such as accommodations, activities, and events may not be covered in this particular link, it serves as a valuable resource for those specifically seeking detailed information about attractions. By offering in-depth insights into these destinations, the link assists travelers in making informed decisions and planning their visits accordingly.	<p>1. <a href="https://www.tamilnadutourism.tn.gov.in/destinations/ooty">https://www.tamilnadutourism.tn.gov.in/destinations/ooty</a></p>  <p>2. <a href="https://nilgiris.nic.in/tourism/tourist-places/">https://nilgiris.nic.in/tourism/tourist-places/</a></p> 
		<p><b>Gaps</b></p> <ul style="list-style-type: none"> <li>The website does not provide opening and closing timings for attractions. Visitors will need to seek this information from other sources such as official attraction websites or contact them directly for the accurate operating hours.</li> </ul> <p>The website does not offer any specific tour packages for Nilgiris. Visitors may need to explore other sources such as travel agencies, tour operators, or local tourism offices to find suitable tour packages tailored for Nilgiris and its attractions.</p>	

Sn	Parameter	Details	Provide URL(s)
5	Tourist Products	<p>The provided link lacks any product information related to tourism. It does not offer details about accommodations, transportation, or other related services. To access such information, it is recommended to explore alternative sources such as official tourism websites, travel agencies, or online booking platforms. These sources typically provide comprehensive details on available products, allowing individuals to plan their trips more effectively. While the given link may be limited, other reliable sources can provide the necessary information for a complete and informed travel planning experience.</p>	<p>1. <a href="https://www.ttdconline.com/about_ttdc.html">https://www.ttdconline.com/about_ttdc.html</a></p> 
		<p>In the provided link, product information can be found under the "Things to Do" section. This section offers details about various tourism products such as guided tours, adventure activities, and cultural experiences. Visitors can explore the available options, descriptions details within this section, making it a valuable resource for individuals seeking information about specific products and activities related to their travel interests.</p>	<p>2. <a href="https://www.tamilnadutourism.tn.gov.in/destinations/ooty">https://www.tamilnadutourism.tn.gov.in/destinations/ooty</a></p> 
		<p><b>Gaps</b></p> <p>The website does not display the opening and closing times of attractions. Visitors should refer to official attraction websites or directly contact them to obtain accurate operating hours. The website does not provide this specific information, making it necessary to explore alternative sources for up-to-date and reliable opening and closing timings of the attractions.</p>	

Sn	Parameter	Details	Provide URL(s)
6	Tourist Activities	<p>The portal displays a list of activity names, but the information provided is limited. Visitors can see the names of various activities, but details such as descriptions, pricing, and specific features may be missing. For a comprehensive understanding of each activity, it is recommended to consult alternative sources such as official activity websites, travel guides, or contact the organizers directly. These sources often offer more in-depth information, including detailed descriptions, pricing options, and any specific requirements or restrictions. Exploring additional resources will ensure a better grasp of the available activities and assist in making informed decisions during trip planning.</p>	<p>1. <a href="https://www.tamilnadutourism.tn.gov.in/experiences">https://www.tamilnadutourism.tn.gov.in/experiences</a></p>  <p>2. <a href="https://www.tamilnadutourism.tn.gov.in/experiences/ecotourism">https://www.tamilnadutourism.tn.gov.in/experiences/ecotourism</a></p> 
		<p><b>Gaps</b></p> <p>The activities mentioned on the portal lack detailed information. While the names of the activities are provided, the portal does not offer comprehensive descriptions or additional details. To gather more specific information, it is recommended to consult other sources such as official activity websites or contact the organizers directly.</p> <p>The portal does not provide timing information for the activities. Visitors will need to seek this information from other sources such as official activity websites or by directly contacting the organizers. The portal does not include specific timing details for the activities listed.</p>	

Sn	Parameter	Details	Provide URL(s)
7	Festivals, Fairs and/or Events	<p>The given link solely focuses on providing details about festivals and does not include any other information related to tourism. Visitors will not find information about attractions, accommodations, activities, or other aspects of travel on this website. To gather comprehensive information about the destination, it is recommended to explore alternative sources such as official tourism websites, travel guides, or contact local tourism offices for a more holistic understanding of the tourism offerings available.</p>	<p><a href="https://nilgiris.nic.in/tourism/events-festivals/">https://nilgiris.nic.in/tourism/events-festivals/</a></p>  <p><a href="https://www.tamilnadutourism.tn.gov.in/events">https://www.tamilnadutourism.tn.gov.in/events</a></p>  <p><b>Gaps</b></p> <p><b>Ticket information:</b> The absence of ticket information is a crucial omission for the festival. It is essential to provide details regarding ticket requirements, including whether there are entry fees, and where attendees can purchase the tickets. This information helps potential participants plan their attendance and ensures a smooth ticketing process. Without this vital information, attendees may face confusion or difficulties in obtaining the necessary tickets, potentially impacting their overall festival experience.</p>
8	Accommodation Booking through official website/webpage/mobile application	<ul style="list-style-type: none"> <li>The TTDC online portal provides a single accommodation facility for booking in Nilgiris. Visitors can utilize the portal to make reservations for this particular facility.</li> </ul>	<p><a href="https://www.ttdconline.com/hotel_list.html">https://www.ttdconline.com/hotel_list.html</a></p> 

Sn	Parameter	Details	Provide URL(s)																																																						
		<ul style="list-style-type: none"> <li>The Tamilnadu Tourism App is currently unavailable for download. Visitors looking to access the mobile application for information on tourism in Tamilnadu will need to explore other sources such as official tourism websites or contact the Tamilnadu Tourism Department for alternative ways to obtain relevant information.</li> </ul>																																																							
9	Online Booking of Tourist Guides	<ul style="list-style-type: none"> <li>Tourist guide information should be regularly updated on a monthly basis to ensure accuracy and relevance. By keeping the information up-to-date, visitors can rely on the tourist guides to provide accurate details about attractions, activities, accommodations, and other important information for a fulfilling travel experience.</li> <li>For improved usability, it is suggested to replace the PDF version with a dropdown menu on the portal. This interactive feature would enable users to filter information based on location, making it convenient to find and access the appropriate tourist guides for their desired destinations.</li> </ul>	<p><a href="https://www.tamilnadutourism.tn.gov.in/img/Tourist-Guides-2022.pdf">https://www.tamilnadutourism.tn.gov.in/img/Tourist-Guides-2022.pdf</a></p> <table border="1"> <caption>Details of Tourist Guides in Tamil Nadu</caption> <thead> <tr> <th>Sl. No.</th> <th>Name</th> <th>Address</th> <th>Mobile Number</th> <th>E-mail</th> <th>Area of Operation</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>P. Sankaran</td> <td>No.1432, Shanmugas Nagar, Chennai - 600</td> <td>9790733388</td> <td>-</td> <td>Chennai, Pondicherry</td> </tr> <tr> <td>2.</td> <td>A. Srinivasan</td> <td>No.247, Gandhi Road, Near S. Ramani, De. #18 Nilgiris, Nilgiris, Chennai - 13</td> <td>9447733377</td> <td>-</td> <td>Chennai, Manipalapuram</td> </tr> <tr> <td>3.</td> <td>Srinivasan, Chennai</td> <td>No. 14, Gandhi Vada, #1, Lower Street, S. C. Nagar, Anna Nagar East, Chennai - 600</td> <td>902588116</td> <td>-</td> <td>Chennai, Manipalapuram</td> </tr> <tr> <td>4.</td> <td>M. Rajan</td> <td>225, #1, Street, #1 Block, Lower Colony, Anna Nagar East, Chennai - 600</td> <td>9170264981</td> <td>-</td> <td>Manipalapuram, South Tamil Nadu, Chennai, Pondicherry and South Tamil Nadu</td> </tr> <tr> <td>5.</td> <td>K. Sridharan</td> <td>225, #1, Street, #1 Block, Lower Colony, Anna Nagar East, Chennai - 600</td> <td>9447733377</td> <td>-</td> <td>Chennai and South India</td> </tr> <tr> <td>6.</td> <td>M. Manikandan</td> <td>No. 112, #1, Begum's Street, Chennai - 600 016</td> <td>9443377485</td> <td>-</td> <td>Chennai, Manipalapuram</td> </tr> <tr> <td>7.</td> <td>V. Manikandan</td> <td>No. 112, #1, Begum's Street, Chennai - 600 016</td> <td>9443377485</td> <td>-</td> <td>Chennai, Pondicherry and South Tamil Nadu</td> </tr> <tr> <td>8.</td> <td>M. Manikandan</td> <td>No. 112, #1, Begum's Street, Chennai - 600 016</td> <td>9443377485</td> <td>-</td> <td>Chennai, Pondicherry and South Tamil Nadu</td> </tr> </tbody> </table>	Sl. No.	Name	Address	Mobile Number	E-mail	Area of Operation	1.	P. Sankaran	No.1432, Shanmugas Nagar, Chennai - 600	9790733388	-	Chennai, Pondicherry	2.	A. Srinivasan	No.247, Gandhi Road, Near S. Ramani, De. #18 Nilgiris, Nilgiris, Chennai - 13	9447733377	-	Chennai, Manipalapuram	3.	Srinivasan, Chennai	No. 14, Gandhi Vada, #1, Lower Street, S. C. Nagar, Anna Nagar East, Chennai - 600	902588116	-	Chennai, Manipalapuram	4.	M. Rajan	225, #1, Street, #1 Block, Lower Colony, Anna Nagar East, Chennai - 600	9170264981	-	Manipalapuram, South Tamil Nadu, Chennai, Pondicherry and South Tamil Nadu	5.	K. Sridharan	225, #1, Street, #1 Block, Lower Colony, Anna Nagar East, Chennai - 600	9447733377	-	Chennai and South India	6.	M. Manikandan	No. 112, #1, Begum's Street, Chennai - 600 016	9443377485	-	Chennai, Manipalapuram	7.	V. Manikandan	No. 112, #1, Begum's Street, Chennai - 600 016	9443377485	-	Chennai, Pondicherry and South Tamil Nadu	8.	M. Manikandan	No. 112, #1, Begum's Street, Chennai - 600 016	9443377485	-	Chennai, Pondicherry and South Tamil Nadu
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10	Social media presence of the destination	<ul style="list-style-type: none"> <li>Through platforms like Instagram, Facebook, Twitter, YouTube, and their informative website blog, Nilgiris engages with a diverse audience, shares its captivating beauty, and</li> </ul>	Instagram, Facebook, Twitter are Not Active																																																						

Sn	Parameter	Details	Provide URL(s)
		<p>provides a virtual gateway for exploring its historical treasures</p> <ul style="list-style-type: none"> <li>To effectively reach and engage a broader audience, it is advisable to establish a dedicated social media platform specifically for Nilgiris. This platform would allow for focused and targeted content, enhancing the destination's visibility and engagement with potential visitors, enthusiasts, and travelers interested in exploring the unique offerings of Nilgiris.</li> </ul>	
11	Grievance redressal mechanism for visitors on official website	<ul style="list-style-type: none"> <li>It has been observed that the TTDC portal lacks a Tracking and Reference Number system for visitors to track their grievances. Implementing such a system would provide transparency and enable visitors to monitor the progress of their complaints, ensuring a more efficient and satisfactory resolution process.</li> <li>The "Leave us a message" option on the TTDC portal does not provide any confirmation to the visitor, either through email or mobile, regarding the receipt of their message. Adding a confirmation mechanism would assure visitors that their message has been successfully submitted, enhancing communication and ensuring that their inquiries or feedback are received and acknowledged.</li> </ul>	<p><a href="https://www.ttdconline.com/contact_us.html">https://www.ttdconline.com/contact_us.html</a></p> 

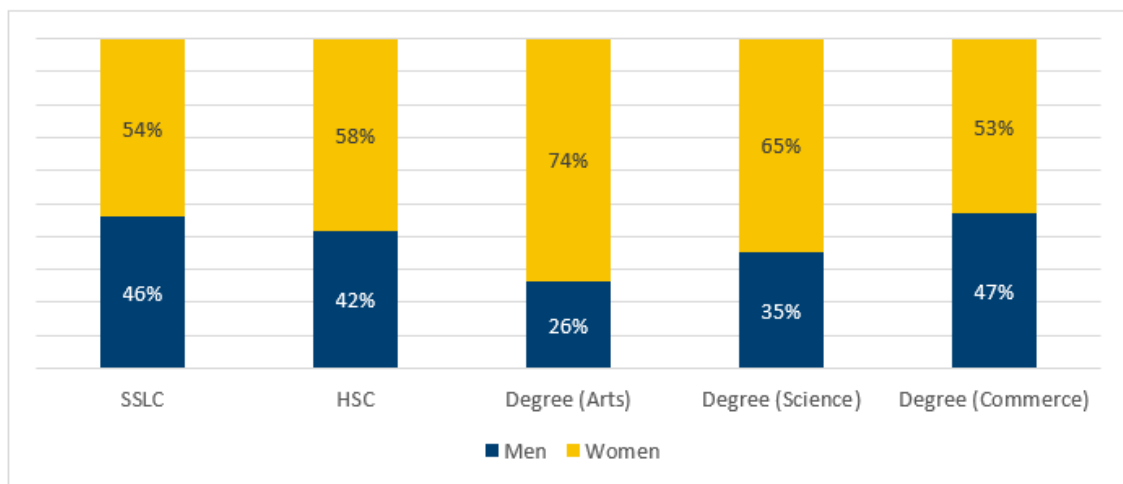
#### 4.6.1 Planned projects and initiative on ICT

**Table 4-10 Planned projects and initiative on ICT**

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.	Tamil Nadu Mobile Application	In Progress	TTDC Project	2023

#### 4.7 Employment and Skilling

According to the District Skill Development Plan (DSDP) 2022-23 of The Nilgiris, there is total main workers of 318,924 and marginal workers of 31,050 engaged in several sectors in the district. Tourism, besides the primary sector activities, is a large contributor to the economy.



Source – District Education Office, The Nilgiris

**Figure 4-8 Employment and Skilling**

Of the total jobseekers of 57,287, 30,303 are women and 26,984 are men, according to the District Employment and Counselling Centre. The latest data on the level of education for jobseekers in the district portrays more than 50% of the list to have secondary education certificates followed by 34% with Higher secondary certificates. Tendency towards graduating is more amongst women with 57% of the total Job seekers.

However, data also indicates a preference for unskilled labour in support activities of tourism sector such as cleaning, cooking, and attendants, indicating a clear need for capacity building for quality service delivery.

30 candidates have been registered as Front Office Associate where 28 are females in the Coimbatore district, as per the Tamil Nadu Skill Development Corporation (TNSDC).

Incremental demand for skilled workforce in hotels and restaurants for 2022-2025 is 118 and the same for semi-skilled workforce is 390. A deeper mapping of exact roles can be beneficial for designing focused capacity building programs. Based on stakeholder consultations and secondary research there is a scope of 2,400+ people to be trained in the roles of Chef De Partie, Front Office Associate, House Keeping Assistant, Tour Guide, Food and Beverage.

Job oriented training course on Hospitality and Chef are being provided by Sterling Resorts under (PMKVY) scheme under the Govt. of India. A private college named Monarch International College, Ooty is also providing trainings related to tourism and hospitality.

#### 4.7.1 Planned projects and initiative on skilling.

**Table 4-11 Planned projects and initiative on skilling**

Sn	Project Title	Status	Funding (Centre/State/PPP)	Target Year of Completion
1.	Skilling of Tourist guides	Yet to start	TTDC Project	2024

### 4.8 Community Engagement

The spectacular mountain ranges of Nilgiri and surroundings is filled with amazing attractions like the hills, stunning forests, rivers, and tea plantations, which makes it a home of multiple adventure sports and outdoor activities such as trekking, rock climbing, mountaineering, paragliding.

The Nilgiris Biosphere Reserve exemplifies the tropical forest biome and is India's largest Protected Area. Talks, trails & workshops can be organised in collaboration with the Nilgiris Natural Housing Society.

Apart from the tourism guides, local community associated with these activities, including the existing ones have huge potential to be upskilled and trained.

**Table 4-12 Institutions offering Tourism degree in the Nearby area**

Name of Institute	Course Offered	Potential Tie-ups for destination under Swadesh Darshan 2.0
<b>Government Arts College, Udhagamandalam</b>	BA Tourism & Travel Management	None
<b>Government Arts College, Coimbatore</b>	UG, PG, M.Phil, PhD in Tourism & Travel Management Department	Certificate in Tourism & Travel Management Department
<b>Institute of Hotel Management, Bengaluru</b>	BSc (Hospitality) MSc (Hospitality) Diploma in Food Production Diploma in Bakery & Confectionery Craftsmanship Certificate Course in Food Production & Patisserie/ Beverage Service	Certificate in Food Production Certificate in Bakery & Confectionery Certificate Course in Food Production & Patisserie/ Beverage Service



<b>Indian Institute of Tourism and Travel Management (IITTM), Nellore</b>	BTTM or BBA (Tourism and Travel)	None
	MTTM or MBA (Tourism and Travel Management)	
<b>Indian Culinary Institute Tirupati</b>	BBA (Culinary Arts)	None
	MBA (Culinary Arts)	



**Youth Tourism Club (YTC)** of Kendriya Vidyalaya, Ooty organized a millet fair on 1<sup>st</sup> May 2023.

#### Traditional handicrafts

Nilgiris house several tribal art forms including Toda embroidery in Ooty, Kurumba paintings in Coonor, and Kota Pottery in Kotagiri. These enterprises have the potential to add to travellers experience while visiting the destination.



#### Homestays

There are several home stays in of the district catering to tourists, details of which is included in section 4.3.2. Improving the quality of these homestays through adequate skilling is important to ensure standard and safe experience to the tourists.

The homestay staff form the major target audience for the soft skills. They can also be trained in Food and Beverage hospitality, cleaning & hygiene, local guides to provide guided tours as a package with homestays.

#### 4.8.1 Planned projects and initiatives on Community Management

Presently the state government has not declared any major project related with community engagement.

### 4.9 Branding, Marketing and Promotion of the destination

#### Tamil Nadu Tourism Marketing & Promotion Strategy

Known for its rich cultural heritage, magnificent temples, stunning landscapes, vibrant festivals, and delicious cuisine, Tamil Nadu is a treasure trove for travellers seeking a deep exploration of India's history and traditions. The Tamil Nadu Tourism Department has implemented various strategies to promote tourism in the state. The key elements of its marketing and branding policy include the following.

**Identifying Unique Selling Proposition (USP):** Tamil Nadu Tourism's unique selling proposition lies in its diverse range of attractions. Since each of these attractions are not only unique but also immensely popular, the state has decided to highlight all of them, mainly emphasizing:

- Rich cultural heritage, which includes magnificent temples, UNESCO World Heritage Sites like the Great Living Chola Temples, and architectural marvels like the Brihadeeswarar Temple in Thanjavur.
- Historical landmarks such as forts, palaces, and ancient cities like Madurai and Kanchipuram are also highlighted.
- Vibrant festivals, including Pongal, Navratri, and Tamil New Year that are celebrated with enthusiasm, showcasing the colorful traditions and cultural extravaganza.
- Pristine beaches along the Bay of Bengal,
- Picturesque hill stations like Ooty and Kodaikanal, and
- Spiritual tourism destinations like Rameswaram and Tiruvannamalai

**Target Audience:** Tamil Nadu Tourism's marketing efforts cater to both domestic and international tourists. The language of most communication is Tamil and English, and the messaging mostly contains interests of a wider population

- **Domestic tourists** are a significant focus, particularly from neighboring states like Karnataka, Kerala, Andhra Pradesh, and Telangana. The state's proximity to major metropolitan cities like Chennai, Bengaluru, and Hyderabad makes it easily accessible for urban dwellers seeking weekend getaways.
- Tamil Nadu Tourism targets **international tourists** by promoting its cultural heritage, architectural wonders, and unique experiences. Special emphasis is given to potential international markets, such as Southeast Asia, Europe, and North America, depending on the specific campaigns and strategies employed.

### Tagline & Logo:

In the ancient land of Tamil Nadu, everything speaks. The voices are etched into the land, the architecture, the festivals, and the hearts of its people and its an uninterrupted process, still ongoing. The state welcomes visitors to be a part of this narrative, to listen, learn, and contribute their own stories to the vibrant tapestry that is Tamil Nadu. It is a place where every traveler becomes a storyteller, and where the stories never cease to inspire, captivate, and leave an indelible mark on the soul. **'Tamil Nadu- where stories never end'**

**Logo:** Tamil Nadu is a land where history, culture, and traditions weave a tapestry of ancient civilizations merging with vibrant festivals, architectural marvels, pristine landscapes, creating new avenues of expression in modern times. Contemporary art forms, music festivals, and literature events continue to evolve the narratives, adding new chapters to the ongoing story of the state. Artists, writers, and performers gather here to share their stories and experiences, creating a dynamic and ever-evolving cultural landscape that is adequately reflected in the new vibrant, dynamic logo that encompasses all themes and branding.



### The marketing tools & Channels currently being used by TN Tourism

- a. Tamil Nadu Tourism Website: The department has developed a comprehensive website that provides information and assistance to potential visitors at every stage of their travel journey. The website is user-friendly and accessible worldwide.
- b. Promotional Videos and Stories: The department has created videos and photo stories highlighting Tamil Nadu's cultural and historical attractions, adventure activities, traditional crafts, cuisine, and rural tourism experiences. These videos aim to showcase the state's rich heritage and natural beauty.
- c. Digital Marketing Initiatives: Tamil Nadu Tourism has initiated digital advertising campaigns on prominent websites and applications to increase the visibility of the state's attractions and cultural heritage.
- d. Events & their Live Streaming: There is a Calender of Events created that is spread all over Tamil Nadu. The department leverages social media platforms to live stream prominent events like the Indian Dance Festival and Namma Ooru Thiruvizha, showcasing the cultural richness of Tamil Nadu and attracting tourists.
- e. Collaboration with Media Brands: Tamil Nadu Tourism has partnered with popular media brands like National Geographic Traveller and Travel and Food Network to create captivating travel videos and photo stories that highlight the state's diverse attractions.
- f. Co-branding Initiatives: Collaboration with "Story Trails" has resulted in visually appealing and informative videos that promote Tamil Nadu's cultural, heritage, and natural treasures.
- g. Advertisements in Magazines: The Tourism Department advertises in leading tourism-related journals, magazines, and in-flight magazines to promote the state's tourism destinations.
- h. Radio Campaigns: Radio campaigns have been launched in various cities to promote Tamil Nadu Tourism as a destination.
- i. Social Media Campaigns: The department has actively utilized social media platforms, engaging with the audience through contests, collaborations with influencers, and showcasing unique offerings of Tamil Nadu.
- j. Out-of-home Advertising: Impactful out-of-home advertising strategies have been implemented, including audio-visual advertisements at railway stations, backlit display advertisements in metro stations, branding at airports, and tent cards at travel marts.

These initiatives collectively aim to increase tourist footfall, raise awareness about Tamil Nadu's attractions, and establish the state as an attractive destination for travelers.

### Marketing of Nilgiris as a destination

The following table summarizes presence of Nilgiris's in TN's overall marketing strategy.

**Table 4-13 Marketing Tools**

Marketing Tools	Nilgiris
Branding	No specific unique branding
USP/ specialty	Popular hill station in South India
Focus of Marketing	One of the many in Tamil Nadu

Marketing Tools	Nilgiris
A unique logo	None
Events/festivals	Fruit & Vegetable Show
	Tea & Tourism festival
Target Segment	Indians, Nature lovers
Public Arts initiative	None
Tactical urbanism	None
Special website	None
Special App	Not available
Online Booking	Only for TTDC hotel & packages
Social media promotion	Common for all destinations
Presence on multi-media	
Print	Yes
Electronic	Yes
Online	Yes
YouTube	Yes
Listing on Incredible India Portal	Yes. Could be better
	Toda imagery missing
	Tea gardens missing
	Toy train missing
Brand ambassador	None
Influencers	Occasionally
FAM trips	Occasionally
Local celebrity	None identified
Diaspora connect	Not established
Destination photography	Available

Marketing Tools	Nilgiris
Destination videography	Available
Destination focused media outreach	Not done
Destination focused PR	Not done
Destination focused literature available	Somewhat
Local stakeholders connect	None identified
Authentic information/ Literature available	Minimal

#### 4.9.1 Planned Projects and Initiatives

Presently the state government has not declared any major project related with Branding and Marketing.

### 4.10 Tourist Carrying Capacity of Destination

Assessing carrying capacity of a destination is critical for sustainable planning of a destination and regulating and managing tourists. Physical Carrying Capacity (PCC) is defined as the “maximum number of tourists that can visit from a specific destination during a given time”

The average time of place availability for each of these attractions is assumed to be 10 hrs, as they are seldom visited at nighttime.

The optimum space for each tourist (V/a) will be estimated based on best practices and learnings from discussions with relevant stakeholders. Subsequently, the carrying capacity of each of these attractions, and hence the destination as a whole, will be calculated using the following formula:

$$PCC = A \times V/a \times Rf$$

Where,

A is the area of the tourism zone (m<sup>2</sup>),

V/a is the amount of space every tourist needs to be able to move freely (tourists/m<sup>2</sup>) and,

Rf is the number of permissible daily visits to a tourism zone (dividing the time of place availability by the average time of a visit) (unitless).

The carrying capacity analysis will be included in subsequent iterations of the master plan.

### 4.11 Destination Institutional Structure

The District Management Organization has been formulated for Nilgiris. The first DMC meeting with regards to the project was held on Oct 17th,2023.The Institutional Structure of the DMO, Nilgiris has been shown in the table below.

**Table 4-14: Institutional Structure of DMO**

S. No	Designation	Position
1	District Collector	Chairperson
2	Superintendent of Police	Member
3	Tourist Office	Member-Secretary
4	Commissioner/Executive Officer of Urban Local Body	Member
5	Project Director, DRDA	Member
6	District Head of PWD	Member
7	Public Relation Officer	Member
8	District Head/ / Representative of Department of Industries	Member
9	Two Representatives of Tourism Industry	Member

**(ii) Current roles and responsibilities being undertaken by the DMO**

To bring synergy in the efforts of various departments and organizations towards promotion of the tourism, DMC to perform the following functions:

- I. To review the implementation of the scheme on ground and resolve the bottlenecks in the implementation.
- II. To provide synergy with other schemes and programs of Central and State Government
- III. At the district level particularly relating to infrastructure development, human capital development, job creation and entrepreneurship, investment promotion and marketing and other such programsto develop and promote tourism.
- IV. To review Operation and Management arrangement particularly health, hygiene, safety, andoverall quality of maintenance of the destination
- V. To promote skill development and local entrepreneurship for various tourism services
- VI. To perform all other functions of a Destination Management Organization to promote thedestination for domestic and international tourists.

**(iii) Details of participation by community and private industry in functioning of DMO**

During the first DMC meeting conducted representatives from the travel sector and representatives from the hotel and accommodation sectors were included. The inputs from the concerned representatives were noted. The readiness and gaps in the concerned sectors were mentioned and the bottlenecks in the infrastructure were identified, especially during the peak seasons.

## 4.12 Stakeholder Consultation

### 4.12.1 Consultations with Government Department/Agencies

Various stakeholder consultations were carried out along the course of preparation of the Master Plan. Some of the key consultations have been mentioned below:

- a) GoTN: Thiru. Dr. K.Manivasan (IAS), Principal Secretary to Government, Tourism, Culture and Religious Endowments Department. Dr. Chandra Mohan. B. (IAS), Principal Secretary to Government, Tourism, Culture and Religious Endowments Department;
- b) Representative(s) from State Tourism Dept: Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC and Smt. Bharathi, GM & DRO, TTDC.
- c) The Chairman of the District Management committee and the District collector of the Nilgiris District Mr. Amrith IAS.
- d) District Tourism Officer: Thiru. Umashankar Tourist officer of Nilgiris, Mr. Govindaraj ATO of Nilgiris.
- e) Representative(s) from Local Government: Village Administrative officers of all the tourist destination villages, Head surveyor Mr. Rajendran, Ooty and the senior Draftsman Mr.Sreenivasan ,Kotagiri, Field surveyor Mr. Sujth & Mr. Emmanuel Thomas Coonoor Area and the forest rangers of each destinations

The Details of the various Stakeholder Consultations are provided & elaborated below in **Annexure C**.

### 4.12.2 Consultations with Private Sector

#### Tour Operators

- Elshaddai Travels Ooty
- My Ooty Tours
- The Blue Hill'ian Tours & Travels Ooty

#### Tourist Profile and length of stay

- 60 to 80% of domestic tourists arrive from Kerala, Karnataka, and Tamil Nadu itself, followed by tourists from North India. The busy season of April to June is dominated by tourists visiting for leisure with families.
- Visit of international tourists has declined drastically post covid with only 20 to 25% of the pre-covid footfall. Post covid foreigners generally arrives in larger groups in buses mostly from Bangalore. Before pandemic, foreign tourists also used to visit in smaller groups.
- On average, tourists stay for 2 nights and 3 days or 3 nights and 4 days in the Nilgiris.

#### Interest in destinations and activities apart from Ooty

- Travelers interested in Coonoor, and Kotagiri often prefer day trips, but those looking to stay longer usually conduct their own research and explore unexplored destinations.
- Local guides are available to assist visitors in discovering these areas.
- There is a potential for adventure sports activities with tourists in the younger age bracket seeking for options.
- Couples, especially tech professionals from Bangalore, are typically high-spending visitors in the region.

#### Accommodation Preferences

- Tourists arriving in larger groups prefer staying in guest house/home stays
- Couples tend to choose star category hotels for safety related concerns

- Budget hotels/cottages get a mix of family tourists and couples

### Grievances

- Major grievances from tourists are on getting lesser variety of food, overcrowding as they do not get to explore places completely, and the heavy traffic that makes it difficult to visit the major attractions.

### Workshop with Indian Association of Tour Operators (IATO)

1. **Over tourism:** The popularity of Nilgiris as a tourist destination has led to issues of overcrowding, especially during peak seasons, resulting in strain on local resources and infrastructure.

#### Mitigation:

- Implement visitor management strategies such as crowd control measures, timed entry systems, and carrying capacity assessments to distribute tourist flow more evenly.
  - Promote off-peak tourism by highlighting lesser-known attractions of Coonoor and Kotagiri hills, organizing special events during non-peak periods, and offering incentives for visitors to explore the region during quieter times.
  - Encourage sustainable tourism practices and responsible behavior among tourists through awareness campaigns, signage, and information centers.
2. **Parking Management:** Insufficient and poorly managed parking facilities in Ooty have led to congestion, traffic disruptions, and inconvenience for both tourists and locals.

#### Mitigation:

- Develop additional parking spaces strategically located near popular tourist spots, viewpoints, and commercial areas.
  - Implement smart parking solutions, including digital signage, real-time parking availability information, and mobile apps to guide visitors to available parking spaces.
  - Encourage the use of public transportation, shuttle services, and electric vehicles for intra-city travel to reduce the reliance on private vehicles.
3. **Rise of Homestays in Kotagiri and Coonoor:** The growing trend of homestays in Kotagiri and Coonoor presents both opportunities and challenges in terms of maintaining quality standards, safety, and infrastructure support.

#### Mitigation:

- Establish clear guidelines and regulations for homestays to ensure compliance with safety standards, guest comfort, and responsible tourism practices.
  - Conduct regular inspections and certifications of homestays to maintain quality assurance and enhance guest experiences.
  - Provide support and training to homestay owners on hospitality management, customer service, and sustainable practices.
4. **Infrastructure Development:** The need for improved infrastructure, including roads, public amenities, and tourist facilities, is crucial to meet the increasing demands of tourism in Ooty.

#### Mitigation:

- Collaborate with local authorities, government agencies, and private stakeholders to invest in infrastructure development projects, including road upgrades, public restrooms, waste management systems, and recreational facilities.



- Seek funding through public-private partnerships, tourism development funds, and grants to support infrastructure initiatives.
- Conduct regular assessments of infrastructure needs and prioritize projects based on their potential impact on visitor experience and sustainability.

**5. Distance of Parking Facilities:** Inadequate proximity of parking areas to tourist attractions in Ooty leads to inconvenience and discourages visitors from exploring the destination.

**Mitigation:**

- Identify suitable locations for parking facilities near major tourist attractions and implement shuttle services or electric vehicle options to transport visitors from parking areas to key destinations.
- Improve wayfinding signage and information boards to guide tourists to nearby parking areas and assist them in navigating the destinations.

**6. Waste Management:** The improper disposal of waste, including littering and inadequate waste management systems, tarnishes the natural beauty of the Nilgiris and poses environmental and health hazards.

**Mitigation:**

- Implement comprehensive waste management programs, including segregation, recycling, and proper waste disposal facilities, in collaboration with local authorities, NGOs, and waste management agencies.
- Conduct swachhta drives, awareness campaigns and educational programs to promote responsible waste management practices among tourists, residents, and businesses.
- Encourage the use of eco-friendly and sustainable products by promoting local initiatives and businesses that support sustainable waste management practices.

**7. Traffic Management:** The increasing number of vehicles and inadequate traffic management measures contribute to traffic congestion, road safety issues, and a negative impact on the visitor experience.

**Mitigation:**

- Develop and implement comprehensive traffic management plans, including traffic flow regulation, parking controls, and alternative transportation options.
- Improve road infrastructure, signage, and road safety measures to ensure smooth traffic movement and enhance visitor safety.
- Promote the use of public transportation, including buses and shared taxis, to reduce private vehicle congestion and emissions.
- Encourage the adoption of sustainable transportation options such as cycling and walking through the development of dedicated pedestrian and cycling paths.

Addressing these challenges requires a collaborative approach involving local authorities, tourism stakeholders, communities, and tourists themselves. Regular monitoring, feedback mechanisms, and continuous improvement initiatives will be crucial to ensure sustainable tourism development in the Nilgiris region.

**Planned consultations**

Further consultations are planned with the following associations and individuals, and the insights from the same will be incorporated in subsequent iterations of the Master Plan:

- Association of Domestic Tour Operators of India (ADTOI)
- Adventure Tour Operators Association of India (ATOAI)

- Indian Tourist Transporters Association (ITTA)
- Confederation of Hospitality, Technology and Tourism Industry (CHATT)
- Travel Agents Association of India (TAAI)
- Regional Tourist Guides Association (RTGA)
- India Convention Promotion Bureau
- Representative(s) from Guides Association, Nilgiris - Mr. Govardhan, President, Taxi Operators, Ooty
- Representative(s) from Tour and Travel Operator Association - Mr. Ravi, President, Tour Operators, Travel Agents
- Representative(s) from Hotel & Restaurant Association - Mr. Chandrashekhar, President, South India Hotels and Restaurants Association
- Tea Tourism - Sibala Merry, Deputy Director, Horticulture

#### 4.12.3 Consultations to engage communities

##### The Heritage Foundation

- The foundation is working on establishing a rock art site, 10 km from Kotagiri at Karikkaiyure as a tourism site
- The foundation sponsored Sparrow Conservation initiative by distributing Nest Box to school children of Samraj School, Coonoor. The activities included birdwatching, studying flora & fauna, microclimate, native plant identification and primitive tribe details.
- Initiatives were previously taken by the TTDC to establish birdwatching activities in Ooty, Coonoor, and Kotagiri, but those were not implemented

##### Planned consultations

To understand the perspective of local communities as well as to identify potential areas of collaboration with them, we have reached out to the following agencies/ associations/ institutions for consultations. This will also enable us to understand the skill development requirements. The consultations are expected to be concluded by 15<sup>th</sup> August 2023, and the findings of the same will be incorporated in subsequent iterations of the Master Plan:

- Government Art College, Ooty – Venkat Uppati, Principal
- Tamil Nadu Street Vendors Association
- NGOs like Women’s Education and Economic Development Society (WEEDS), Aarde Foundation
- Make Art in India
- Venkat Uppati, Principal, Art College, Ooty

#### 4.12.4 Online tourist survey

An online tourist survey has been conducted in June 2023. The questionnaires were circulated to over 15,000 people to understand their travelling preferences.

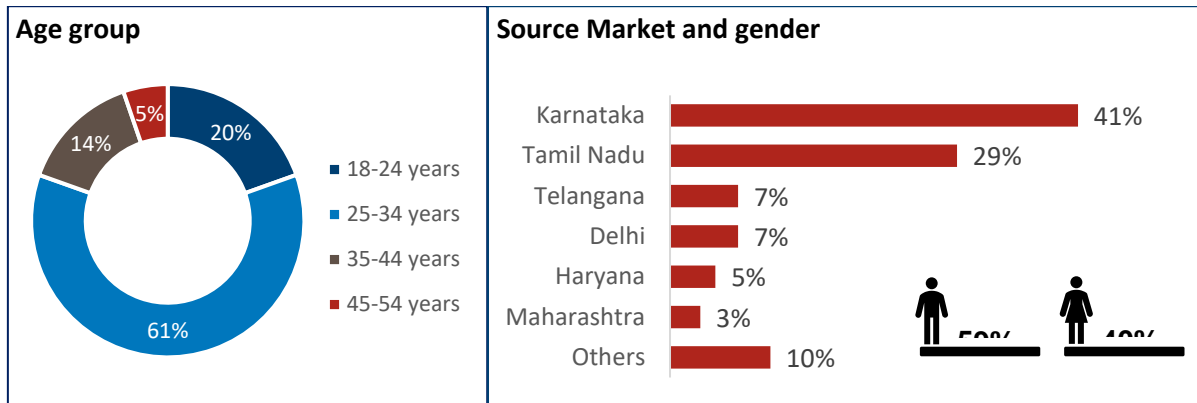
The survey aims to examine the overall perspective of domestic travellers ranging from the age of 18 to 54 years. The survey assessed traveller’s preferences in terms of choices, travellers’ characteristics, preferences, tourism receipts, length of stay, transport used etc.

The survey further deep dives to assess tourists who has visited Nilgiris. It records their experience, level of satisfaction, and challenges faced with the tourism products of the destination.

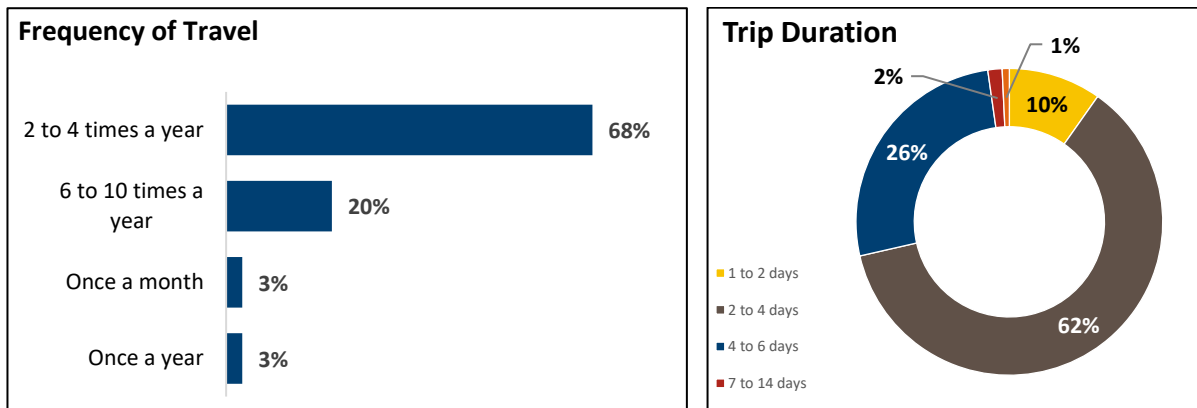
The section below highlights the key findings from responses received from over 130 participants. More responses are expected over the next few weeks, and findings of the same will be updated in the subsequent iterations of the Master Plan.

### Profile of the survey participants

Majority of the respondents were in the age group of 18-24 years. Over 70% of the respondents are from the South of India, specifically Karnataka, Tamil Nadu, and Kerala.



The survey finds that a significant **68%** of people undertakes 2 to 4 trips a year. Average number of vacation days taken are 2 to 4 days for 62%, followed by 4 to 6 days for 26%. This is a noticeable trend where the preference for taking shorter trips and rejuvenating staycations is on the rise with a desire amongst travellers for quick escapes.



**Figure 4-9 Profile of the survey participants**

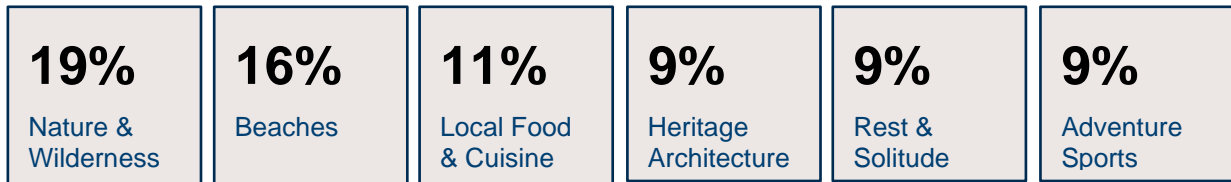
55% of the travellers have stated to travel with family, and 35% with friends. On the other hand, 10% of respondents consider taking solo trips. However, various other studies states that the trend of travelling solo for the last couple of years has been increasing. To match the need of solo travellers, we find many online travel groups have started organizing group tours for solo travellers, as many actively looks for new social contacts.

### Segments and Activities of Interest

Many people have shown interest in nature tourism with **19%** preferring to travel to destinations where they can enjoy nature and wilderness. **17%** has shown interest in exploring heritage sites. It is closely followed by **16%** of respondents resonated by beach tourism. **9%** of the respondents like going to places where they can experience adventure sports activities.

Likewise, in activities of interest while travelling, respondents have shown major interest in activities such as guided walks in nature, camping and adventure sports covering **37%** of preferred tourist activities.

**11%** of people mentioned interest in local cuisines, showing a scope of growth for Food Tourism.



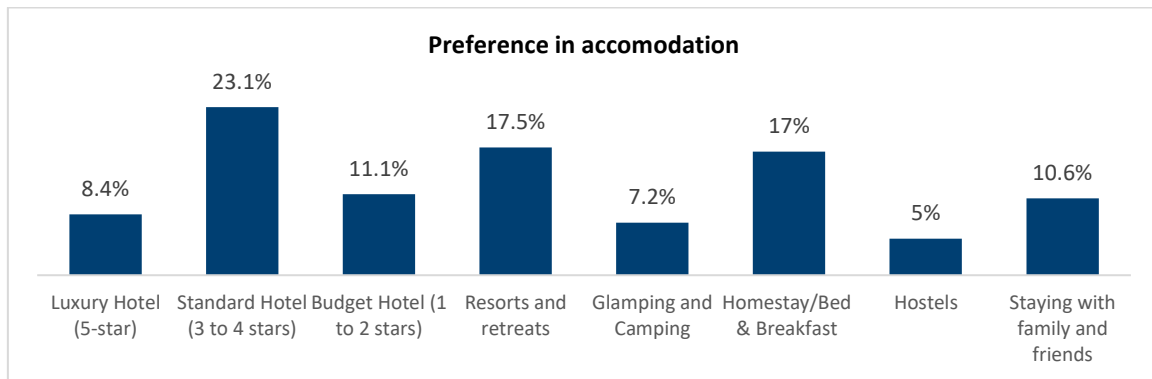
Apart from these a good number of people has shown interest in **Spiritual, Religious, Nightlife and Wellness** tourism.

A significant alignment is also seen in Community Based Tourism where **8%** of the respondents have stated to be **interested in authentic and immersive community experiences**. This also reflects a trend of opting for environmentally conscious and responsible choices.

**Shopping**, which has always been an integral part of tourism is marked as one of the preferred activities by **14%** of the respondents.

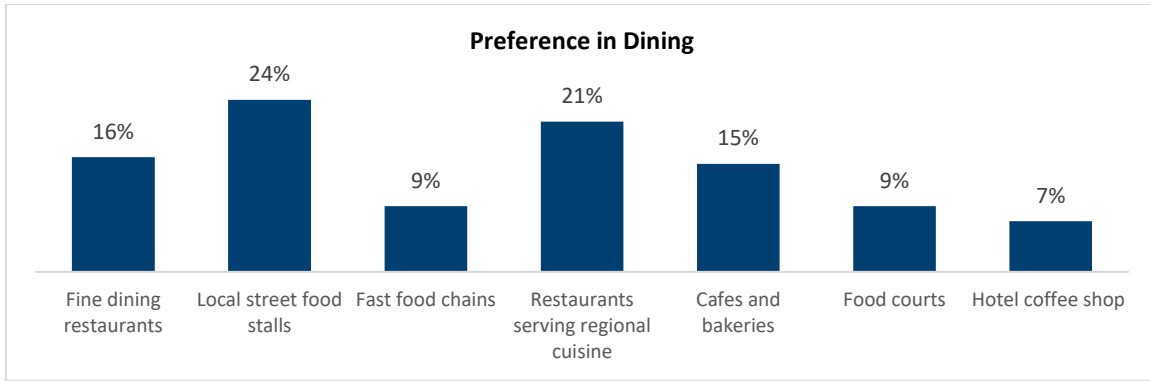
#### Accommodation, F&B, and Travel Budget

The **most chosen accommodation was 3-to-4-star** category hotels with 23% of respondents preferring to stay in comfort and style. This is followed by resorts and homestays, with each category being selected by ~17% respondents respectively. Stakeholders during consultations have also mentioned that larger groups prefer to stay in homestays and resorts where they can enjoy the entire property. 5-star category accommodation has been preferred by 8% of the respondents. 7% of the respondents have mentioned camping portraying a scope for more camp like set ups in the city.

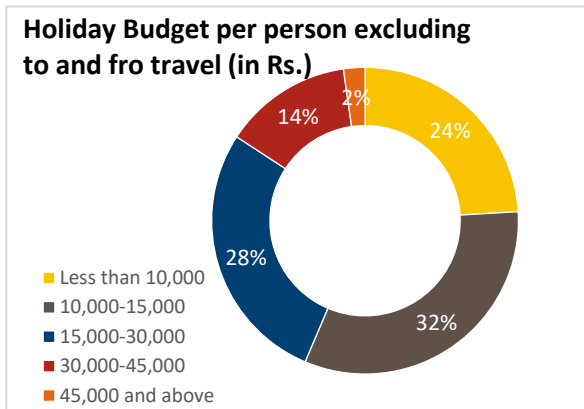


**Figure 4-10 Preference in accommodation**

**In dining preferences**, 24% of the respondents preferred having local street foods which is closely followed by 21% selecting restaurants that serves local food. This shows a strong interest of tourists towards local cuisine, and an opportunity to engage local communities in offering these indigenous experience and offerings.



**Figure 4-11 Preference in Dining**



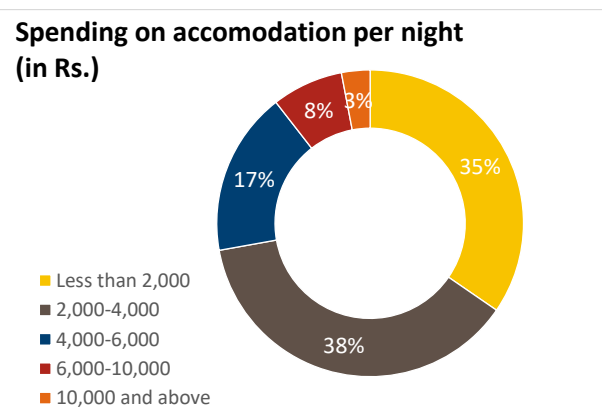
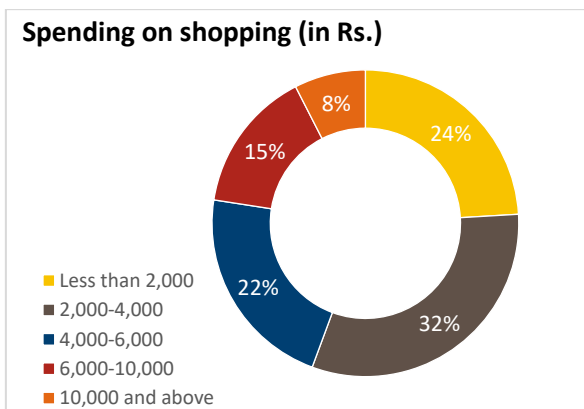
**32%** respondents keep a holiday budget of INR 10,000 to Rs.15,000 per person per trip. This is followed by **28%** who keeps a budget of Rs.15,000 to Rs. 30,000. **24%** holidays for less than Rs. 10,000. Only 2% of the respondents have mentioned to have a budget above Rs. 45,000 for a trip. These values are excluding travel cost (like airfare etc.)

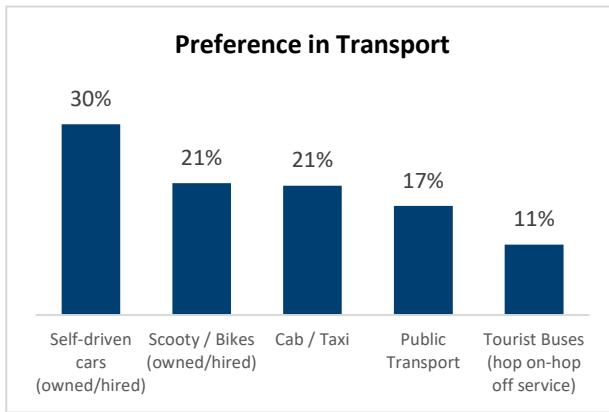
This reflects a trend in people to travel a greater number of times in domestic destinations, rather than having one luxurious

trip a year.

**More than 50%** of the respondents prefers to keep aside up to Rs.4,000 for shopping per trip, whereas only 8% spends above Rs. 10,000 in shopping. A shopping preference for less valuable items is visible, portraying shopping to be a leisure time activity for most travellers. This also highlights a preference towards smaller trinkets, memorabilia, souvenirs etc. as reminders of visiting a place.

As 40% of the respondents showed preference to stay in 3-to-4-star category hotels and resorts, the accommodation budget for 38% is Rs.2000 to Rs. 4000, followed by 17% spending between Rs. 4000 to Rs. 6000 per night. A niche 3% keeps a budget of above Rs, 10,000 per night for accommodation.



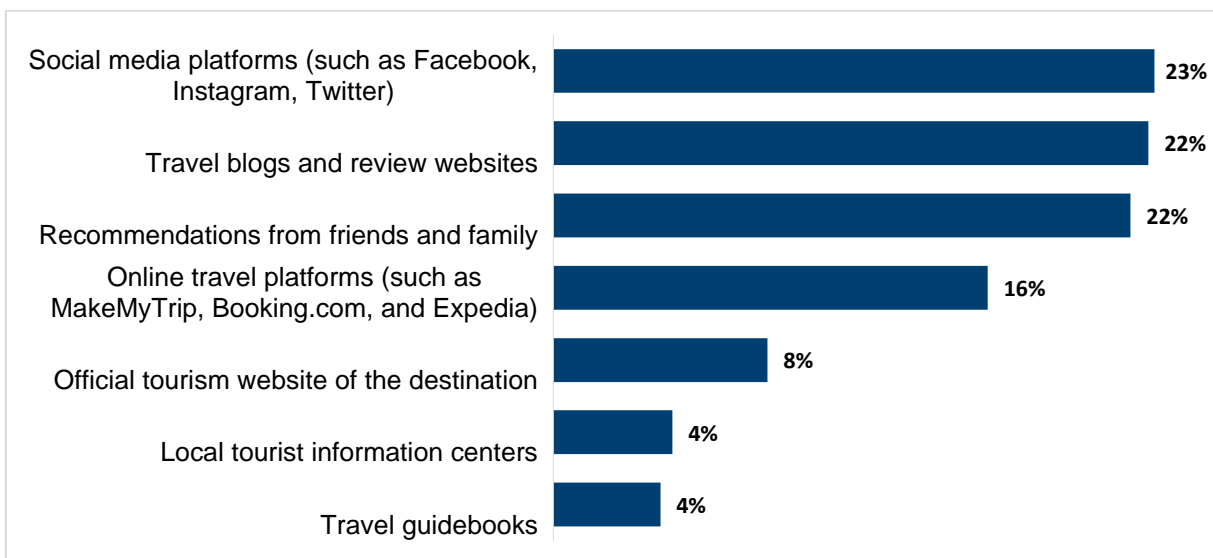


51% of the respondents prefer to travel in owned or hired cars and bikes reflecting an opportunity for more rental services in destinations. Cabs are preferred by 21%, followed by 17% who takes public transport to go around in destinations.

**Figure 4-12 Preference in Transport**

### Source of Information for Selecting Destinations

An accumulated 69% of the respondents have mentioned to rely on online sources for selecting travel destinations. The maximum being from social media, followed by travel blogs and websites, online travel companies and official websites of destinations. This highlights the importance of online presence of the destinations and focus on digital marketing.



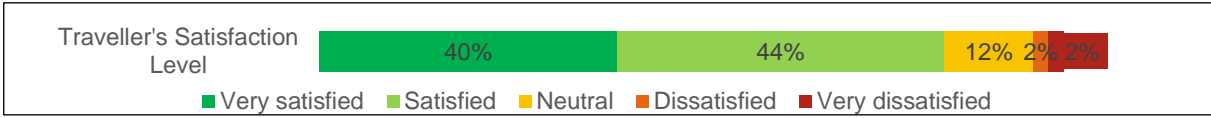
**Figure 4-13 Source of Information for Selecting Destinations**

A huge 76% of the respondents who took the survey visited the Nilgiris, the major chunk being from Karnataka and Tamil Nadu

More than 90% of the tourists visiting the Nilgiris have overall mentioned to have had a positive experience in the destination.

Experience Level	Percentage
Excellent (Green smiley)	56%
Good (Yellow smiley)	38%
Average (Orange neutral)	4%
Below average (Red frowny)	2%

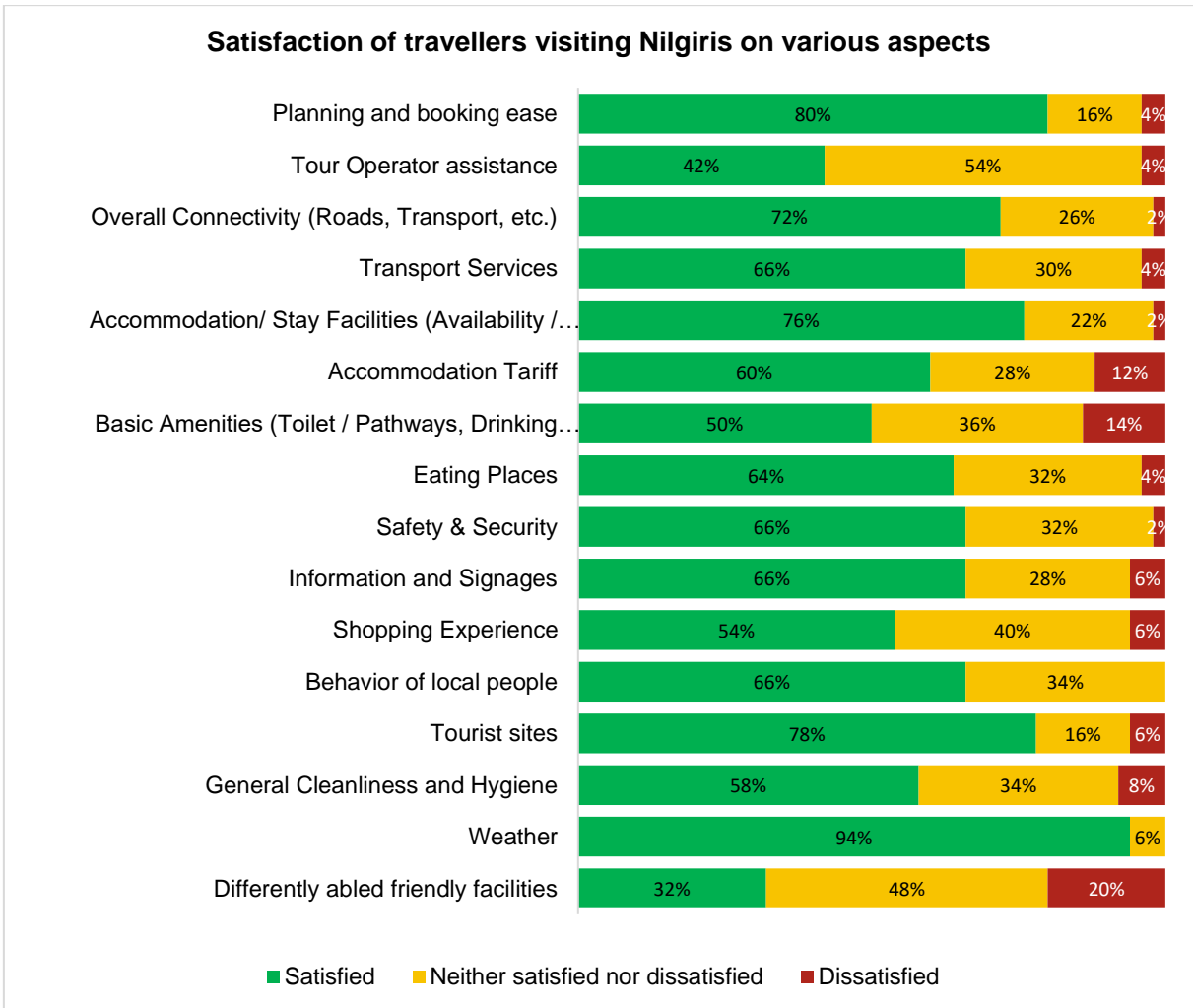
**Satisfaction level in terms of quality of attractions and activities at the destination is also high with 84% of tourists mentioning to be very content.** This is because of the high number of tourist spots in the Nilgiris.



**Ease of planning for travel, numerous tourist sites and the pleasing weather** in the Nilgiris are the main strength of the district. However, based on responses from people who have visited Nilgiris, there is scope for improvement in basic civic amenities, guided tours with assistance, cheaper accommodations, disable friendly services etc.

General cleanliness is also a major issue for many travellers. Proper waste management would play an important role in order to keep the Nilgiris clean.

Transport services in the district presently available for the tourists is restricted to hired cabs and autos. This makes the movement of a tourist restricted to the traditional places only. There are many tourists who likes exploring untapped places and going around freely. Renting services of bikes may address the problem as those are usually more pocket friendly and flexible.



**Figure 4-14 Satisfaction of travellers visiting Nilgiris on various aspects**

### Major highlights of a trip to the Nilgiris

The Nilgiris is visited throughout the year for its pleasant weather. The same trend is visible in the responds where people have pointed out the natural beauty of the place and related activities to be the major attraction. However, there is a huge scope in enhancing cultural experiences in the destination. Tourism products related to community experiences will help increase the portfolio of offerings and enhance tourist experience.

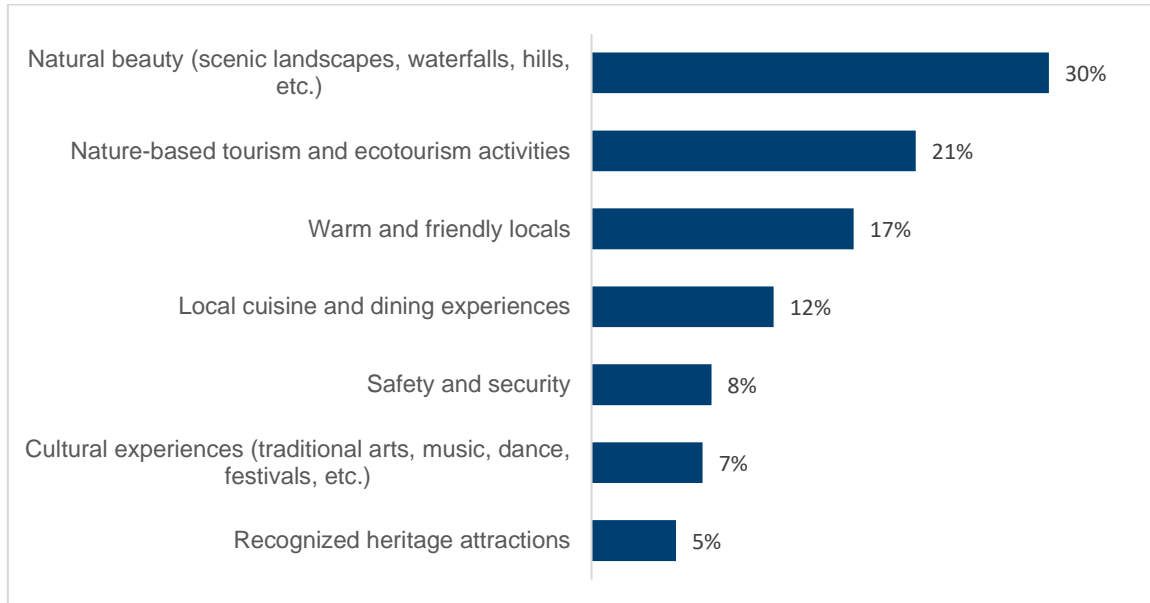


Figure 4-15 Major highlights of a trip

### Challenges faced by Tourists visiting to the Nilgiris

According to the findings of the survey, **many tourists experienced language challenges** while communicating with the locals and going around. Language was also a problem in understanding directions as most of the signages in bus stands, markets, taxi stands etc. are in local language.

**Lack of hygiene and cleanliness** is an issue pointed out especially for Ooty. This might get addressed with proper waste management initiatives as fly swarms that gets generated from waste lying outside hotels and restaurants is a concern and a major downside.

One more grievance of the respondents was **lack of public transport**. Tourists nowadays have certain expectations on the availability two-wheeler renting services. Dependency on autos and rented taxis is a disappointing experience for some.

Apart from the above-mentioned issues, many respondents have mentioned on the chaos related to **traffic movement** during peak season.



## 4.13 Key Takeaways

The Nilgiris as a destination has a lot of scope to develop from various perspectives. Following gaps impeding tourism sector growth in the destination have been identified

### Tourist Attractions

Major issues related to parking and circulation are identified, improvement of parking facilities at Charring cross, Ooty and other major locations is suggested by multiple stakeholders. Decongestion of the Ooty town area is suggested by District Collector and other stakeholders. Water Atm issue is to be addressed at the tourist places.

Tourist buses entering the town to be avoided by providing parking outside the town and for those bus parkings the area is identified. Improvement of basic amenities like public toilets, rest rooms. Provision for Cloak rooms, office room for guides and tourist, drivers. Toilets can be provided along the newly proposed parking areas along with food kiosks.

Development of interpretation centre, which provide holistic experience of the architecture and for the heritage walk connecting all the heritage buildings

### Tourist Products

The Nilgiris being one of the most popular tourist destination in Tamil Nadu, has a lot of accommodation options concentrated at Ooty but other destinations like Kotagiri, and Coonoor doesn't have many options to accommodate various kinds of tourists which has to be addressed. More options for local transport would also help to hold tourists for a longer duration.

### Tourist Activities

The tourist activities and experiences in the Nilgiris are focused on themes that include heritage, Eco, Tea, and Adventure. Currently, the activities of the tourists are largely confined to exploring the natural sites. The destination largely attracts travellers for its soothing climate and scenic beauty, and some opportunities for adventure. The destination also has under-realized scope for developing heritage tourism with tourist activities such as heritage walks with professionals, guided tours etc. Further, tea tourism and tribal tourism related activities, while already present to certain extent, can be further developed through new activities/experiences and dedicated promotion.

### Tourist Amenities

The Nilgiris currently lacks guided route maps which can aid tourists in knowing the offbeat tourist destinations, direction signages to tourist spots, enough parking facilities, trash cans, seating places, wheelchair access, etc. Major tourist spots such as the Ooty Boathouse, Government Botanical Garden, Government Rose Garden, Pykara Boathouse, Pykara Waterfalls lacks in the essential amenities. There is also a need for clean toilets at every tourist spot. Apart from that the Nilgiris district has Water ATMs - vending machines for tourists to collect recycled water bottles, of which many are not in working condition due to lack of maintenance. Addressing these concerns on amenities will help improving visitor experience.

### Improving skill development of tourism service providers

Nilgiris presently has ~16 trained and registered tourist guides. Apart from that there are many unregistered tourist guides who, if put under a systematic training module can add more value to the tourist's experience. There is enormous scope for training and developing new people as well as existing personnel in the system. Involving local communities to participate in

developing themselves for the roles of chef, front office associate, housekeeping attendant (cleaning), tour escort, food and beverage service steward, assistant catering manager, guest relations manager & billing executive can create more local employment.

### **Branding, Marketing and Promotion of the destination**

The Nilgiris is known for its scenic beauty, climate, and accessibility that gets visitors based on that. However, marketing and promotion of the destination can be further upgraded by developing B2B partnerships with multiple stakeholders of the tourism industry. Most important of them are the tour operators, travel agents and other people generating their livelihoods out of tourism. Also, efforts to increase online presence by developing rich online content, maintaining an active presence on social media, and partnering with social media influencers needs to be made to pull more crowd.

### **ICT readiness**

There is no dedicated website for the Nilgiris destination. Information on the district is available on 4 official websites including Tamil Nadu Tourism. However, on searching for tourism in Tamil Nadu on a search engine, 2 different websites for TTDC come up. None of the government/private websites cover all the information that a visitor would seek before planning a trip. Through TTDC's social networking sites, and informative website blogs, diverse audiences are reached.

The new tourism app can play an important role in disseminating information on the destination. Further, portals like Incredible India, Utsav, and Nidhi should be updated regularly.

### **Tourist Carrying Capacity of Destination**

The section on Tourist carrying capacity and consequent takeaways will be added in the next iteration.

### **Destination Institutional Structure**

The District Management Organization has been formulated for Nilgiris. The first DMC meeting with regards to the project was held on Oct 17th,2023. The assessment of the DMC's role, responsibility and functioning for planning, developing and managing various activities at the destination will be provided in subsequent iteration.

### 4.13.1 Learning from International and National Best Practices




#### Ecotourism Destination – Case Study of Munnar, Kerala

Munnar is a famous hill station situated at an altitude of around 6000 ft above sea level in the Idukki district of Kerala. Gaining its name from the confluence of three mountain streams - Muthirapuzha, Nallathanni and Kundala, Munnar was once the summer capital resort of erstwhile British administration in Southern India.

The hill station has a wide range of attractions including the vast tea plantations, spices, rivulets, waterfalls, valleys, and mountains filled with exotic species of flora and fauna, wild sanctuaries, dams, elephant rides and forests along with cool climate which makes it a sought-after place for tourists in the state. The Neelakurinji or Strobilanthus flower which blooms once in 12 years attracts a lot of tourists from around the world. Eravikulam National Park (ENP), known for endangered inhabitant - Nilgiri Tahr, and the “Anamudi Peak”, the highest peak in South India is a famous tourist attraction in the region.

Munnar has been awarded as the “2<sup>nd</sup> Best Mountain Destination” in the nationwide poll conducted by a private agency in 2020, and as the “Most Romantic Destination” in the “Lonely Planet Travel Awards 2017” ceremony.

#### Tourist offerings in Munnar: Ecotourism and Experience

		
Eravikulam National Park	Hills & Valleys in Munnar	Waterfalls in Munnar

		
Mountain Biking in Munnar	Tea Plantation & Tea Museum	Bird Watching in Munnar

#### Initiatives undertaken to promote the tourist destination:

- Kerala tourism focuses on event based promotional campaigns such as Kerala Travel Mart, organizing Dance & Music Festivals, participation in national and international Trade Fairs, B2B Partnership Meets and roadshows.
- Marketing & promotional campaigns are run on different media platforms such as TV, radio, print, digital, OTT and theatres.
- Target marketing campaign initiatives by the State Tourism Department:
  - ✓ Different theme-based campaigns/ projects have been launched to lure different segments of the tourists. Some include “Change of Air”, “Long Stays”, “Homestays”,

- “Drive Holidays”. and “Longstays in Kerala”. A music album titled “Love is in the Air” featuring micro love songs has been launched to promote the state as a honeymoon destination.
- ✓ The department also used buses in London and taxis in Dubai to market the State’s tourism offerings targeting a larger and high spending population of Europe and Middle East.
  - ✓ Virtual reality and houseboat installations at major airports was another unique marketing campaign adopted by the State Tourism to attract tourist.
  - The Kerala Govt. has taken several initiatives to boost ecotourism in the state. The State’s Tourism Department along Kerala Forest Department are closely involved in planning and implementing initiatives towards ecotourism promotion. Around 60 ecotourism centers are managed by the Forest Department in Kerala.
  - These centers also provide employment opportunities to forest-dependent communities, especially the tribal communities.
  - Several ecotourism products are available for the tourists to experience from in the state. These include trekking, boating, rafting, accommodation in cottages & camping, wildlife safaris, tea plantation experience among others.
  - Ecotourism initiatives in the Munnar region include:
    - ✓ Nallathanni Estate of Tata Tea provides tourist the experience of tea growing, processing as well as the history associated with the development of tea estates in the area.
    - ✓ Safaris, camping, bird watching, trekking, and other activities & programs are developed for the incoming tourists.
  - District Tourism Promotion Council (DTPC) has been setup as coordinating agency among different Government departments, tourism experts, agencies, and others with an objective to promote and develop tourism in the district as well as in the State.

- Domestic tourist arrival in 2021 was around 75,37,617, an increase of around 51% from the previous year. The total revenue from tourism in the State also showed an increase of around 8.3% during the same year.
- Munnar recorded 654481 domestic tourists in the year 2021, an increase of around 89% over the previous year.
- Kerala Tourism was awarded the prestigious Gold Award of “Pacific Asia Travel Association (PATA) for 2022” in printed marketing campaign category.
- The number of Nilgiri Tahr in Eravikulam National Park rose to 803 as compared to 785 last year.

### Ecotourism Destination – Case Study of Hawaii, United States of America

Hawaii is America’s most multicultural state situated in the north central Pacific Ocean about 2,400 miles from the west coast of the US continent. It comprises of hundreds of islands, of which six islands are regularly visited. These include Hawai’i Island, Maui, Oahu, Kauai, Molokai and Lanai. The islands are famous for their unique tourist attractions comprising of beautiful beaches, volcanic mountain ranges, surf breaks, farmlands reefs, tropical rainforests and the vibrant city attractions.

Hawaii has the highest number of endangered native plant and animal species in the world. The people in the region follows the principles of “Malama ka’aina” and “Malama ke kai”, which means to care for the land and care for the ocean respectively. These ideas support the development of sustainable ecotourism practice in the island region.

The tourism industry contributes around 20% of the state’s GDP and provides employment to over 200,000 people.<sup>8</sup>

**Tourist offerings in Hawaii: Diversified Experience**

		
Submarine tours – eco adventure	The Molokini & Turtle Arches Snorkel- eco adventure	Hawaii Volcanoes National Park

		
Largest Coffee Farm in US	e-bike tours in the mountains	Hiking in the rainforests

**Initiatives undertaken by Tourism Department to promote and conserve the ecotourism profile of the State:**

Hawaii Tourism Authority (HTA) attached to the State Department of Business, Economic Development & Tourism (DBEDT) manages the tourism industry in the state including the branding and marketing activities. HTA contracts with marketing organizations worldwide to promote the Hawaiian Islands. They are more focused on the large target markets of the US, Canada, Japan, Korea, and Oceania. Some of the initiatives in the marketing and promotion included:

- Shifting of marketing focus away from beach tourism only to other more diversified range of offering including ecotourism such as farm tours, bike tours, hiking, snorkeling, scuba, etc.
- Marketing campaigns such as “The Malama Hawaii campaign” was aimed to highlight issues related to restoration of Hawaii’s natural resources, their culture and participation of tourists in these efforts. This campaign had around 100 industry partners and local organizations providing volunteering opportunities that lead to regenerative tourism. Special incentives such as free nights stays were given to travelers who participated in volunteerism activity.
- Providing services such as Virtual Reality (VR) experiences to tourists and destination finders.

<sup>8</sup><https://www.blueprintcreativegroup.com/hawaii-tourisms-big-reset-the-push-to-attract-more-than-just-beach-tourism#:~:text=Hawaii's%20tourism%20industry%20is%20a,decreased%20visitor%20numbers%20and%20revenue>

- Promoting islands and theme-based festivals and events including music & dance festivals, events around chocolate & coffee, spirituality & herbal medicine workshops, plantation days festival, painting events among others. These are planned in collaboration with local community and participants.
- Marketing and branding campaigns are tailor made for different islands, their offerings, culture and events, and were run on different platforms such as print, TV, digital and social media, webinars, livestreaming of events and others.
- HTA also works in collaboration with the Sustainable Tourism Association of Hawaii (STAH), earlier known as “Hawaii Ecotourism Association” which is a non-profit organization and works on promoting responsible travel and educating commercial tour operators and community stakeholders on tourism’s best management practices. It also evaluates and certifies tour operators and activities based on best practices and organizes annual awards to facilitate the efforts of Hawaii’s tour operators, guides, and volunteers.
- More than 20,000 travel advisors were trained and educated in the US alone through live, virtual and hybrid channels on destination travel protocols and benefits available to the visitors.

<sup>9</sup>Around 2.4 million visitors arrived at the island in the first quarter of 2023, an increase of 22.7% from the previous year. Visitors spending also increased by 26.8% to reach USD 5.37 billion during the same period.

Average length of stay was recorded to be more than 8 days in the island.

### Rural Tourism – Case Study of Basunti Retreat, Himachal Pradesh

Basunti Retreat is a secluded and eco-friendly retreat located in the village of Basunti, near the town of Nagrota Surian in the Kangra district of Himachal Pradesh, India. It is a unique destination that offers visitors an opportunity to experience the rural lifestyle, immerse themselves in nature, and engage in various activities. The retreat is situated on a private estate spanning over 20 acres of land, surrounded by forests, hills, and overlooking the picturesque Maharana Pratap Sagar (Pong Dam) Lake. It provides a tranquil and serene environment for guests seeking relaxation and rejuvenation.

Basunti Retreat offers comfortable accommodation in traditional village houses that have been restored and equipped with modern amenities. The rooms are designed to provide a comfortable stay while retaining the rustic charm of the local architecture. The retreat can accommodate a limited number of guests, ensuring an intimate and personalized experience. The retreat offers a range of activities to help guests connect with the local culture and environment. These activities include village walks, birdwatching, wildlife spotting, meditation, yoga sessions, fishing, boating, cycling, and workshops on traditional crafts and cooking.

#### Tourist offerings in Basunti Retreat



<sup>9</sup> <https://dbedt.hawaii.gov/blog/23-18/>

Yoga Center	Accommodation	National Archaeological Museum
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**Initiatives undertaken to promote the tourist destination:**

- **Online Presence:** Basunti Retreat has established an online presence through their official website and social media platforms. They provide detailed information about the retreat, its facilities, activities, and the surrounding area. This online presence helps in reaching a wider audience and attracting potential visitors.
- **Collaborations and Partnerships:** Basunti Retreat collaborates with local tour operators, travel agencies, and eco-tourism organizations to promote their retreat as part of travel itineraries and packages. These partnerships help in reaching out to a larger network of travelers and showcasing the retreat's unique offerings.
- **Participation in Travel Exhibitions and Events:** Basunti Retreat participates in travel exhibitions and events both domestically and internationally. These platforms provide an opportunity to interact with travel enthusiasts, tour operators, and potential visitors, thereby increasing awareness and visibility of the retreat.
- **Reviews and Testimonials:** Basunti Retreat encourages guests to provide reviews and testimonials about their experience at the retreat. Positive reviews and testimonials help build trust and credibility among potential visitors, influencing their decision to choose Basunti Retreat for their stay.
- **Sustainability and Responsible Tourism:** Basunti Retreat focuses on sustainable and responsible tourism practices. Their commitment to eco-friendly initiatives, community engagement, and support for local livelihoods helps attract tourists seeking authentic and responsible travel experiences.

**In the Kangra region,**

Tourist footfall is increased 40930 in 2022 in comparison to 26164 in 2021 (Himachal tourism data) and due to this Employment in services increased

**Rural Tourism – Case Study of Hoi An, Vietnam**

Rural tourism in Vietnam has gained popularity in recent years as travelers seek authentic experiences and a deeper understanding of the country's rural culture and traditions. The rural areas of Vietnam offer beautiful landscapes, traditional villages, local handicrafts, agricultural activities, and opportunities to engage with local communities. Here are some key aspects and destinations related to rural tourism in Vietnam: Hoi An in Vietnam is a one of the unique destinations in Vietnam offers rural tourism experience

Hoi An: While Hoi An is primarily known for its well-preserved Ancient Town, it also offers opportunities for rural tourism. The countryside surrounding Hoi An features rice fields, vegetable gardens, and charming rural villages. Travelers can cycle through the countryside, participate in farming activities, and witness traditional crafts like pottery and mat weaving. Several initiatives have been implemented to enhance and promote tourism in Hoi An.

**Tourist offerings in Hoi An, Vietnam**

		
Boat Ride	Accommodation	Theme Park

#### Initiatives undertaken to promote the tourist destination:

- **Preservation and Restoration:** Efforts have been made to preserve and restore the historical buildings, streets, and cultural sites in Hoi An's Ancient Town. Strict regulations and guidelines ensure that the town's unique heritage and architectural integrity are maintained, attracting tourists interested in its cultural significance.
- **UNESCO World Heritage Site:** Hoi An's Ancient Town is recognized as a UNESCO World Heritage Site. This designation helps in promoting Hoi An globally, attracting heritage enthusiasts, and raising awareness of its historical value.
- **Tourist Infrastructure:** Improvements have been made to the infrastructure in Hoi An to enhance the visitor experience. This includes well-maintained roads, pedestrian-friendly streets, efficient transportation systems, parking facilities, and amenities like public restrooms.
- **Cultural Events and Festivals:** Hoi An hosts various cultural events and festivals throughout the year, such as the Lantern Festival, Mid-Autumn Festival, and Full Moon Festival. These events showcase local traditions, folk performances, traditional music, and provide unique cultural experiences for tourists.
- **Tourism Promotion:** Hoi An actively promotes itself as a tourist destination through marketing campaigns, both domestically and internationally. Efforts include participating in travel fairs and exhibitions, advertising campaigns, digital marketing, and collaborating with travel agencies and tour operators to promote Hoi An's attractions and unique offerings.
- **Sustainable Tourism:** Hoi An has placed a strong emphasis on sustainable tourism practices. Initiatives include waste management programs, eco-friendly initiatives, and encouraging responsible tourism behaviors among visitors. There is also a focus on preserving the environment, promoting sustainable transportation, and supporting local businesses.
- **Community Engagement:** Local communities play an important role in promoting tourism in Hoi An. Various community-based tourism initiatives have been established, allowing visitors to engage directly with local residents, experience their way of life, participate in traditional activities, and support local businesses and artisans.

Hoi An received 694,000 foreign visitors in the first quarter of this year 2023, a figure that has already surpassed the whole of last year's total (614,000), according to statistics from the Hoi An Centre for Culture, Sports, Radio and Television. And all the hotels are running in full occupancy.

The relevant case studies shall be updated in the subsequent iterations as per the project proposal requirements.



## 5 Visioning and Target Outputs

### 5.1 Vision Statement

Nilgiris's vision as a tourism destination is derived from the wondrous experience it offers as the Eastern Ghats meet the Western Ghats and sprawls across a beautiful plateau. The three key destinations include Ooty, Kotagiri, and Coonor.

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*"To strengthen established destinations and develop new destinations in the Nilgiris to position it as one of the most sought after Eco-tourism destinations nestled amidst the undulating blue mountains, centred around the principles of environmental sustainability and active community engagement"*

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### 5.2 Target Outputs

### 5.3 Key objectives of destination development

In addition to enabling development of Nilgiris as a world class destination, tourism development will be crucial to uplift the socio-economic scenario of the key destinations.

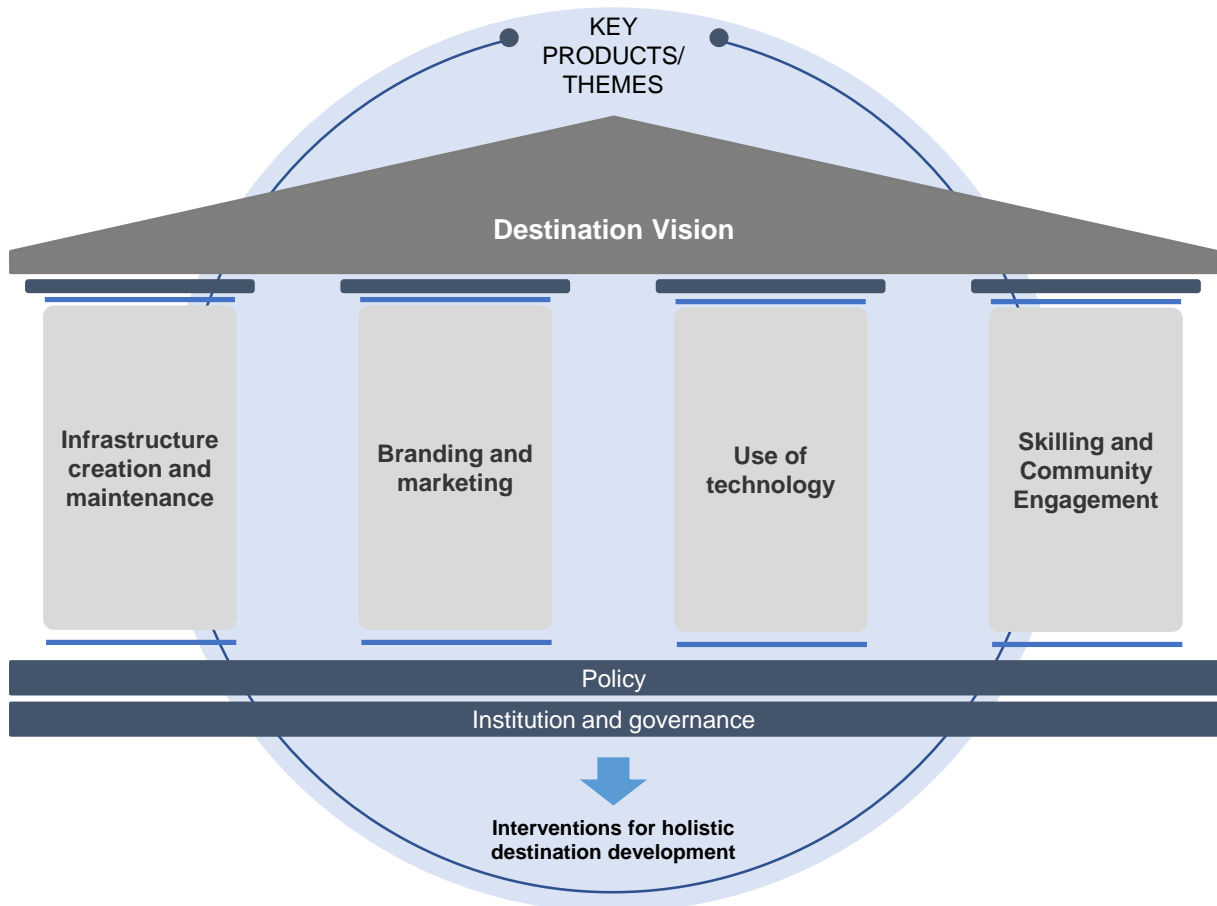
Based on the key gaps identified, following objectives have been identified for holistic development of the destination and achievement of the destination vision:

1. Diversify tourist footfall beyond Ooty, to promote new destinations as well as decongest Ooty
2. Transform the Nilgiris into a vibrant and thriving eco-tourism hub
3. Improve impact of tourism on the local economy and communities through increased engagement of communities across the tourism value chain

### 5.4 Proposed framework for holistic destination development

To achieve the objectives and realize the vision for Nilgiris, a holistic destination development approach will be crucial. While select products/ themes will establish the perception and offerings of the destination, many enablers ranging from hard interventions like infrastructure development to softer activation through marketing, ICT etc. will play an equally significant role in providing access to the many travellers across the globe.

The approach to understanding the key components for framing the development strategy will be based on the following framework.



## 5.5 Key products/ themes for the destination

Based on as-is assessment and stakeholder consultations two key themes/ products have been identified for Nilgiris – eco tourism and rural tourism. The following sections summarize the offerings and potential of each of these themes/ products, followed by a brief assessment of the key impediments to their growth.

### 5.5.1 Eco tourism

The Nilgiris district is primarily horticulture driven and occupies a special touristic appeal in hilly regions of Tamil Nadu because of its refreshing greenery and stimulating climate. The geographical area of the district is 2,545 square km., of which 56% is under natural vegetation.

Followed by horticulture, tourism too plays a major role in generating income for the district. Particularly Ooty, the entry point for tourists in the Nilgiris is one of the most popular hill escapes in the country.

But for quite some time now Ooty is suffering from over tourism. The increasing influx of tourists every year is leading to trash accumulation in the hill station. Even after continuous efforts from hotels and restaurants, Ooty is not being able to keep hygiene and cleanliness at par. High footfall in one side is strengthening revenue streams in the district, and on the other side is stripping the hill station of its pristine beauty.

**Prioritizing waste management for sustainable development is an urgent need in Ooty, that being the entry point for tourists to the Nilgiris**

It is important to observe sustainability in waste management so that every bit of waste in the Nilgiris can be managed in an efficient manner rather than just dumping it all in landfills. Especially hotels and restaurants in Ooty dump their wastes somewhere in the premises or even on the roadside till the collection vehicle carries it further. This causes contamination and other negative impacts like flies swarming across the town often leading to serious health problems. Sustainable waste management would include regular collection, transportation, valorisation, and disposal of the various types of waste, in a manner that does not jeopardize the environment, human health or future generations.

### **Amalgamating tourism with horticulture can help reduce the tourist load in Ooty town**

Agriculture is the prime activity in the rural populace of the district. Ooty and Coonoor taluks are famous for cultivation of Tea and Coffee. While visiting tea estates of Coonoor is an important part of trip itinerary to the Nilgiris, the activities of tourists in tea gardens is presently limited to exploring the scenic views, taking leisure walks through plantations and some shopping.

**Tea tourism** as a specialised corner in the tourism industry is becoming more and more popular. Potential tea tourists can be anybody who have high interest in tea and tea culture, who often drink tea, and who have a positive attitude towards drinking tea. Thus, considering the status of the beverage amongst domestic tourists and its interest in foreign tourists, introducing engaging activities in several tea gardens can help attract more niche tourists who would visit the Nilgiris only for the purpose of enjoying tea tourism, and directly enter Coonoor.

Activities surrounding tea gardens may include:



- Tea tasting workshops where one can learn the basics of different steeping methods for high quality teas, discover the anatomy of a tea plant, and walk away with an understanding of some of the jargon of tea tasting
- Ceremonies before tea harvesting starts can be introduced with cultural shows and grand local cuisines
- Guided tea plucking activities for tourists

Engaging tourists in such ecotourism activities will provide an alternate revenue stream to tea gardens and generate more employment for locals.

For instance, a tea plantation tour very near to Tokyo is in Sayama City, Saitama Prefecture. The city famous for the flavour of its green tea organises various practical programs for tourists where tourists can get on the field and learn about green tea and its processing. Starting from workshops on brewing, tea tasting, and conducting tea ceremonies, one of the major highlights of the place is the Tea Leaf Picking course which runs from May to November. The program includes tourists getting dressed up in the colourful traditional outfits that are worn by female tea workers and learn to sing harvest songs.



Though Coonoor has luxury properties with magnificent view of the tea gardens but developing accommodation with global corporate flags such as the Taj, Marriott, Hilton, Four Seasons etc. can bring in superior customer experiences. The Taj Chia Kutir Resort and Spa in Darjeeling is one such example where the resort is built amidst the tea estate and attracts luxury travellers in the much-travelled hill station.



The Government of Assam launched a scheme called the **Promotion and Development of Tea Tourism Infrastructure in Assam** considering the huge potential of tea tourism. The scheme proposes to develop 50 selective Tea Gardens as Tourism destinations. The scheme broadly covers the overall experience of tourists amid a tea garden or state, with accommodation facility in an iconic bungalow with modern amenities. It is monitored by the Assam Tourism Development Corporation Ltd.

The objective of the scheme includes:

- To up-grade the existing tourist infrastructures of the Tea Garden.
- To encourage private tea companies for promoting tea tourism in the State.
- Developing modern amenities to attract tourists all over the world.
- To develop well coordination amongst the tea stakeholders including state tourist operators for a flourishing tea –tourism.
- To promote tea tourism promotional activities hugely such plucking of tea leaves, go on nature walks, trekking and rafting and even play of golf, etc.
- Focusing cultural and socio-economic scenario of Tea Tribes of Assam worldwide for tourist attraction.

**The pattern of assistance** or sharing pattern under the scheme is 50:50 (Government's share: Beneficiary share). The selected Tea Gardens will be the beneficiaries under the scheme, with upper ceiling of Rs 2 crore as Govt. Share.









**Implementation** - In the budget announcement for the Financial Year 2022-23, an amount of Rs.50 crore has been earmarked for the promotion and development of Tea Tourism.

**Agritourism** - Apart from tea cultivation, the Nilgiris is rich in all hilly zone cultivated crops. Every block in the Nilgiris has its own strength and weaknesses. Major cultivation crops such as coffee, potato, carrots, cabbage, beetroot, garlic, and other vegetables are grown in Ooty and Coonoor Taluks. Paddy and Ginger are grown in Gudalur and Pandalur Taluks. Paddy is also grown in Thengumarahada area in Kotagiri Taluk. Besides these crops, Ragi, Samai, Wheat, Vegetables etc., are also grown in small extent throughout the district.

Urban tourists are always curious on learning about food supplies, plants, animals, handicrafts, languages, culture, tradition, clothes, and rural lifestyles as it helps them get out their daily routine and go back to their roots. This population segment's curiosity can be leveraged by agritourism.

Agritourism can be seen as an innovative and diversifying strategy for farms that can offer farm stays and leisure activities for tourists, with many economic and non-economic benefits for farmers.

**Table 5-1 Agritourism activities in the district**

Direct Sales of Fresh Products	Overnight Accommodations
<ul style="list-style-type: none"> <li>Roadside farm stand</li> <li>Farmer's market</li> <li>Sale of handcrafted products</li> <li>Sale of farm/ranch souvenir items (t-shirts, mugs, fridge magnets etc.)</li> </ul> 	<ul style="list-style-type: none"> <li>Farm stays with bread and breakfast scheme</li> <li>Camping sites</li> </ul> 
Recreation activities	Demonstrations and displays
<ul style="list-style-type: none"> <li>Birdwatching</li> <li>Hiking trails</li> <li>Archery</li> <li>Fishing</li> <li>Guided hunts</li> <li>Wilderness experience</li> <li>Wildlife viewing</li> </ul> 	<ul style="list-style-type: none"> <li>Animal husbandry</li> <li>Antique tools and equipment demonstrations</li> <li>Display gardens</li> <li>Food preparation</li> <li>Harvest demonstrations</li> </ul> 
Hands-on Experiences	Tours & Entertainment
<ul style="list-style-type: none"> <li>Classes on the processing of Eucalyptus Oil and other essential oils</li> <li>Farm or ranch work experience</li> <li>Habitat improvement activities (native planting, tree planting)</li> </ul> 	<ul style="list-style-type: none"> <li>Guided crop tours</li> <li>School tours or activities</li> <li>Outdoor games</li> <li>Storytelling</li> </ul> 
Festivals and Events	Other Hospitality Services
<ul style="list-style-type: none"> <li>Casual farm-to-table events</li> <li>Gourmet farm-to-table events</li> <li>Historic or culturally themed festival</li> <li>Specific crop- or product-themed festival</li> </ul> 	<ul style="list-style-type: none"> <li>Picnic baskets for sale, picnic area</li> <li>Refreshment sales</li> </ul> 

**Adventure and excitement are a part of the Nilgiris... Introducing more soft adventures in the hill station can attract more footfall around the year**

The Nilgiris have various trekking trails that are traditionally very popular and makes the mountains a “trekker’s paradise”. Some of the most popular trekking trails in Ooty are the Doddabetta Trail, the Mysore Trail, and the Nilgiri Trail that varies from moderate to challenging treks. However, these treks being difficult to cover, mostly needs proper training and excellent physical fitness.

Presently, adventure tourism is an area that is experiencing growth as people's appetite for ever newer and more unique experiences are changing. The mass tourists visiting the Nilgiris visit for its breath-taking views and lush green hills. Introducing softer adventure tourism activities in areas which solely depends on agriculture will help contribute generation of income and development of infrastructure, under the respect of nature, culture, and people.

Also, adventure tourist activities being less conditioned by seasonality can be also enjoyed in the shoulder or off-peak seasons. This would ease the stress of high influx of tourists specifically in the peak months but also help keep the revenue flowing in the district even in off season.

## Marketing Kotagiri specifically for adventure tourism may fairly attract thrill seekers above the conventional tourist spots



**ATV (All-Terrain-Vehicle) rides** – ATV rides in India is still an offbeat adventure activity that satisfies the adrenaline rush for tourists who are moderately inclined towards adventure sports. Riding ATVs does not need any former experience and is considered safe for beginners. An ATV ride of nearly one hour in the terrains of Kotagiri can be both engaging and attractive.

**Zipline** – Zipline is one of the most popular adventure sports in the country. It is thrilling, fun, and gives a dash of an adrenaline rush, making it a perfect experience for adventure seekers. Ziplines can be perfect in places that has a panoramic view. Also, zipline rides can be performed in any weather except rainy seasons. A stretch with a view of the Catherine Waterfalls in Kotagiri can be attempted for ziplines. This, however, will depend on further feasibility studies.



**Hiking** – Discovering new hiking trails with help of local communities can be an adventure sports offering for tourists. Hiking trails can create an economy of their own with not just better employment opportunities for local guides, but also establishing wayside amenities in hiking routes. With more tourists attempting hiking in Kotagiri, a greater number of lesser-known trails would get popular with time.

Though adventure sports are a very attractive tourism offering for many, it will be essential to maintain continuous strict vigilance on the compliance of adventure sports guidelines in the destinations.

### 5.5.2 Rural/Tribal tourism



Nilgiris is home to many indigenous tribes including the Todas, the Irulas, the Kota, the Kurumbas, the Paniyas, and the Kattunayakans. Among these, Todas, Kotas, Kurumbas and Paniyans live exclusively in the Nilgiris.

Further, the Badagas form a large ethnic group of Nilgiris, who have migrated from Karnataka around the 16<sup>th</sup> century.

All these groups have distinct characteristics and special skills like the Todas specialize in raising buffalos, the

Kotas are known for their pottery and art, the Kurumbas are known for collecting honey using traditional honey hunting methods. The Irulas specialize in traditional herbal medicine and

healing practices. The Todas are also known for their beautiful embroidery work on the shawls worn by both genders, called puthkuli.

### **Giving a glimpse into the culture of indigenous tribes can offer authentic experiences to travellers**

The Government of Tamil Nadu organizes the Nilgiris Tribal Dance Festival every year during the month of January. During this festival various traditional dance performances are displayed by the tribal communities.

Destinations have successfully developed tribal villages and festivals to showcase authentic tribal experiences. It is critical to develop such experiences in association with the communities, not just to ensure authenticity, but also to avoid unwanted exploitation of the tribes.

### **Heritage Village of Kisama & Hornbill Festival, Nagaland**

The Festival derives its name from the bird, Hornbill, a common bird in folklores and tribes of Nagaland.

The Hornbill Festival in Nagaland attracts record number of visitors annually. In 2019, the Festival attracted 2.69 lakh visitors including 3015 foreigners, 55584 domestic tourists and more than 2 lakh locals. (Source: News articles)

The festival is a modern day cultural extravaganza of the Naga tribes. A 10 day event, the festival highlights include traditional Naga Morungs, exhibition and sale of arts and crafts, food stalls, herbal medicine stalls, flower shows and sales, cultural medley – songs and dances, fashion shows, beauty contest, traditional archery, Naga wrestling, indigenous games, and musical concerts.

The festival takes place in the heritage village of Kisama, The Heritage Village is designed in the form of an ancient Naga village to give an authentic feel of a true Naga village and the experience of traveling back in time. The complex houses a World War II museum, bamboo heritage trail, bamboo pavilion, kids carnival, horti-scope, food courts, stadiums for live concerts, Naga idol, etc.



### **Develop packages with to showcase the authentic lives and activities of various tribes, including a chance at to try a few of these activities**

With the emergence of slow travel, and responsible travel, tourists across the globe now want to have authentic experiences and create memories lasting them a lifetime.

Tour operators already offer curated packages to offer such experiences like walking through Toda villages. However, these are limited and not marketed enough. More curated packages can be developed in association with the government, and the tribes through NGOs like Nilgiris Adivasi Welfare Association.

#### **Tribal tours – Warli art and tribe**

To experience the Warli way of life, travellers can visit the village and learn all about the symbolism behind the world-famous Warli paintings. Renowned artists of the community also conduct hands-on session where one can draw and paint these tribal artforms.

While tour operators have curated many such packages, they have been extensively marketed through content creation, and social media.

### **Homestays/ guest houses can help offer a glimpse into village life and create income source for the local communities**

There are 363 registered homestays in the Nilgiris. In many destinations, locals and NGOs have worked with tribal communities in setting up homestays and promoting them to attract tourists sustainably. The National Strategy for Promotion of Rural Homestays also identifies “unique tribal culture” as one of the themes for rural homestays. Skilling is critical to ensure quality and safety for tourists.

### **Marketing of Nilgiris as a rural tourism destination and more specifically tribal tourism destination will be crucial**

Specific communication strategy for promotion of Nilgiris (Ooty, Kotagiri, and Coonoor) as rural tourism destinations. As one of the first steps, being listed as a rural tourism destination on Government of India’s Rural tourism website (**Error! Hyperlink reference not valid.**) can be a boost for Nilgiris. Currently, Five Rathas Sea Shore Temple is listed as the only rural tourism destination in Tamil Nadu.

Government of Tamil Nadu may choose to nominate one or more villages in the destination for the “Best Tourism Village Competition” by Ministry of



Tourism as well as “Best Tourism Villages” by UNWTO. This will help put the destination on a national as well as global map for rural tourism enthusiasts.



## 6 Proposed Strategy and Action Plan

### 6.1 Proposed initiatives and interventions

Four Zones have been identified in the Nilgiris Destination for the overall development of 10 years horizon. The zoning conceptualised are further being analysed to create tourist end to end experiences. The first zone is the Pykara Watershed Tourism hub which will form an integrated experience of water flowing along the Pykara river through its enchanting waterfalls to the Pykara lake. The second experience will focus on improving & promoting the heritage experience of the The Nilgiris by providing better connectivity to the heritage monuments through walks and trails and involving an interpretation area for the tourists. The Tribal Heritage Museum is also being considered for developing it further as Tribal Village and Tea Experience Centre. Other tourist facilities will be also developed within the Ooty town in this experience. The other experience zones are the Edge of the Blue Mountains near conoor and the Kodanadu eco-tourism zone at Kotagiri which is the final experience zone will be focusing on renovating the Kodanadu peak and coming up with thematic attraction at Nedugula which will be an Eco-Adventure Hub with glamping facility. Other pan destination improvement will include Improvement of Public Toilets at Ooty and Conoor as well as developing Tea Tourism at places like Tantea factory at Kattabettu.

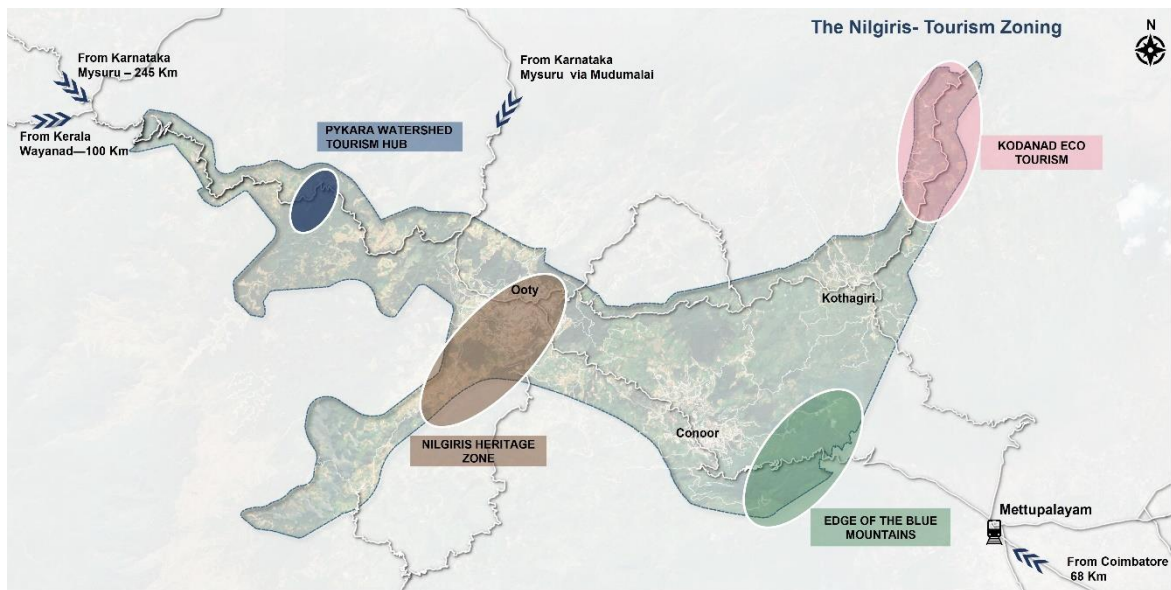


Table 6-1 List of Proposed Interventions

SI No	Experience	Components
1	Pykara Watershed experience zone	<ul style="list-style-type: none"> <li>Pykara Boat House Redevelopment</li> <li>Pykara Riverside experience zone</li> <li>Pykara Waterfalls tourist facility improvement</li> </ul>
2	Nilgiris Heritage Zone	<ul style="list-style-type: none"> <li>Ooty Heritage walk and Trail</li> </ul>

		<ul style="list-style-type: none"> <li>• Tribal Village and tea experience at the Tribal Museum- Access road improvement, Relocating toilets, Food stall/kiosk, Mini market (Selling handicrafts),</li> <li>• Development of Experience Centre for Badaga, Toda , Kurumba &amp; Kota Living through AR/VR,</li> <li>• Development of Model Tribal Huts and Cuisine Centre and Open air Theater.</li> <li>• Facilities at Govt Museum -stone house</li> <li>• Parking with Amenities Near HPF Land and Avin Land</li> </ul>
3	Edge of the Blue Mountains	<ul style="list-style-type: none"> <li>• Pakkasuran Malai View Point/ Droog fort - Tourist amenities, parking, view tower/deck,</li> <li>• Tantea land available of 2-4 acres,</li> <li>• Drook Fort Interpretation centre and Virtual Gallery,</li> <li>• Development of stone walkway and steps till peak, Glamping geodesic pods</li> <li>• Tourist amenities Improvement at Dolphin Nose Peak - Tourist amenities (Toilets) , Recarpeting of pedestrian trail in local stone &amp; refurbishment of edge railing with local badaga aesthetics and intermittent picnic huts/ resting sheds, Development of the central hillock with watch tower and landscaping</li> </ul>
4	Kodanad Eco Tourism	<ul style="list-style-type: none"> <li>• Renovating Kodanadu Peak</li> <li>• Accommodation/Restaurant next to parking area</li> <li>• Thematic attraction at Nedugula, Development in ~20 acre of land, Eco-Adventure Hub with glamping facility, and Approach Road strengthening</li> <li>• Tea Tourism, Tantea factory @Kattabettu</li> </ul>
5	Pan Destination	Improvement of Public Toilets at Ooty and Conoor
6	Proposed Soft Interventions	<ul style="list-style-type: none"> <li>• Digital Interventions, Employment, Skilling, and Community Engagement, Branding, Marketing and Promotion activities are also proposed at PAN destination</li> </ul>



Figure 6-1 Proposed Master Plan for The Nilgiris

## 6.2 Conceptual Plan of the end-to-end Experience for DPR Package 1

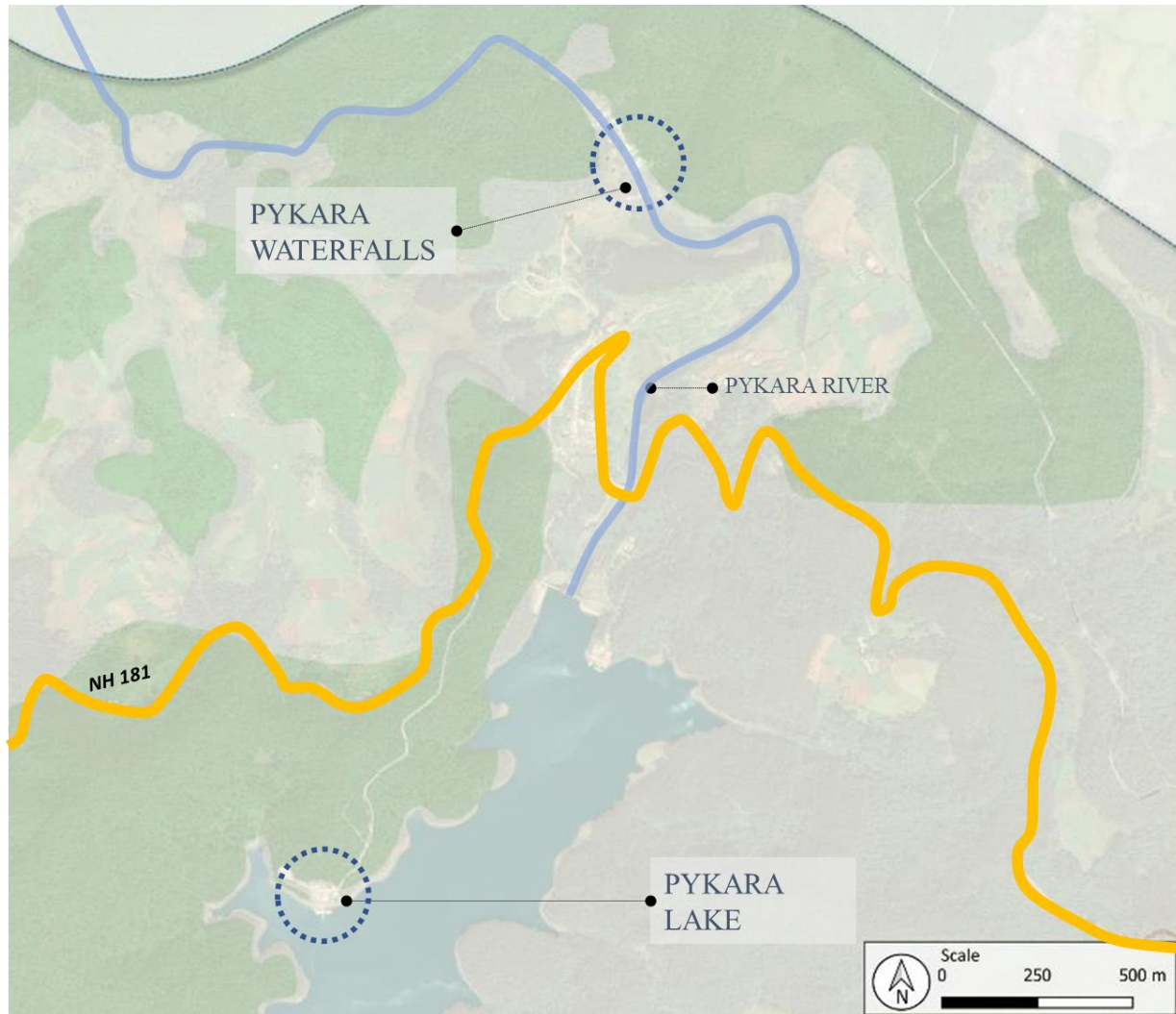
### 6.2.1 Nature Trail Experience along the Pykara Rivere

The Pykara River is known for its pristine scenic beauty. It originates in the western ghats and flows through a lush green valley. The river is surrounded by forests, tea plantations and waterfalls. “The Nature Trail Experience along the Pykara River is focused on equipping the destination to offer something for everyone and creating a standalone attraction. It aims to blend modern technology and adventure to give visitors an authentic flavour of the Nilgiris along with conserving the natural beauty of the area.



**Figure 6-2 Pykara lake & Pykara waterfalls**

The Nature Trail Experience along the Pykara River shall help explore the natural assets of the destination while providing the tourist with a unique and seamless experience to enjoy the beauty of the destination in every aspect possible.






**Figure 6-3 Location map of the Nature Trail Experience along the Pykara River**

The tourist footfall at the attraction is far less compared to the other attractions in and around Ooty. Being close to the highway entering to Ooty from Kerala and identified with an easy access, the place has a very high potential once the key gaps are identified and the visitor experience is enhanced.

### 6.2.2 Addressing the Challenges

Pykara is the largest river in the district and is considered very sacred by the Toda Tribe in the region, it is also an ideal picnic spot and provides boating facilities. The Pykara waterfall and boathouse along the river are a must-visit for nature lovers, photographers, and adventure-seekers. However lately, these two destinations have been grappling with issues such as the poor quality of tourist amenities/ infrastructure, issues with site circulation, lack of sufficient parking, and positioning of the destination and establishing a unique brand identity for itself. The proposed development project looks at holistic development of both the places that seeks to address the above challenges with an aim to maximize the tourist attraction potential of these two beautiful locations. The observed Key gaps are described below.-For the Pykara Lake Boat house

 <b>Accessing the attraction</b>	<ul style="list-style-type: none"> <li>• Entry to the destination from Kerala &amp; Karnataka highway does not have a distinct facade</li> <li>• Entry gate and parking does not have a striking look and feel</li> <li>• The internal loop road towards the Boat House is damaged</li> <li>• Mismanagement of the vehicles entering and exiting the destination affects safe pedestrian movement</li> </ul>
 <b>Experiencing the attraction</b>	<ul style="list-style-type: none"> <li>• Second stairway for visitors need to be improved</li> <li>• The Roof Obstructs the view of the lake</li> <li>• Overcrowding at the ticket counter during peak seasons is a problem</li> <li>• Limited seating space available at the wait area and lack of information board &amp; signages</li> </ul>
 <b>Exiting the attraction</b>	<ul style="list-style-type: none"> <li>• Improvement of the Tourist Amenities is required</li> <li>• Reconstructing the Steps, flooring, handrails and benches is required</li> <li>• The view of the lake gets disturbed due to roofing</li> <li>• Lack of activities and souvenir shops</li> </ul>

 Accessing the attraction	 Experiencing the attraction	 Exiting the attraction
<p>Entry to the destination from Kerala &amp; Karnataka highway does not have a distinct facade</p> 	<p>Second stairway for visitors need to be improved</p> 	<p>Improvement of the Tourist Amenities is required</p> 
<p>Entry gate and parking does not have a striking look and feel</p> 	<p>The Roof Obstructs the view of the lake</p> 	<p>Reconstructing the Steps, flooring, handrails and benches is required</p> 
<p>The internal loop road towards the Boat House is damaged</p> 	<p>Overcrowding at the ticket counter during peak seasons is a problem</p> 	<p>The view of the lake gets disturbed due to roofing</p> 
<p>Mismanagement of the vehicles entering and exiting the destination affects safe pedestrian movement</p> 		<p>Lack of activities and souvenir shops</p> 

## For Pykara Waterfalls



### Accessing the attraction

- Cars parked on the highway – way to waterfalls and internal Roads
- Way to waterfalls – Identified new pathways to be developed



### Experiencing the attraction

- Overcrowding at the entrance and the ticket counter
- Insufficient and ill-maintained Toilets at the waterfalls
- Footpath leading to waterfalls doesn't have resting places, existing walking trail to be improved



#### Accessing the attraction

Cars parked on the highway – way to waterfalls and internal Roads



#### Experiencing the attraction

Overcrowding at the entrance and the ticket counter



Footpath leading to waterfalls doesn't have resting places, existing walking trail to be improved



Insufficient and ill-maintained Toilets at the waterfalls



### 6.2.3 Proposed Project Description & Concept Developments

The **'Nature Trail Experience along the Pykara River'**, Project aims to address important challenges while enhancing the natural beauty. As visitors enter through the majestic entrance gate, which would give the tourist/visitor an exciting sense of arrival. Upon reaching the Parking area, the tourist will be able to purchase the tickets for the Waterfall / Boathouse. From there, the visitor can take a stroll through the dense pine forest or take a buggy ride towards the waterfall. The visitor could spend ample time at the waterfall enjoying nature and clicking some beautiful photos in the backdrop of verdant nature and the splashing waterfall. The tourists will have gazebos/sitting areas on their way along the waterfall. From the waterfall, one can opt to walk or get on a buggy towards the lake / boat house. A new parking area is being proposed near the boathouse also where vehicles can be parked for those directly reaching the boathouse area. There will be a separate entrance gate to the boathouse area from where the tourists are expected to walk or avail the buggy service to reach the boathouse. At the far end of the access road a canopy walk area having the view deck to witness the breathtaking view of the pristine beauty of the lake is being conceived. It also has fun activities for the children and cafeterias, where tourists shall be able to spend a leisurely day, partaking in a wide spectrum of engaging activities. There shall also be a viewing deck at the boathouse to have a clear, uninterrupted view. The boating experience shall be added as a soft adventure experience.

The Project plans to use state of the art technology to improve the overall traveller's experience, while also remaining environment sensitive. An automated parking system, and the adoption of an online ticketing system will also be noteworthy initiatives.

Apart from these visible hard interventions there are softer elements like attractive information sign boards depicting details of the flora and fauna of Nilgiris and other major attractions around are proposed along the walking trails, that allow the visitors to experience the essence of the destination.

The Proposed Intervention Zones of Pykara Lake & Boat House as well as Pykara Waterfall are elaborated below:



Pykara Lake & Boat House Zone



Figure 6-4 Proposed Conceptual Zoning for Pykara Lake & Boat House Area

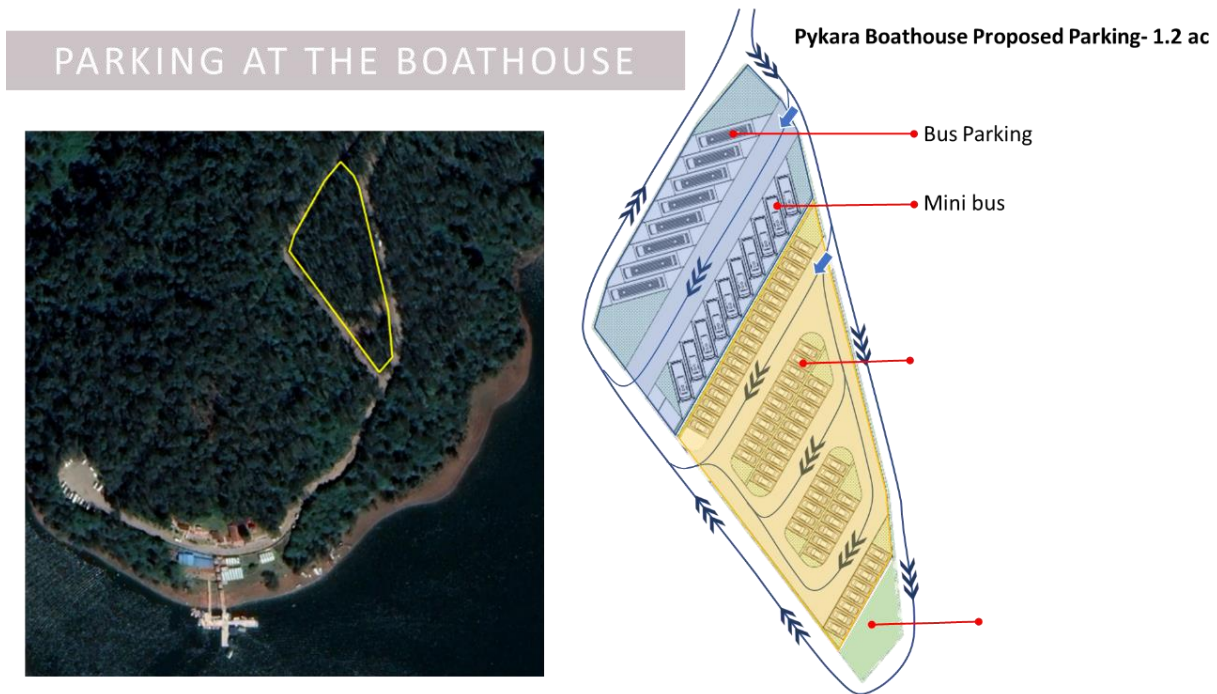
### Major Components of Pykara Lake & Boat House Zone

- **Entrance Plaza & approach Road:** A proper entrance gate, with adequate signage and a welcoming entrance area plaza will give the tourist a sense of arrival. The area will have traditionally created aesthetically placed, basic information zones, that shall provide information and guidance to the tourist. The approach road towards boat house will also be improved.



Figure 6-5 Reference Illustration of Proposed Entrance Plaza & the approach road to Boathouse

- **Parking and Buggy Services:** New parking areas are being proposed towards the water fall area and boat house. A contemporary urban space has been designed to upgrade and enhance the existing scenario with designated Stop points for Vehicles, ticketing Counters, E car/buggy start points, Parking and facilities such as Toilets & cloakroom .





*Existing Situation* Intermingling of Pedestrian and Vehicular movement along Main connecting artery

- Chaotic Parking alongside road leading upto Boathouse



- Designated Stop point for Vehicles with development of Car parking, Ticketing Counter, E cars start point, Toilets & Cloak Room

## DROP OFF AND TICKETING COUNTER



**Figure 6-6 Reference Illustrations for proposed Parking, Drop off & Ticketing**

- **Restructuring the Boathouse:** Thoughtfully designed spaces for the gaming arcade, waiting area, outdoor café, and toilets shall be introduced.



*Existing Situation*

- Blocking the view
- The Viewing area is at a lower elevation

## EXPANSION OF DECK ABOVE CAFETERIA



- Expansion Of Deck Above Cafeteria
- Dedicated Cafeteria at the lower level.

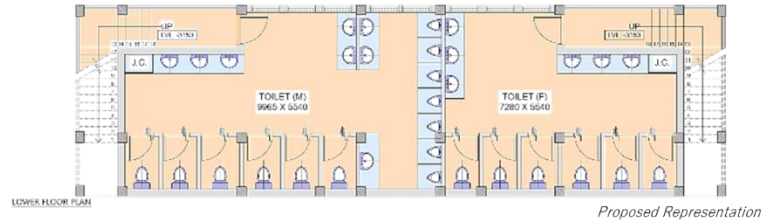


Existing Situation

- Insufficient Facility
- Absence of universal accessibility

## AMENITIES AT THE BOATHOUSE

- Visually Appealing exteriors which amalgamate with the surrounding



**Figure 6-7 Reference Illustration of the proposed deck and the amenities**

An Elevated Canopy Trail and Children’s Recreational Zone is planned to establish the view deck at the existing parking area and provide a dedicated Cafeteria at the lower level. Effort shall be made in providing a panoramic view of the vast forest expanse and the lake area and Creation of a recreational landscape zone with small vendor stalls below the canopy walk area.



Existing Situation

- Prime location used for Parking of Tourist busses
- Absence of additional activities



- Unique Tourism Product creation
- Providing panoramic view of the vast forest expanse and the lake area

## THE CANOPY WALK





Existing Situation

- Prime location used for Parking of Tourist busses
- Absence of additional activities



- Creation of recreational landscape zone with small vendor stalls below the canopy walk area

## THE CHILDREN'S PLAY AREA

Proposed Representation



**Figure 6-8 Reference Illustration of the proposed Canopy walk and the children's play area**

- A Pedestrian-friendly walking track made in earthy materials like gravel/paver stones, Intermittent Viewing decks for a closer view of the lake shall enhance the visitor experience.



Existing Situation

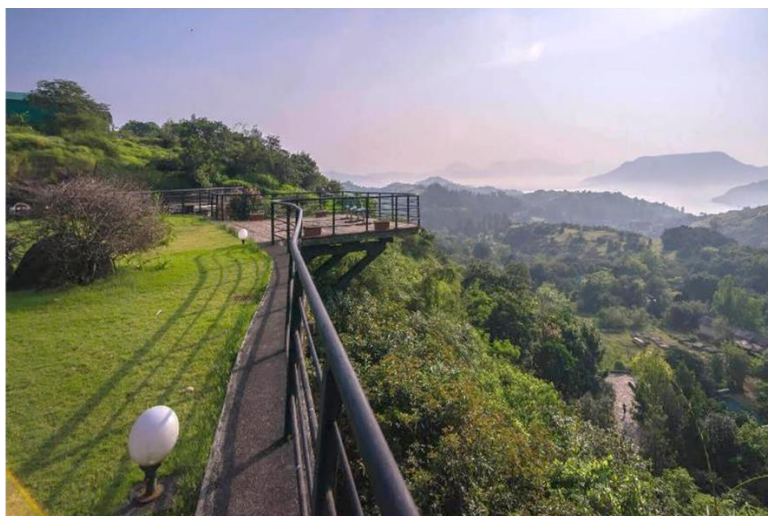
- Existing track is black top and damaged which makes it unpleasant for a pedestrian experience
- Monotony of



- Pedestrian friendly walking track made in earthy materials like gravel / paver stones
- Intermittent Viewing decks for a closer view of the lake

## PEDESTRIAN WALK TO THE BOATHOUSE

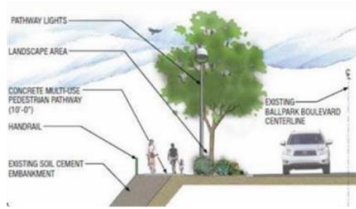
Proposed Representation





Existing Situation

- Absence of Dedicated Pedestrian Track alongside road deters experiential eco walks by tourists



- Creating a dedicated walking corridor which provides necessary safety and an option for experiencing the tall trees in the region

## THE RAINFOREST WALK

Suitably protected from the moving traffic through play of levels and supporting railings. Intermittent covering will provide protection from rain

Proposed Representation



### THE LOOKOUT TRAIL

Creating an Enriching Pedestrian Experience which gives the visitor a close encounter with the forests of Nilgiris. With intermittent Lookout / Peek Points towards the vast expanses of the Pykara Lake

### THE RAINFOREST WALK

Reinventing the "Road Experience" of the connection between the two eco zones to create a harmonious existence of Motor Vehicle and the Pedestrians willing to enjoy the clean air of the Nilgiris

### WALK TO THE FALLS

Improvement of the access to the waterfalls with a mix of pedestrian / cycle friendly tracks with the aim to create an easy walking trail with Pit Stops for spending a moment in the Sholas of Nilgiris.



Figure 6-9 Reference Illustration of various trails along Pykara Lake & Boat House

## Pykara Waterfall Zone

- Junction Development: Visually appealing exteriors that amalgamate with the surroundings have been thoughtfully designed along with spaces catering to the needs of the multitude of tourists visiting the destination. Comfortable seating areas, rest zones, and modern amenities ensure a pleasant visit for all.
- A dedicated, safe walking corridor is being created that take the visitors to the famed falls, while experiencing the tall trees of the region, making the walk itself a memorable experience.
- Recapitulating, the Project looks at Redeveloping the Amenities at Waterfalls, creating an Eco-trail – a new walking trail through the pine forest, development of parking area, entrance gate, Development of public information center, Development of recreational space, Development of landscaping, Development of public convenience with universal accessibility and drinking water provision, Redevelopment of pedestrian pathways to falls with the creation of edge protection retaining wall to reduce land erosion and provision for seating and viewing deck.

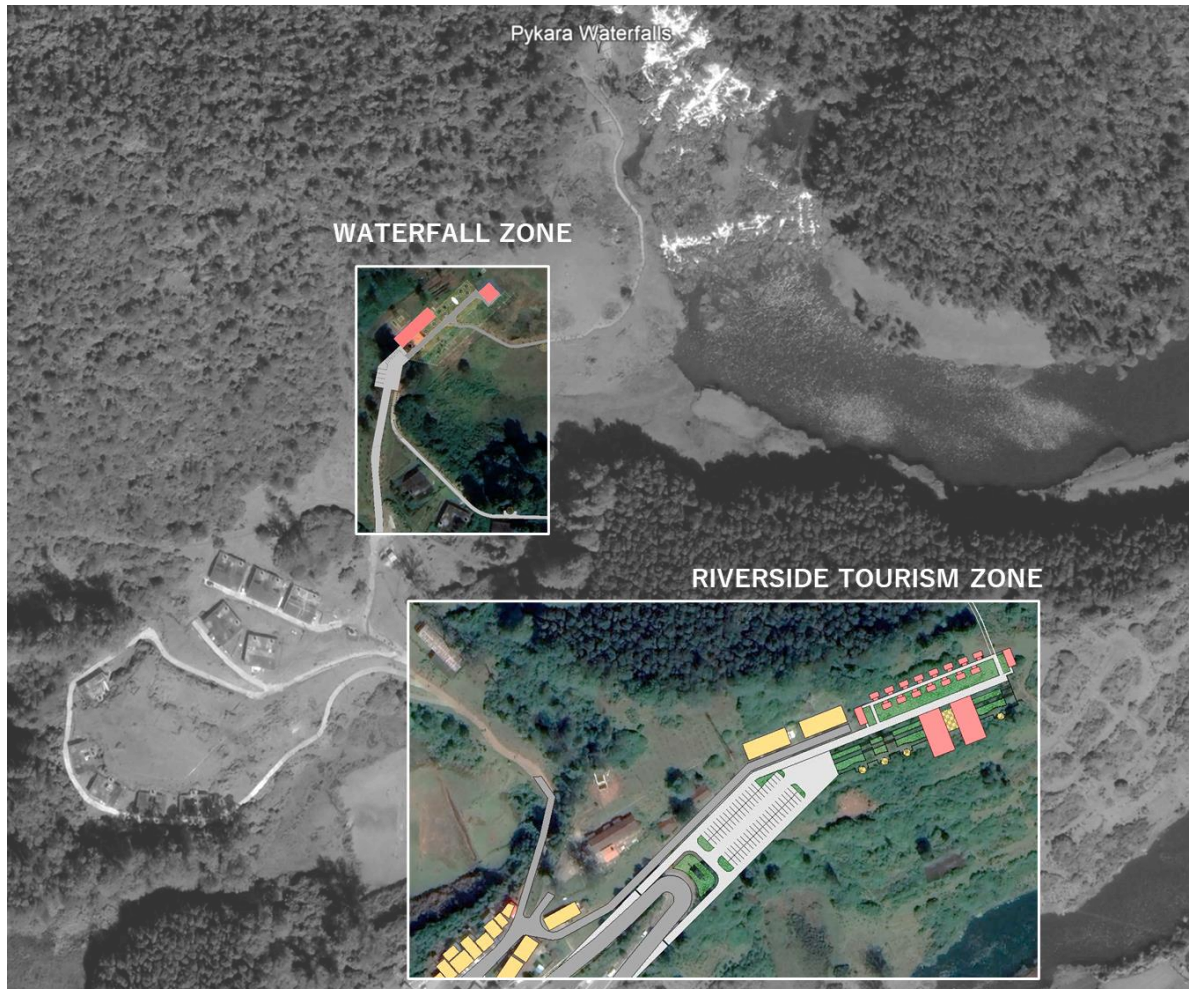


Figure 6-10 Proposed Pykara Waterfall Zone Development



Figure 6-11 Pykara Waterfall: Proposed Riverside Tourism Zone



Figure 6-12 Pykara Waterfall: Proposed Waterfall Zone





**Figure 6-13 Components and Reference Illustrations of the Riverside and Waterfall Zone**

The Nature Trail Experience Project aims to develop, conserve, and promote Pykara as a more sustainable iconic destination in The Nilgiris, by enhancing nature's beauty while the tourists are experiencing it. The Project will have multiple benefits, both quantitative and qualitative. Quantitative benefits would include increased parking capacity, enhanced ticketing efficiency, greater footfall, and economic growth through organized marketplaces. Qualitative benefits include a better visitor experience, the preservation of nature, a revitalized sense of community, and sustainable tourism practices.

The overall Master Plan of the Nature Trail Experience along the Pykara River is shown in Figure 6-14.

The project aspires to be a harmonious blend of past and present, with the following envisioned outcomes:

**Intended Outcomes:**

- Efficient Crowd Management: Automation and queue management systems shall accommodate more visitors safely.
- Enhanced Visitor Experience: Focusing on comfort and engagement fosters a greater appreciation of the experience.
- Touristic Identity: The goal is to establish Pykara as the premier tourist spot.
- Create a seamless tourist experience by combining the scenic waterfall and the boating facility encouraging tourists to spend quality time at the location.

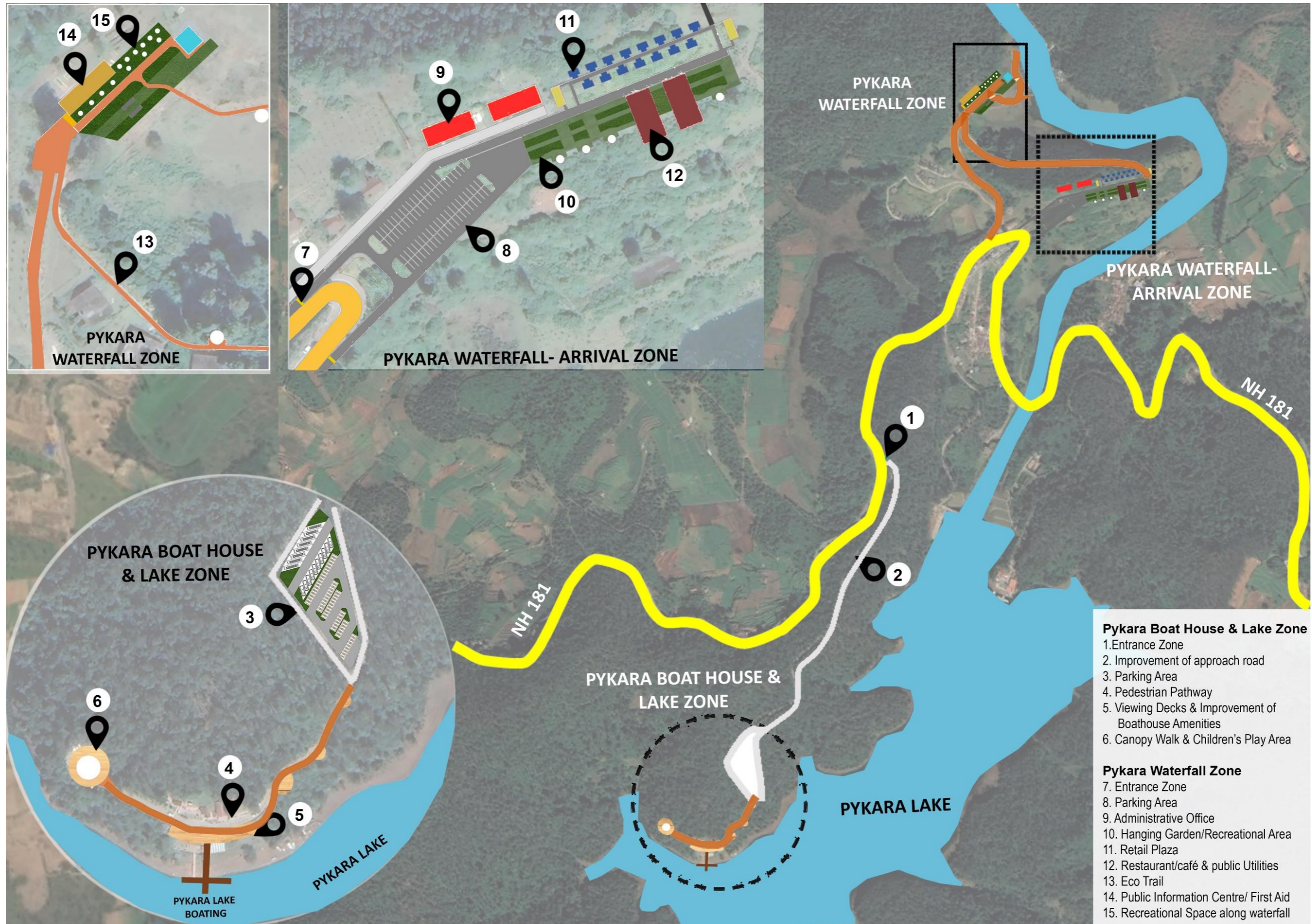


Figure 6-14 Proposed Master Plan for Nature Trail Experience along the Pykara River

### 6.3 Other Proposed Experience Zones

#### 6.3.1 Nilgiris Heritage Zone

The Nilgiris heritage zone focuses on tracing the heritage of Udhamandalam. Two circuits are planned as shown in Figure 6-15. First being the Heritage walk comprising a short circuit which can be completed through heritage walk circuit. This circuit have Heritage stops as well as culinary stops. The circuit is intended to begin at a designated tourist information centre and cover the major heritage attractions and end at the government stone house museum. The map showing the ,heritage walk circuit is shown in Figure 6-16 and Figure 6-17.

The second circuit being a bigger circuit would be a vehicular trail connecting the Nilgiris mountain railways to the Ooty lake and the Tribal Museum. Parking with Amenities near HPF land and Avin land will be also developed to manage the vehicular flow coming to the town.

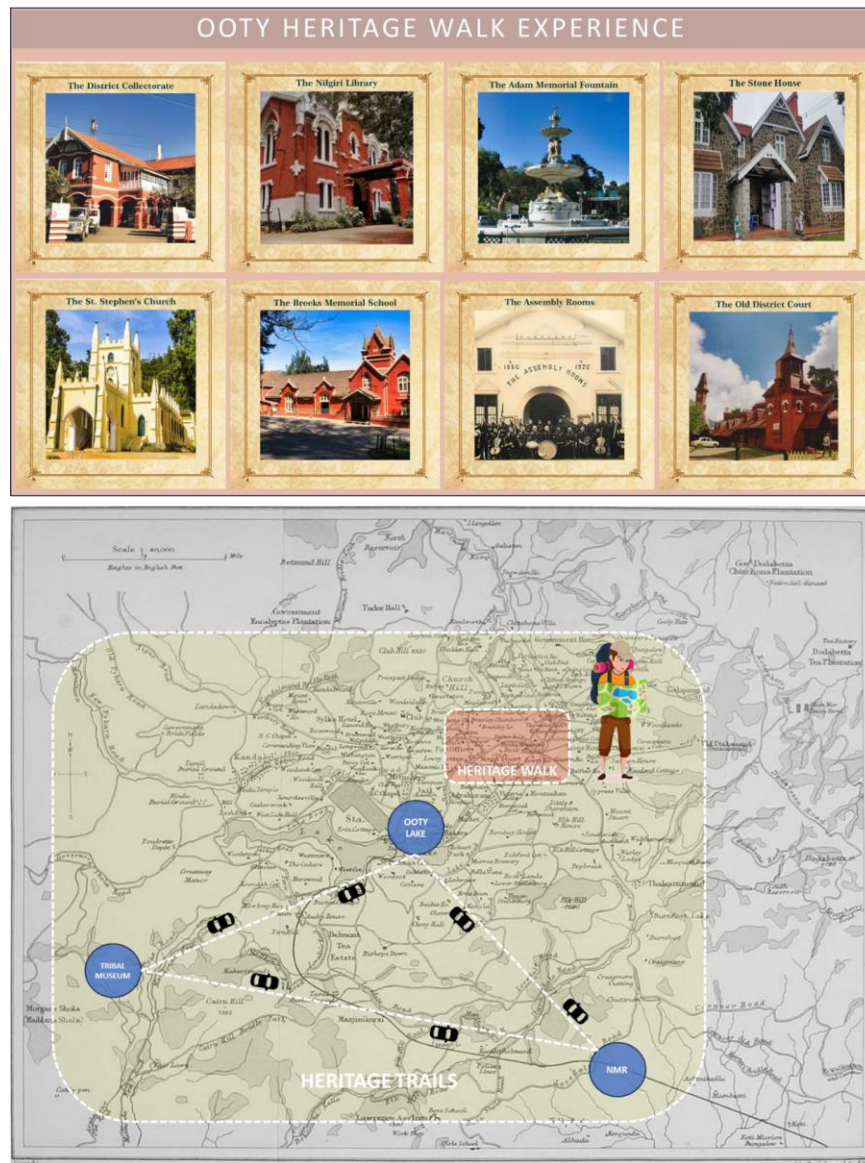


Figure 6-15 Nilgiris Heritage Zones



Figure 6-16 Heritage Monuments along Ooty Heritage walk



Figure 6-17 Culinary Stops along Ooty Heritage walk

### 6.3.2 Tribal Museum

The Tribal Museum which is around 10 km from Ooty town has the potential to be an experience centre to undergo the tribal culture and spirits of Ooty. The existing tribal museum is part of the tribal research centre and the tourist footfall is very less. Tribal Village and tea experience at the Tribal Museum focuses on access road improvement, relocating toilets, Food stall/kiosk, Mini market (Selling handicrafts), Development of Experience Centre for Badaga, Toda , Kurumba & Kota Living through AR/VR, Development of Model Tribal Huts and Cuisine Centre and Open air Theater.



Figure 6-18 Existing Tribal museum.

To redevelop the zone the following improvements are proposed under the plan:

- Development of entrance gate
- Approach road improvement
- General illumination along access road
- Site boundary and entrance gate
- Parking area development
- Front yard development
- Development of model tribal village setup with tribal huts for tribal market & tribal cafeteria
- Open air theatre for cultural performances
- Development of AR/ VR experience centre for tribal heritage experience
- Development of toilets with universal accessibility
- Pedestrian walkways
- Seating benches



Figure 6-19: Proposed Scheme for Improvement at Tribal Museum



Figure 6-20 Reference Illustrations for Cultural performance arena, Ethnic Toda village and Tea Garden Trail



Figure 6-21 Reference Illustrations for Entrance Gate, Art Gallery and Public Conveniences





**AUGMENTED REALITY/ VIRTUAL REALITY**  
"Retelling The Story From The Past, to create a memory to cherish, an experience to remember"

**Arsh** (The Dwelling Unit / Hut)

The dwelling unit or hut is called **arsh**. The arch takes a **curvilinear roof** starting from the ground to top and a **rectangular plan**.

These huts are **east facing structures**. The arch shape is maintained by the two opposite walls on either end of the hut with wooden planks erected in ground, fixed with mud mortar (traditionally). Today, these walls are made of concrete.

The roof is made of bundles of thin bamboo which are tied together. For openings these huts have only a single tiny wooden door in the front. **The door might have made this tiny in order to give protection from weather as well as sudden attack of wild animals.**

**Thoovarsh** (The Buffalo pen)

Todas believe that **buffaloes are the supreme power and their temples are meant to worship the buffaloes**. Among their buffaloes (hairs are kept as sacred) buffaloes and their milk is used only for the service in the temple.

A circular open ground which is fenced off with a stone masonry wall is attached with the mud settlements this is called **thoovarsh**.

There are a few **rectangular cattle sheds** with sloping roof which are called **kodarsh**. These sheds today raise cows also.

**Paluvarsh** (The Temple)

All temples face west side.

The temples called **paluvarsh** have the same shape as of the arsh (the dwelling unit), with slight differences. For this there are two rooms separated by similar arch shaped wall inside the structure.

These temples have **stone walls**. Also the wall in the front facade is decorated with dark engravings of shapes of stars, moon, flowers, and mainly **buffalo heads**.

**AR / VR are enhancing the traveler experience, making it more real and immersive.**

**Transforming the destination as a Smart Destination**

Offers visitors a more immersive and interactive experience that improves the quality of their stay/ visit

Need for AR/VR Experience at Tourism Destinations:		Tribal Museum – AR/VR:													
<ul style="list-style-type: none"> <li>Engaging and educational content for visitors</li> <li>Increase in tourist satisfaction</li> <li>Attract the young travelers</li> <li>Create a memorable &amp; lasting experience</li> </ul>	<ul style="list-style-type: none"> <li>Documentary on Tribal Lifestyle</li> <li>Tribal art and culture</li> <li>Assets of Nilgiris</li> <li>Biosphere</li> </ul>	<p><b>Augment Reality Tours</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">British Museum</th> <th style="width: 50%;">Machu Picchu</th> </tr> <tr> <td style="text-align: center;"> </td> <td style="text-align: center;"> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>General Tour</li> <li>Gallery Tour</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>General Tour</li> <li>Gallery Tour</li> </ul> </td> </tr> </table>	British Museum	Machu Picchu			<ul style="list-style-type: none"> <li>General Tour</li> <li>Gallery Tour</li> </ul>	<ul style="list-style-type: none"> <li>General Tour</li> <li>Gallery Tour</li> </ul>	<p><b>Virtual Reality Tours</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 50%;">Louvre Museum</th> <th style="width: 50%;">The Colosseum</th> </tr> <tr> <td style="text-align: center;"> </td> <td style="text-align: center;"> </td> </tr> <tr> <td> <ul style="list-style-type: none"> <li>360 degree experience</li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Guided Tour with VR</li> </ul> </td> </tr> </table>	Louvre Museum	The Colosseum			<ul style="list-style-type: none"> <li>360 degree experience</li> </ul>	<ul style="list-style-type: none"> <li>Guided Tour with VR</li> </ul>
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<ul style="list-style-type: none"> <li>360 degree experience</li> </ul>	<ul style="list-style-type: none"> <li>Guided Tour with VR</li> </ul>														

**AR**

**APPLICATION:**

- Smartify
- Night Sky
- AR City

**GADGET:**

- Head-mounted display
- Smart Glasses

**VR**

**APPLICATION:**

- Discovery VR
- Nat Geo VR
- Wander VR

**GADGET:**

- Tethered VR Headsets
- VR Backpack
- Standalone VR Headsets

Figure 6-22 Proposed augmented reality/ virtual reality story telling

### 6.3.3 Beautification of Ooty Lake

Ooty lake is an artificial lake near Ooty which covers an area of 65 acres. John Sullivan created Ooty Lake, in 1824. The lake was created by damming the water that was pouring down mountain streams in the Ooty valley. The initial plan for the lake was to be used for fishing, with ferries being used to cross it. It gradually lost some of its original area, making room for the lake park and the modern bus stand. The existing situation of the lake and its surroundings are as shown.



Figure 6-23 Existing Situation of Ooty Lake



Figure 6-24 Zoning map of Ooty Lake (Source: TTDC)

Proposed Interventions at Ooty lake

PROPOSED INTERVENTIONS

Pedestrian Pathways and Cycling Track

Enhancing the existing Parking area

Existing resort camping site

Proposed information & Security Kiosk.

Viewing Deck.

Pedestrian Pathways and Cycling Track

Proposed area watch tower and canopy walk

Inclusion of Zip line Tower.

Inclusion of Rope Walk.



Figure 6-25 Proposed Interventions at Ooty Lake (1/3) (Source: TTDC)

**PROPOSED INTERVENTIONS**

**Pedestrian Pathways and Cycling Track**

**The proposed area for Water sports activities.**

**Ticket Counter & Car Parking**

**Viewing deck with seating**

**Inclusion of Zipline.**

**Viewing deck with seating**

**Bridge with viewing decks**

**Nature walk**

**Proposed area watch tower and canopy walk**

**OAT for public events**

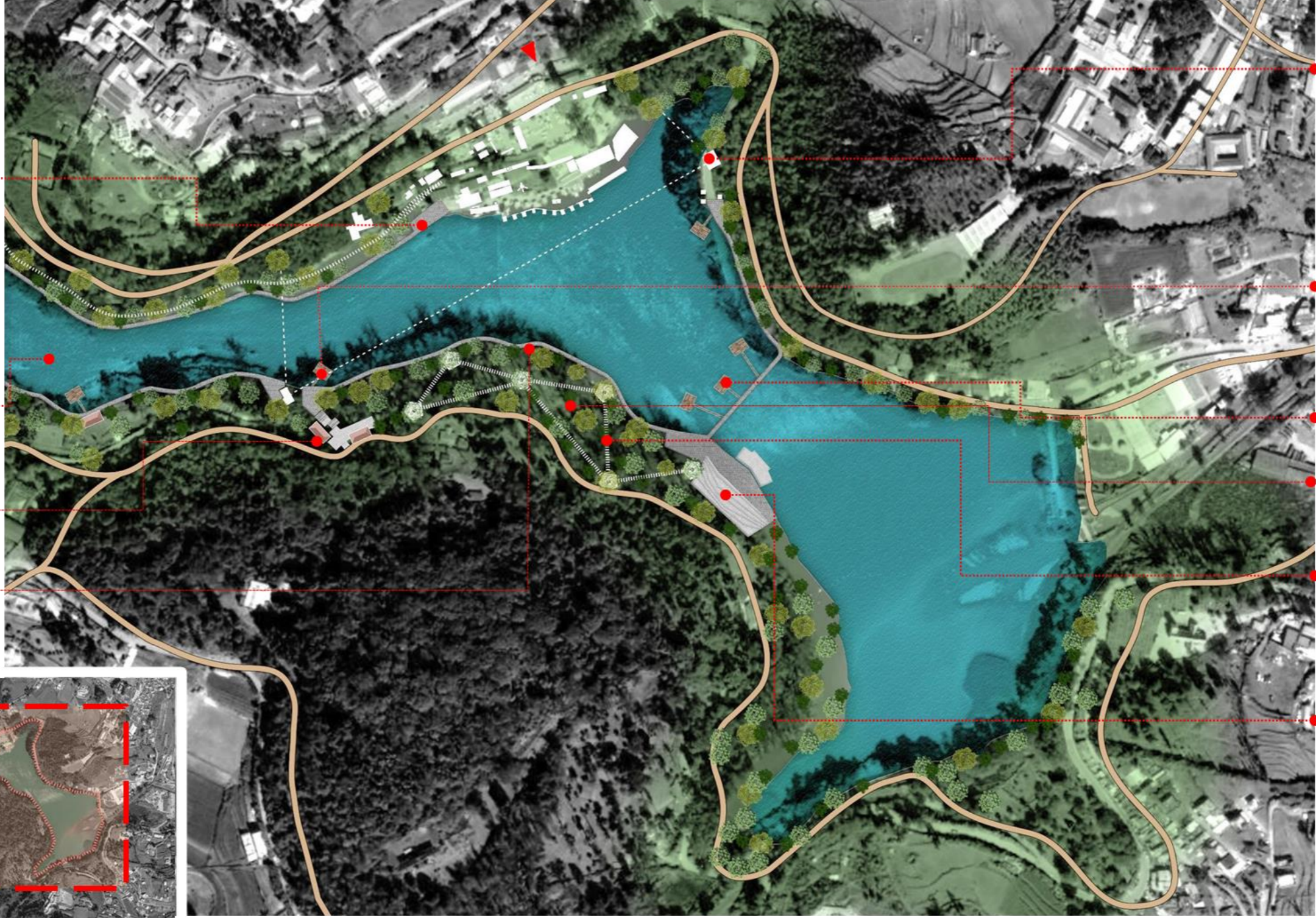


Figure 6-26 Proposed Interventions at Ooty Lake (2/3) (Source: TTDC)

The proposals conceptualised around Ooty lake are shown as illustrations.



Figure 6-27 Reference Illustrations at Ooty Lake (3/3) (Source: TTDC)

### 6.3.4 Edge of the Blue Mountains

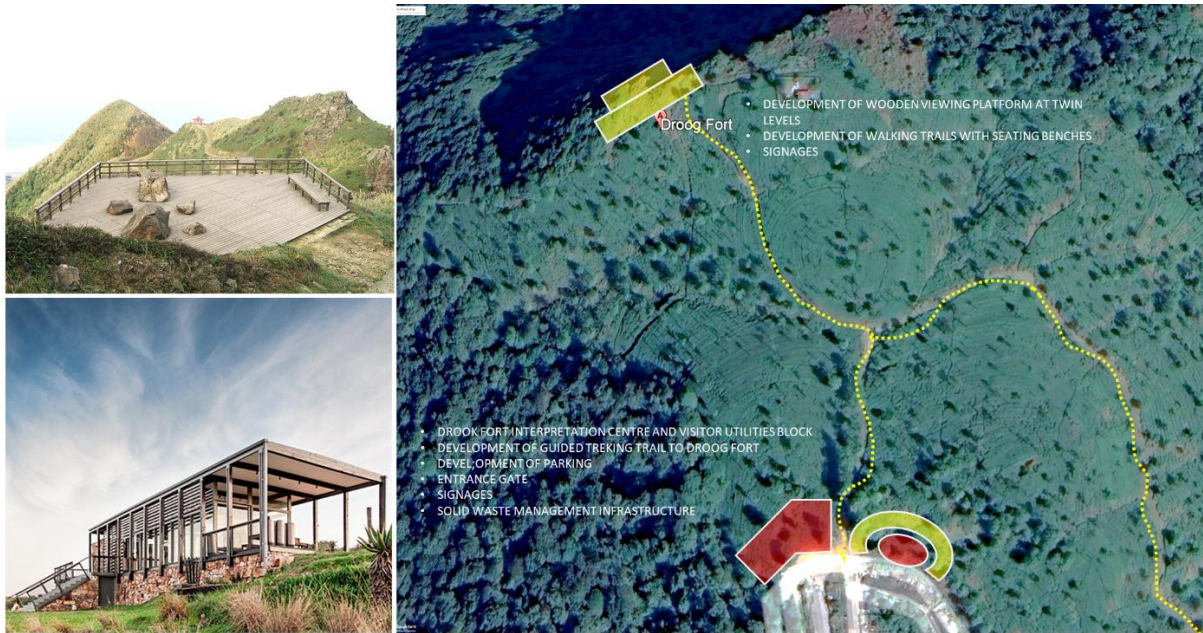
This experience focuses on the natural beauty of the Hills and the spectacular views. To enhance this the proposals have been identified at the Pakasuran Malai Viewpoint and the Dolphin nose viewpoints. The end-to-end experience detailing will be provided in the coming iterations.

#### Pakasuran Malai Viewpoint



**Figure 6-28 Existing Situation of the Pakasuran Malai**

The proposals at the Pakasuran Malai View point includes tourist amenities like parking, view tower/deck, development of Tantea land available of 2-4 acres, Droog Fort Interpretation centre and Virtual Gallery, Development of stone walkway and steps till peak, Glamping geodesic pods



**Figure 6-29 Proposed Conceptual Scheme for Pakasuran Malai Viewpoint**

### Dolphin’s Nose Viewpoint

The Tourist amenities Improvement at Dolphin Nose Peak includes tourist amenities such as Toilets, Recarpeting of pedestrian trail in local stone & refurbishment of edge railing with local badaga aesthetics and intermittent picnic huts/ resting sheds, Development of the central hillock with watch tower and landscaping.







**Figure 6-30 Existing Situation of the Dolphin's Nose Viewpoint**



**Figure 6-31 Proposed Conceptual Scheme for Dolphin Nose Viewpoint**

### 6.3.5 Kodanad Eco-Tourism

The Kodanadu Eco Tourism will help in diversifying the tourists concentrated at Ooty. It will be developed as an Eco-Adventure Hub with glamping facility.



**Figure 6-32 Existing Situation of the Kodanadu Viewpoint**

The proposals in this end to end experience focuses on renovation near Kodanadu Peak with better Accommodation and Restaurants next to parking area with glamping facility, and Approach Road strengthening.

Thematic attraction at Nedugula would be developed in ~20ac of land as Eco-Adventure Hub under PPP mode. Other proposal that would be taken up in this experience would be the improvement of Tea Tourism at identified locations like Tantea factory at Kattabettu.



Figure 6-33 Proposed Conceptual Scheme for Kodanad Viewpoint

### 6.3.6 Pan Destination

The Pan Destination Proposals includes the improvement of tourist amenities at the destination. Improvement of Public Toilets and the vehicular management are the key concerns at Pan Destination level. These will be further detailed out in the comin iterations.

#### Planned Parking Space



Parking Space(G+1)  
Approx. Capacity= 70 Cars



Direction signages

#### Pykara Lake, Ooty



Boat House Improvement



Existing Approach Road



Existing Parking situation



Existing Boat House

Figure 6-34: Proposed Conceptual Scheme for Parking Improvements

## 6.4 Proposed Soft Interventions

### 6.4.1 Digital Interventions

- **WhatsApp Chatbot for Travel and Tourism for Nilgiris Region.** - An AI-based chatbot, or artificial intelligence-based chatbot, is a computer program or application that employs artificial intelligence (AI) techniques, particularly natural language processing (NLP) and machine learning (ML), to interact with users through text or speech, simulating human-like conversations. for Travel and Tourism for the Nilgiris. This chatbot will consist of all the information related to Destinations, Tours, Art and Culture, Ecotourism, Festivals and Accommodations. It will be a digital travel guide for the tourists.
- **Ticketing App:** A mobile-based ticketing application for tourist spots is a valuable tool that allows tourists to purchase tickets, make reservations, access information, and plan their visits to various tourist attractions through their mobile devices. This can also be potentially incorporated into the upcoming Tamil Nadu Tourism app.
- **Parking Management System:** Parking management software is a comprehensive solution designed to efficiently manage and optimize parking facilities. This software streamlines the parking process, enhances security, and provides data-driven insights.

### 6.4.2 Employment, Skilling, and Community Engagement

The main objective of skilling is to sensitize, upgrade and build capacities of all tourist service providers, especially to the people who are residing near tourism sites and destinations and to enhance employability. Such skilling activity include:

1. Soft Skills training including Hygiene, Behavioural and communication skills:
2. Importance of Tourism Etiquette
3. Tour Guide Trainings

The above trainings will be to undertake skilling of job roles required in the destination along with upskilling or providing refreshers to the workforce already involved in the location. Some of the categories of persons for capacity building are:

- Taxi drives, Auto Drivers, cleaners, cooks
- Tourist touch points and service
- Street Food Vendors for food safety and hygiene practices
- Artists for promotion of art, branding, packing and shipping
- Youth and community members
- Tour guides

Based on the above framework an action plan is proposed below which will evolve through the iterations of the Master Plan.

**Table 6-2 Community Training Programs**

<b>Community Training Programs</b>			
<b>S.No</b>	<b>Training Program</b>	<b>Tentative Duration</b>	<b>Possible Beneficiaries</b>
1	Soft Skills training including Hygiene, Behavioural and communication skills	2-4 days	street vendors & budget hotel staff
2	Importance of Tourism Etiquette	1-2 days	Street vendors, budget hotel staff & Tour guides
3	Tour Guide Trainings	1-2 days	Tour guides (Experienced as well as amateurs)

### 6.4.3 Branding, Marketing and Promotion

Nilgiris, and specifically Ooty, needs to contemporize itself. Contemporizing Nilgiris involves not only updating and revitalizing the destination to meet the evolving needs and preferences of modern travelers, but also re-imagining its image and branding. Here are some strategies to contemporize Nilgiris:

1. Nilgiris is re-imagined by its tourism stakeholders resulting into a new logo and a new tagline generated through an online / offline contest
2. Use of technology to ease Ooty's over tourism problems
  - Signage and wayfinding systems to help visitors navigate the destination easily and discover its attractions along with enhanced and improved transportation systems.
  - Develop a user-friendly and visually appealing website for Nilgiris that provides comprehensive information, interactive maps, and online booking capabilities for accommodations, activities, and attractions.
  - Leverage social media platforms to showcase the contemporary side of Nilgiris's, sharing stunning visuals, travel tips, and engaging content to attract a younger and tech-savvy audience.
3. Promotion of diversified accommodation options
  - Encouraging and promoting the concept of experiential accommodations, such as tree houses, farm stays, and glamping sites, to provide unique and memorable lodging experiences as well as encourage the development of modern and eco-friendly accommodations, including boutique hotels, resorts, and homestays, that offer contemporary amenities and sustainable practices.
4. Promoting Experiential Tourism
  - Introduction of immersive and interactive experiences that allow visitors to engage with the local culture, traditions, and natural surroundings of Nilgiris. This could include activities like tea plantation tours, farm visits, cooking classes, pottery workshops, nature walks etc.
  - Incorporating adventure tourism offerings like trekking, mountain biking, zip-lining, and

wildlife safaris to attract thrill-seeking travelers.

## 5. Highlighting Sustainable Practices & Responsible Tourism in Nilgiris

- Emphasize sustainability and responsible tourism practices by promoting eco-friendly initiatives, waste management programs, and conservation efforts in Nilgiris.
- Encourage businesses and attractions to adopt sustainable practices such as energy-efficient operations, waste reduction, and community involvement.

## 6. Collaborations and Partnerships

- Partner with local businesses, artists, designers, and entrepreneurs to create unique products, souvenirs, and experiences that reflect the contemporary spirit of Nilgiris.

Foster collaborations with educational institutions, research centres, and technology companies to promote innovation, sustainable development, and digital advancements in the destination.

Nilgiris needs to plan its marketing strategy around addressing its challenges of over tourism and reinventing itself. It needs to position itself as an experiential destination that seamlessly blends natural beauty, history, culture, and sustainability. There needs to be constant effort to enhance visitor engagement and visitor spread, with a great focus on sustainable and responsible tourism, as the only possible way for this eco sensitive destination

Utilizing all media, the messaging needs to be consistent with positioning Ooty as a contemporary destination that is still the Queen of all Hill stations.

By positioning Nilgiris as a destination high on nature and adventure experiences, we aim to cater to the yearning for both serenity and exhilaration. The destinations untouched landscapes provide a sanctuary for nature enthusiasts seeking tranquility, while its thrilling adventure opportunities satisfy the cravings of adrenaline enthusiasts. Further, a glimpse into the local culture and way of life will also engage tourists looking to travel slow and understand local culture.

Following are the key themes for Nilgiris as a destination:

1. **Experience the Untamed:** Nature and adventure go hand in hand in Nilgiris, allowing visitors to forge a deep connection with the natural world while indulging in heart-pounding adventurous pursuits. Whether it's trekking through picturesque hills or engaging in adrenaline-pumping activities, Nilgiris promises an unforgettable journey where untamed nature and adventure intertwine seamlessly. By positioning Nilgiris as a destination high on nature and adventure experiences, we aim to cater to the yearning for both serenity and exhilaration. Its untouched landscapes provide a sanctuary for nature enthusiasts seeking tranquility, while its thrilling adventure opportunities satisfy the cravings of adrenaline enthusiasts.
2. **Unique Heritage and Cultural fusion:** Whether it is the co-existence of British heritage or the indigenous Toda culture, Ooty has carefully preserved both. Showcasing the region's indigenous heritage, local festivals, arts, and cuisine while incorporating modern elements like interactive cultural events, fusion cuisine, art exhibitions, and collaborations with local artists and artisans shall showcase and hitherto unknown facet of Nilgiris,

3. **Sustainable Nilgiris:** Nilgiris is not only just a popular tourist destination but also ecosensitive. Promoting it as a sustainable destination has the potential to not only differentiate it from other hill stations, but also provide guidelines to de-congest Ooty and spread the tourism to the satellite destinations like Coonoor and Kotagiri

The strategy for destination marketing and branding has been discussed below in 3 key sections – branding through creating a visual identity for Nilgiris, marketing & promotion through the right messaging to the right channels, and continuous engagement with visitors to collect feedback and manage grievances.



### **Branding strategy Visual Identity of Nilgiris's brand**

The name 'Nilgiris' brings the rolling blue hills hiding so many famed stories in their midst. The visual identity needs to highlight the unique features and attractions, such as its famed picturesque train which has been granted UNESCO World Heritage status, the indigenous tribes of the destination who have shaped the place over the last few centuries etc.

Crafting a clear and compelling brand message that showcases the destination's charm and cultural significance is essential. The Brand Logo shall need to be not just representing all that it stands for, but also needs to be acceptable to all stakeholders. A public contest for creating a logo for Nilgiris can also be a good way of engaging communities. Creating a visually captivating and memorable brand identity for Nilgiris will include a distinct logo, color palette, and design elements that reflect its rich history and artistry.

A Tagline binds the visual identity and provides a foundation for all communication. The Nilgiris Tagline shall follow the TN Tagline '**Where stories never end**'. A few probable taglines for Nilgiris may be on the following lines:

**“Nilgiris: Where adventure never ends”**

**“Nilgiris: Where experience knows no boundaries”**

**“Nilgiris: Where exploration knows no limits”**

**“Nilgiris: Where the undulating mountains nestle mesmerizing locals”**

### **Marketing & Promotion – Right communications through the right channels**

By incorporating traditional media, industry collaborations, and digital media strategies, Nilgiris can create a comprehensive marketing plan that reaches a wide audience through various

channels. This integrated approach ensures maximum visibility, engagement, and awareness about Nilgiris as a must-visit experiential eco-tourism destination.

The marketing activities shall encompass both the business partners from the Tourism industry as well as the final stakeholder, the Tourist himself into this process

### Targeting the Tourism Industry Stakeholders (B to B)

**The tourism industry constitutes multiple stakeholders, most important of them being the tour operators, travel agents and other people generating their livelihoods out of tourism.** Promotion plan of Nilgiris to tourism industry stakeholders includes:

- Collaborating with travel agencies and operators, providing comprehensive information and creating new and attractive tour packages.
- Organizing familiarization (FAM) tours to showcase key attractions and build confidence in promoting Nilgiris
- Hosting industry events and workshops for networking and partnerships
- Leveraging digital marketing and social media to engage and share captivating content
- Collaborating with influencers and bloggers to share their experiences
- Engaging the local community to offer authentic cultural experiences
- Highlighting sustainability initiatives to demonstrate responsible tourism practices
- Providing educational resources like destination guides and brochures. By undertaking these actions, we aim to effectively promote Nilgiris and drive tourism growth
- Creating a year-long calendar of events to generate interest and pull in visitors

The table below summarizes the proposed events calendar for Nilgiris.

**Table 6-3: Proposed Events Calendar for Nilgiris**

Months	Event
January	<p><b>Ooty International Film Festival:</b></p> <ul style="list-style-type: none"> <li>• Showcases a selection of national and international films across various genres.</li> <li>• Includes film screenings, interactive sessions, and panel discussions with filmmakers.</li> </ul>
February	<p><b>Heritage Walk:</b> Join a guided heritage walk through Ooty, Coonor, and Kotagiri’s historic and natural sites, learning about their architectural significance and cultural importance.</p>
March	<p><b>Adventure Festival:</b> Offers a range of adventure activities such as trekking, paragliding, cycling, and wildlife safaris. Conducts workshops on adventure sports and eco-conservation.</p>
	<p><b>Fam- Tour operators, International &amp; National</b></p>



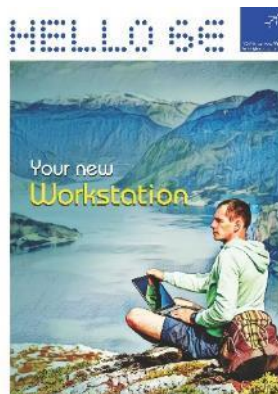
Months	Event
April/ May	<p><b>Ooty Summer Festival</b></p> <ul style="list-style-type: none"> <li>• A month-long celebration featuring flower shows, cultural performances, boat races, and a variety of recreational activities.</li> <li>• Highlights include the Rose Show, Fruit Show, Vegetable Show, and a grand procession.</li> </ul>
May/ June	<p><b>Nilgiris Mountain Railway Heritage Festival (May/June):</b> Celebrates the heritage and charm of the Nilgiris Mountain Railways. Includes special train rides, exhibitions, photography contests, and cultural programs.</p> <p><b>FAM Bloggers, National &amp; international</b></p>
July / August	<p><b>Yoga Retreat:</b> Indulge in a rejuvenating yoga retreat, combining meditation, wellness sessions, and beachside yoga sessions.</p> <p><b>Ooty Monsoon Music Festival:</b> Showcases live music performances by renowned artists and bands. Offers a mix of genres including classical, folk, rock, and fusion</p>
August/September	<p><b>Coonoor Tea and Tourism Festival:</b> Celebrates the region's tea industry with tea tasting sessions, tea auctions, and cultural performances.</p> <p>Features adventure activities, nature walks, and displays of local handicrafts.</p>
October	<p><b>Nilgiris Flower and Vegetable Show:</b> Displays a wide variety of flowers, plants, and vegetables grown in the region. Includes competitions, exhibitions, and gardening workshops.</p>
November	<p><b>Mountain Cleanup Drive:</b> Join a community-driven initiative to clean and preserve the environment, contributing to environmental conservation.</p>
December	<p><b>Ooty Winter Carnival:</b> A month-long festival featuring sports events, cultural shows, food fairs, and shopping opportunities.</p> <p>Highlights include ice skating, vintage car rallies, and a grand New Year's Eve celebrations</p>

### Targeting the Visitor (B to C)

Tourism has traditionally been a sector, where government markets their destinations through tour operators and other travel business. However, with the advent of the internet and the growing millennial and Gen Z population, the importance of engaging with the potential travellers directly has grown significantly, making it akin to a segment requiring extensive customer marketing.

Below are a few approaches proposed for direct marketing to the potential travelers:

- **Online Presence:** Developing an informative and user-friendly official website for Nilgiris is crucial. Optimizing the website for search engines will improve visibility. Utilizing search engine marketing (SEM) techniques, such as pay-per-click advertising, will help drive targeted traffic.
- **Social Media Marketing:** Establishing an active presence on popular social media platforms is vital. Sharing captivating visuals, engaging content, and user-generated content will help generate interest. Regularly interacting with followers, promptly responding to inquiries, and encouraging social sharing of Nilgiris experiences are essential.
- **Influencer Partnerships:** Collaborating with travel influencers, bloggers, and vloggers will allow us to showcase Nilgiris to a wider audience. Inviting them to experience the destination and share their experiences through their platforms will help leverage their reach and influence.
- **Content Marketing:** Producing high-quality and informative content that highlights the nature, culture, and experiences of Nilgiris is key. Publishing engaging blog posts, articles, and videos on the official website, collaborating with travel publications, and actively engaging with online travel communities will help amplify the reach of our content.
- **Print and Media Advertising:** Advertising in travel magazines, newspapers, and other relevant print media outlets will allow us to reach a broader audience. Utilizing radio, television, and outdoor advertising will help showcase the allure of Nilgiris. Consistent messaging and visually appealing creatives are necessary.



### Engagement with customers - Visitor feedback

Continuous monitoring of the performance of the marketing efforts, tracking key metrics, and adapting our strategy accordingly are essential to ensure successful promotion of Nilgiris. By refining its branding, marketing, and promotional activities, it is possible to position Nilgiris as a captivating destination for visitors to explore.

Following methods may be adopted for continuous engagement with customers.

- **Online Reviews:** Actively encouraging visitors to leave reviews and testimonials on various online platforms, such as TripAdvisor, Google Reviews, and social media channels, is essential. Promptly responding to reviews, addressing concerns, and expressing gratitude for positive feedback are important steps

- **Visitor Surveys:** Conducting regular visitor surveys will provide valuable insights into their experiences in Mamallapuram. Using this feedback, one can identify areas for improvement and enhance the visitor experience
- **Feedback Integration:** Actively listening to visitor feedback and implementing their suggestions to improve our offerings is crucial. Clearly communicating updates and changes based on visitor feedback will demonstrate our commitment to visitor satisfaction

## 6.5 Pre-feasibility Assessment of Identified PPP projects

Also, further detailing related to KPI's Target setting, Pre-feasibility of PPP Project, Operation & maintenance Plan will be taken up based on confirmation of Project interventions.

## 6.6 Integration with PM Gati Shakti

Once the Confirmation on the proposed interventions are received from State Implementing Agency & Ministry of Tourism, the same will be integrated with PM Gati Shakti National Master Plan for synchronized planning and implementation.

## 6.7 Summary of Proposed Projects

**Table 6-4: Summary of Proposed Master Plan Interventions**

Sn	Experience title/ Interventions	Details (Major Features)	Built-up Area (BUA)/ quantity/ Length	Project Cost- (INR Lakh)	Implemen- tation Timeline (in months)	Short-Term (0- 2 yr) / Medium Term (2-5 yr) / Long Term (5- 10yr)	Project Funding Type (Central/ State / PPP)
1	Pykara Experience Zone	<ul style="list-style-type: none"> <li>Pykara Boat House Redevelopment</li> <li>Pykara Riverside experience zone</li> <li>Pykara Waterfalls tourist facility improvement</li> </ul>	22 Acre	2078	24	Short	Central
2	Nilgiris Heritage Zone	<ul style="list-style-type: none"> <li>Ooty Heritage walk and Trail</li> <li>Tribal Village and tea experience at the Tribal Museum-Access Road improvement, Relocating toilets, Food stall/kiosk, Mini market (Selling handicrafts),</li> <li>Development of Experience Centre for Badaga, Toda, Kurumba &amp; Kota Living through AR/VR,</li> <li>Development of Model Tribal Huts and Cuisine Centre and Open-air Theater.</li> <li>Facilities at Govt Museum -stone house</li> <li>Parking with Amenities</li> <li>Near HPF Land and Avin Land</li> </ul>	28 Acre	2691	24	Short	Central



3	Edge of the Blue Mountains	<ul style="list-style-type: none"> <li>• Pakkasuran Malai Viewpoint/ Droog fort - Tourist amenities, parking, view tower/deck,</li> <li>• Tantea land available of 2-4 acres,</li> <li>• Drook Fort Interpretation centre and Virtual Gallery,</li> <li>• Development of stone walkway and steps till peak, Glamping geodesic pods</li> <li>• Tourist amenities Improvement at Dolphin Nose Peak - Tourist amenities (Toilets), Recarpeting of pedestrian trail in local stone &amp; refurbishment of edge railing with local badaga aesthetics and intermittent picnic huts/ resting sheds, Development of the central hillock with watch tower and landscaping</li> </ul>	5.7 Acre	722	24	Short	Central
4	Kodanad Eco Tourism	<ul style="list-style-type: none"> <li>• Renovating Kodanadu Peak</li> <li>• Accommodation/Restaurant next to parking area</li> <li>• Thematic attraction at Nedugula, Development in ~20 acre of land, Eco-Adventure Hub with glamping facility, and Approach Road strengthening</li> <li>• Tea Tourism, Tantea factory @Kattabettu</li> </ul>	32.5 Acre	3388	24	Short	Central
5	Pan Destination	Improvement of Public Toilets at Ooty and Conoor		737	12	Short	Central
6	Whatsapp / Website Chat Bot	24/7 Availability, Quick and Instant Responses, Real-Time Updates, Multilingual Support, Feedback System, Map Navigation Support		50	9	Short Term	Central



7	Ticketing App	Tourist Spot Listings, Ticket Booking, User Friendly Interface, Notifications, Multilingual Support, Tour Guide Reservations		50	16	Short Term	Central
8	Parking Management System	Improved Efficiency, Enhanced Security, Reduced Environmental Impact, Compliance and Enforcement, Data Driven Decision					
9	Soft Skills training including Hygiene, Behavioural and communication skills	• Target audience: Street vendors & budget hotel staff		10	3	Short Term	Central
		• Tentative Duration: 2-4 days					
10	Importance of Tourism Etiquette	• Target audience: Street vendors, budget hotel staff & Tour guides		5	3	Short Term	Central
		• Tentative Duration: 1-2 days					
11	Tour Guide Trainings	• Target audience: Tour guides (Experienced as well as amateurs)		10	3	Short Term	Central
		• Tentative Duration: 1-2 days					
12	Advertising	Print media, Radio Fm Channels, TV commercials, brochures, balloons advertising, Cross promotion in Airlines, Airports, Trains, Volvos, Diaspora Connect, strengthening the logo & tagline		400	Full Time	Short Term	Central
13	Marketing / PR	Content on lesser-known monuments, Specialised promotional videos, Public spaces(gates), Sound & light show, Daispora connect, responsible tourism		300		Short Term	Central
14	Brand Ambassador	Brand Ambassador		200		Short Term	Central



15	Events & MICE	Organising new standalone events, FAM trips, FAM trips, Adventure tourism events		300		Short Term	Central
16	Digital Media	Website, Instagram, facebook, X, Pinterest, snapchat, Bloggers/ Vloggers/vcontent creators/ PR		200		Short Term	Central
17	Event Calender	school/college outreach for sculptures, shell & pearl studies, water sports				Short Term	Central
	<b>Grand Total</b>			11141			

Note: The above Costs are Block Costs inclusive of O & M & are subject to modifications as per the Detail Design

**Table 6-5: Summary of Proposed Interventions for End to End Experience**

S. No.	Project Components	Block Cost (in Lacs)
1	Pykara Boat House Redevelopment	9.17
2	Pykara Riverside experience zone	9.27
3	Pykara Waterfalls tourist facility improvement	2.34
<b>Total</b>		<b>20.78</b>

Note: The above Costs are Block Costs inclusive of O & M & are subject to modifications as per the Detail Design

## 7 Operation And Maintenance Plan

### 7.1 O&M Framework

#### Pykara Watershed Tourism Hub

- Project to be executed by Tamil Nadu Tourism Development Corporation (TTDC) with SD 2.0 Funding
- Implementation through Item Rate/EPC/DBOT Contract with Operation & Maintenance for 3 Years
- Possible Revenue Streams – entry ticket, parking, ticketing revenue from boating, advertisements, rental from vending kiosks

The institutions to be engaged in the on-ground O&M of the created infrastructure assets/enhanced infrastructure assets for each of these O&M Packages

Table 7-1 O&M Framework

S. No.	Category of Intervention	Institution Responsible for Operation & Maintenance
1	Interventions proposed within land owned by Forest Department, functioned by TTDC	TTDC/Forest Department
2	Interventions proposed in land owned and maintained by Forest Departments	TTDC/Forest Department
3	Interventions proposed in land owned by Hindustan Photo Films Manufacturing Company Ltd, retrieved by Forest Department	TTDC/Forest Department
4	Digital Interventions	O&M shall be included in the scope of the Implementing agency

**Scope for private entity/community /NGO to be involved in defined aspects of O&M for any specific/all components of the infrastructure asset.**

The O&M for the infrastructure assets shall better be managed by private entities where a significant and visible revenues can be collected from the assets. However, the service requirements / standards shall be clearly stipulated in the license agreement. Further, same should be monitored to see that the PPP operator complies with the same. The agreement shall also contain penalising clause to deter any shortcomings in the service levels. In case of deploying NGO's prior training has to be provided to them so that the service levels will be maintained at desired level along with the upkeep of the project assets.

Considering the project components for the Nilgiris, potential agencies responsible for O&M is listed below.



**Table 7-2 O&M Project Components**

S. No.	Project Component	Responsibility Of O & M
1	Entrance Plaza	Private Entity/ TTDC/Forest Department
2	Approach Road to The Lake	TTDC/Forest Department
3	Boathouse area including parking	Private Entity/TTDC
4	Canopy Walk	TTDC/Forest Department

**Private entity/ community entity/NGO can participate through a variety of models for performance-based O&M**

Wherever the facilities are constructed by the government agencies and the operation and maintenance of the facility is done by the Private entity, the agreement shall incentivise the optimum use of the facility which in turn will make the facility usable for wide spectrum of users and also it generates additional income for the private entity through revenue generating assets.

Details on the mode of procurement of Operation and Maintenance shall be addressed on approval of the Iteration at the DPR Stage.

**Revenue Generation:**

The project may comprise with modules with low revenue generating capacity and modules with high revenue generating capacity. If the revenue generation capacity of high revenue generating module is sufficient to take care of lesser revenue generating module, then both the modules can be clubbed together and can be offered as a single package to the private entity. Further, various parts of the project are under different agencies and hence, the potential packaging will depend on the Authority as well.

If the revenue generating capacity of high revenue generating module is not sufficient to take care of lesser revenue generating module, then the higher revenue generating module shall be given to the private entity with upfront premium or with annual fixed revenue with escalation. The amount thus received shall be utilised for financing the O&M of lesser revenue generating modules.

**Operational Cost:**

Based on the nature of asset and the kind of services which are planned to offer, the basic cost of providing such services will be estimated. This will factor various parameters viz., no. of operating shifts, manpower requirements, utility requirements etc. Similarly, operating expenses incurred while operating the assets will also be assessed for bench marking while going ahead for offering O&M to private entity.

**Repair & Maintenance Cost: Annual Cost of Repair and Maintenance**

In line with the nature of the assets, extent of operation, service levels & intervals required for the assets, safety checks, etc, will be analysed & the annual cost of repair and maintenance will be estimated accordingly based on standard market practices.

## 8 References

- Final Report on 20 years perspective tourism plan for the state of Tamil Nadu, March 2023
- Udthagamandalam Modified Master plan published by Directorate of Town and Country Planning Coimbatore Region, Govt of Tamil Nadu.
- Kothagiri Master plan prepared for Kothagiri Local Planning Area Coimbatore Region.
- Modified Master Plan for Kodaikanal Local Planning Area.
- Vision Tamil Nadu 2023
- <https://www.gtistourism.in/downloads/Tamil-Nadu-Tourism-Presentation.pdf>
- Published presentation of the DoT Tamil Nadu from the Global Tourism Investors Summit, MoT
- Simulated historical climate & weather data for Udthagamandalam, Tamil Nadu. [https://www.meteoblue.com/en/weather/historyclimate/climatemodelled/udthagamandalam\\_india\\_1253993](https://www.meteoblue.com/en/weather/historyclimate/climatemodelled/udthagamandalam_india_1253993)
- <https://www.census2011.co.in/census/district/31-the-nilgiris.html>
- District Diagnostic Study, Nilgiris
- District Education Office, Nilgiris
- Press Information Bureau
- Ministry of Environment, Forest, and Climate Change, Annual Report, 2020-21
- Statistical Report of Tourism
- Indian tourism Statistics 2022

## 9 Annexures

### Annexure A



#### **ABSTRACT**

Tourism - Government of India, Ministry of Tourism -Formation of Destination Management Committee under Swadesh Darshan 2.0 - Orders -Issued.

#### **Tourism, Culture and Religious Endowments (T1-2) Department**

**G.O.(Ms.)No.97**

**Dated 03.03.2023**

திருவள்ளூர் ஆண்டு 2054  
கபகிருது, மார்சி 20

**Read:-**

1. The Assistant Director, (SD Division) Ministry of Tourism, Government of India, New Delhi File No.SD-8/15/2020-SD, dated 20.01.2023.
2. The Director of Tourism Lr.No.3139/ T.Ind./2022, dated 16.2.2023.

-----

#### **ORDER :**

In the letter 1<sup>st</sup> read above the Assistant Director, Ministry of Tourism, Government of India has requested to provide the following details:-

- i. The designated State implementation Agency under Swadesh Darshan 2.0 responsible for implementation of projects and interventions under the Swadesh Darshan Scheme.
- ii. Status of formation of Destination Management Committee/ Organization at the district level under the Chairmanship of the District Collector for the destinations approved under Swadesh Darshan 2.0.
- iii. Details of the representative from State to be part of the Evaluation Committee for selection of PMDC for respective State.

2. In the letter 2<sup>nd</sup> read above, the Director of Tourism has requested, to form the Destination Management Committee for Swadesh Darshan 2.0 scheme and issue necessary orders in this regard. Mamallapuram, Chengalpattu District and the Nilgiris are included in the schemes for destination development under Swadesh Darshan 2.0.



### **ABSTRACT**

Tourism - Government of India, Ministry of Tourism -Formation of Destination Management Committee under Swadesh Darshan 2.0 - Orders -Issued.

### **Tourism, Culture and Religious Endowments (T1-2) Department**

**G.O.(Ms.)No.97**

**Dated 03.03.2023**

**திருவள்ளூர் ஆண்டு 2054  
சுபகிருது, மார்சி 20**

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## Annexure B

In- Principle Approval for Selected Destination

(Approval by Central Sanctioning and Monitoring Committee)

Government of India  
Ministry of Tourism  
(Swadesh Darshan Division)

Transport Bhawan,  
1, Parliament Street,  
New Delhi

File No. SD-8/15/2020

Date 04.01.2023

### Office Memorandum

**Subject: Destinations Selected under Swadesh Darshan 2.0 Scheme (SD2.0)**

Reference is invited to Ministry of Tourism's Office Memorandum of even number dated 19.04.2022 regarding Swadesh Darshan 2.0 Guidelines.

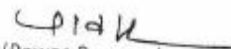
2. In this connection, I am directed to inform that following 36 destinations from 19 States and Union Territory have been approved for development under Swadesh Darshan 2.0 Scheme.

S.no	Name of State/UT	Approved Destinations
1.	Andhra Pradesh	i. Gondikota ii. Araku-Lambasingi
2.	Arunachal Pradesh	i. Bomjir ii. Mechuka
3.	Assam	i. Jorhat ii. Kokrajhar (Manas)
4.	Bihar	i. Gaya ii. Nalanda
5.	Chandigarh (UT)	i. Chandigarh
6.	Goa	i. Porvorim ii. Colva
7.	Gujarat	i. Dholavira ii. Dwarka
8.	Karnataka	iii. Hampi iv. Mysuru
9.	Kerala	i. Kumarakom ii. Kozhikode (Beypore)
10.	Ladakh (UT)	i. Leh ii. Kargil

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S.no	Name of State/UT	Approved Destinations
11.	Lakshadweep (UT)	i. Lakshadweep
12.	Nagaland	i. Niuland ii. Chumoukedima
13.	Meghalaya	i. Shillong ii. Sohra
14.	Mizoram	i. Aizawl ii. Champhai
15.	Puducherry (UT)	i. Puducherry ii. Karaikal
16.	Punjab	i. Amritsar ii. Kapurthala
17.	Rajasthan	i. Bundi (Kesoripatan) ii. Jodhpur
18.	Tamil Nadu	i. Mamallapuram ii. The Nilgiris
19.	Tripura	i. Agartala ii. Unakoti

3. This issues with the approval of the competent authority.

  
(Pawas Prasoon)  
Assistant Director

Encl: - As Above

To

The Addl. CS/ Principal Secretary/ Secretary,  
Department of Tourism,  
Government/ UT Administration of  
Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chandigarh (UT), Goa, Gujarat,  
Karnataka, Kerala, Ladakh (UT), Lakshadweep (UT), Nagaland, Meghalaya, Mizoram,  
Puducherry (UT), Punjab, Rajasthan, Tamil Nadu, and Tripura

Copy to: -

- (i) Regional Director, India Tourism Delhi, Mumbai, Kolkata, Chennai, Guwahati
- (ii) NPMU (Swadesh Darshan Scheme)
- (iii) National Informatics Centre (NIC Cell) - Ministry of Tourism

## Annexure C

Details of Stakeholder Consultation undertaken for Preparation of Destination Master Plan

a) Govt. of Tamil Nadu

S.no	Consultation	Details
1	<p><b>Consultation -1</b></p> <p><b>Dr. Chandra Mohan. B. (IAS), Principal Secretary to Government, Tourism, Culture and Religious Endowments Department (Initial Meeting for PDMC Tourism in Tamil Nadu)</b></p>	<p><b>Date: 31-03-2023 &amp; Time : 6:20pm</b></p> <p><b>Venue:-</b> Chamber of Principal Secretary, Secretariate, Chennai</p> <p><b>Agenda:</b> Initial Meeting for PDMC Tourism in Tamil Nadu</p> <p><b>Outcomes of the consultation:</b></p> <ul style="list-style-type: none"> <li>• The area to be developed as Ecotourism destination and sustainable standards</li> <li>• Ooty already have large tourist footfall and department intends to make better facilities to heighten tourist experience.</li> <li>• Comprehensive traffic management to be improved with multiple parking provision. Certain areas may be made one way during peak tourist season</li> <li>• Toilet, drinking water, amenities, etc. to be improved as during the peak seasons these are the pain points.</li> <li>• Decongest ooty by developing more facilities in Coonoor, Kotagiri, Madamala RF, near boat house, etc.</li> <li>• Local products to be marketed to tourist which are having low impact and which have unique location identity.</li> <li>• Develop multiple view points, as the scenic beauty is the USP of The Nilgiris</li> <li>• Mudumulai Tiger Reserve master plan to be studied and if found suitable may be integrated with the other destination. There should not be any duplication of interventions.</li> <li>• Multi-level parking facilities to be proposed</li> <li>• Explore newer segments such as tea plantation experience, gardening experience, home stays, etc.</li> <li>• TTDC land is available around Ooty lake which may be developed for better tourist experience.</li> <li>• Improvement of water quality in the lake to be explored by deploying suitable solution for improvement, diverting grey water, etc.</li> </ul>

		<ul style="list-style-type: none"> <li>Develop and improve the existing botanical garden as it has undergone minimal changes/upgradation since its development may years back</li> <li>Experience based interventions such as bird watching, trekking, camping, etc to be proposed.</li> </ul>
2	<p><b>Consultation-2</b></p> <p><b>Thiru. Dr. K.Manivasan (IAS), Principal Secretary to Government, Tourism, Culture and Religious Endowments Department. (Work Progress and Outcome of site Visits)</b></p>	<p><b>Date &amp; Time: 20-05-2023</b></p> <p><b>Venue:</b> Chamber of Principal Secretary, Secretariate, Chennai</p> <p><b>Agenda:</b> Work progress and outcome of site visits to Nilgiris</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Secretary sir suggested to collect segregated tourist data to clearly assess them further such as domestic and foreign tourists, age group, gender, purpose etc. Further based on these information proposal may be categorized into Beach Tourism, Adventure tourism, Eco-Tourism, etc.</li> <li>All lands of Government shall be mapped along with ownership details. Improvement proposals shall not be made considering lands that can be acquired in future.</li> <li>Toilets are major issue in the destinations and the issue has to be addressed.</li> <li>Existing amenities in destinations have to be streamline</li> <li>collect segregated tourist data to clearly assess them further such as domestic and foreign tourists, age group, gender, purpose etc.</li> </ul>

b) TTDC Officials

S.no	Consultation	Details
3	<p><b>Consultation-3</b></p> <p><b>(For Destination Assessment &amp; identification of issues, gaps &amp; opportunities)</b></p>	<p><b>Date &amp; Time:</b> May 2<sup>nd</sup> to July 5<sup>th</sup> , 2023</p> <p><b>Venue:</b> Tourism Office, Nilgiris</p> <p>Multiple meetings with Tourist officer</p> <p><b>Agenda:</b> Data collection</p> <p>Outcomes of the consultation:</p>



		<ul style="list-style-type: none"><li>• Discussed about the PMDC project and requested data's related to the project</li><li>• Discussed about the new proposals at the tourist destinations</li><li>• Collected datas related to the new proposals at the tourist destinations</li><li>• Collected information about the proposals and the progress of each work</li><li>• For each proposals, collected information about the stage of the progress and its queries</li><li>• At the existing tourist destinations the on going project works also collected</li><li>• For the proposed new tourist destinations the area , concept and the ownership of land details collected</li><li>• Collected the land details and its survey number for the proposed new tourist destinations</li><li>• Identified revenue land at near Boat house ooty for parking facilities and also Identified SIPCOT land around 4 acres for kerala ,Karnataka vehicles to park</li><li>• Visited the proposed car parking for tourist and with a concept of HOP ON HOP OFF , both the lands near boat house and also the SIPCOT Land on the way to kerala ,Karnataka</li><li>• At identified locations, they have a concept of providing basic amenities like drinking water, toilet , restaurant</li><li>• Rope car facility proposed by the tourism department and information related to that was collected</li><li>• The rope car is proposed between Doddabetta (Forest Land) –top station and Bottom station Manthada –Private land</li><li>• At top station doddabetta 4.7 acres is requested from the forest department and the District collector has given NOC for the same.</li><li>• At bottom station manthada 4.5 acres private land to be purchased from the private party through land acquisition act and it is processed by the RDO coonoor.</li><li>• A feasibility study was done by a consultant <a href="https://www.itcot.com/">https://www.itcot.com/</a> is collected.</li></ul> <p><b>The following are the information's and details collected in discussion with the tourist officer</b></p> <ul style="list-style-type: none"><li>• <b>Formation of Amusement Park</b></li><li>• Identified the land of around 30 acres at HPF,Ooty and which is nearby to the tidal park land and also</li></ul>
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		<p>the new medical college/Hospital which is under construction. And applied for NOC to the district Collector</p> <ul style="list-style-type: none"><li>• <b>Kamaraj Sagar Dam</b></li><li>• TTDC &amp; Tourism department have proposed for adventure activities like speed boats etc , the land belongs to TNEB and it is requested to the District Collector for further proceedings. TTDC has allocated fund of Rs.2.25 Crores for this.</li><li>• <b>Deer park , Near ooty lake</b></li><li>• They have a proposal of developing the deer park , presently it is closed and the land belongs to TTDC</li><li>• <b>Pakkasuran peak view point</b></li><li>• TTDC has a proposal for trekking and for telescopic view point</li><li>• Requested 3 acres of land from TANTEA / RESERVE FOREST</li><li>• <b>sengundrain Malai Proposed View point</b> is proposed at Melur,kotakal,Ooty</li><li>• <b>Anamalai -proposed view point</b> at manjoor</li><li>• <b>sandhanmalai murugan temple -proposed view point</b> at oveli ,Gudalur</li><li>• <b>Formation of Amusement Park -Proposed</b></li><li>• TTDC has proposed formation of Amusement park Towards kodanad road at kashthuri bai nagar ,Nedugula . The land is identified by the tourism department and the land is a revenue land, around 20- 30 acres of land is requested for the park.</li><li>• <b>Devala Horticulture Farm &amp; Amusement Park – Proposed</b></li><li>• The land is available for the development of farm and Amusement park at devala,Gudalur. Since the minister is highly giving importance to this particular location to attract the kerala &amp; Karnataka tourist.</li><li>• <b>Amusement Park -Proposed at Mathoma Nagar, Gudalur</b></li><li>• At Gudalur since there is no Amusement park, it is proposed to have adventure activities and also park for the kerala, Karnataka tourist.</li><li>• Collected the survey drawings for the proposed Rope car in Doodebetta and TTDC tourist destinations ownership details, Naduvattan sub jail development proposal details</li><li>• Collected the tourist foot fall from the year 2010-2022 and also the hotel /Resorts details, Bread &amp; Breakfast in the Nilgiris district</li></ul>
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		<ul style="list-style-type: none"> <li>Collected the tourist foot fall in each tourist destinations and the number of domestic tourists and foreign tourist visiting nilgiris every year.</li> <li>Collected information about the District Management Committee members details and their role</li> <li>collected Minutes of the meeting previously held</li> </ul>
4	<p><b>Consultation-4</b> (For Review of Inception report)</p>	<p><b>Date &amp; Time:</b> 06-06-2023 11.30 am <b>Venue:</b> TTDC Office, Chennai <b>Agenda:</b> Review of Inception Meeting</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Consultants are requested to collect details of all ongoing /new project proposals from concerned departments.</li> <li>Issues related to hard interventions have to be addressed along with focus on soft interventions as well</li> <li>Focus shall be made on the destination sites to develop infrastructure requirements based on need.</li> </ul>

c) State Government Officials

Sn	Consultation	Details
5	<p><b>Consultation -5</b> <b>Honorable Tourism minister</b> <b>Mr. Ramachandran</b> (For Destination Assessment &amp; identification of issues, gaps &amp; opportunities)</p>	<p><b>Date:</b> May 14, 2023 <b>Venue:</b> Tamilazham , Ooty <b>Agenda:</b> About PDMC in Nilgiris</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Discussed about the proposed tourist destinations and about the site visits that was made by the team</li> <li>And the minister shared his ideas, thoughts and about developing each tourist destinations.</li> <li>And explained about the present developments happening at the boat house</li> <li>Minister was specific about developing the pakasuvaran malai view point</li> </ul>
6	<p><b>Consultation -6</b> <b>Mr. Amrith, IAS, District Collector Nilgiris</b></p>	<p><b>Date:</b> June 15<sup>th</sup>, 2023, 11:00 am <b>Venue:</b> Tamilazham, Ooty <b>Agenda:</b> About PDMC in Nilgiris</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Discussed about the PDMC project</li> <li>And extended his support for the project</li> </ul>

		<ul style="list-style-type: none"> <li>Ordered us to remove the tribal centre project because Government already has proposed and an amount of 10 crores already allocated by the Government.</li> <li>Told us to submit proper documents and details regarding the projects proposed in the forest land for processing it on time.</li> </ul>
7	<p><b>Consultation -7</b></p> <p><b>Mr.Rajendran , Head surveyor,Ooty</b></p>	<p><b>Date:</b> May 23<sup>rd</sup> to June 12<sup>th</sup> 2023</p> <p><b>Venue:</b> Taluk office, Ooty</p> <p><b>Agenda:</b> Survey drawings &amp; Fmb sketches</p> <p>Multiple meetings with Tourist officer</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Collected the survey numbers for the tourist destinations in ooty doddabetta, pykara boat house, Ooty boat house,kamasagar dam ,pykara lake and collected the ooty planning map (which is not updated after the year 2012)</li> </ul> <p><b>June 8 &amp; 12<sup>th</sup> , 2023</b></p> <p>Venue: Taluk office, Ooty</p> <ul style="list-style-type: none"> <li>Collected the shape files and kml files for doddabetta viewpoint, kamaraj sagar dam, pykara boat house</li> <li>And regarding other land bankments in and around ooty, there are no online files available in their collabweb/collab land software.</li> </ul> <p><b>June 12<sup>th</sup> , 2023</b></p> <ul style="list-style-type: none"> <li>Collected the shape file &amp; Kml file from the collabweb /collabland software from the surveying department, ooty in consultation with the Head surveyor and the staffs in surveying department.</li> <li>Discussed about the coordinates which is not connected in the Govt lands and collected the available drawings in the format of pdf, kml, shape file.</li> </ul>
8	<p><b>Consultation -8</b></p> <p><b>Mr.Sudheer &amp; Mr.Emmanuel Thomas, Field surveyors ,Coonoor</b></p>	<p><b>Date:</b> May 24<sup>th</sup> 2023to June 8<sup>th</sup> 2023</p> <p><b>Venue:</b> Taluk office, Coonoor</p> <p>Multiple meetings</p> <p><b>Agenda:</b> Survey drawings &amp; Fmb sketches</p> <p>Outcomes of the consultation:</p>

		<ul style="list-style-type: none"> <li>Collected the survey map for both lambs rock and dolphin nose which is in the scale of 1 :5000 and also for pakasuvaran malai view point.</li> <li>All the three tourist destinations, it covers almost 300 to 400 acres of forest land /Tantea land</li> </ul> <p><b>June 8, 2023</b></p> <p>Outcomes of the consultation :</p> <ul style="list-style-type: none"> <li>Requested for Village maps for the tourist destination in and around coonoor in small scale</li> <li>Collected a part of survey drawings for dolphin Nose view point in pdf /scanned format</li> </ul>
9	<p><b>Consultation -9</b> <b>Mrs. Thilagavathi, VAO,</b> <b>Nedugula,Kotagiri</b></p> <p><b>Consultation -10</b> <b>Revenue Inspector, Kotagiri</b></p> <p><b>Consultation -11</b> <b>Mr.Sreenivasan, Senior</b> <b>draftsman, surveying</b> <b>depatment</b></p>	<p>June 9, 2023</p> <p>Taluk office, kotagiri</p> <p>Outcomes of the consultation:</p> <p>Discussed about the proposal at Nedugula village and collected information about the village and the facilities like , health facilities , shopping and other basic amenities available in that locality</p> <p>June 9, 2023</p> <p>Taluk office, kotagiri</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Discussed about the identified 30 acres of land at nedugula, the land belongs to the revenue department</li> <li>Collected the sketch of the identified land in that total area available at nedugula village on the way to kodanad viewpoint</li> </ul> <p>June 9, 2023</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Discussed about the required fmb sketch, village map for kodanad view point, Catherine water falls</li> <li>Checked all the drawings available at the office and found that soft drawings are not available because the coordinates are not yet approved in that head office Chennai</li> </ul>

10	<p><b>Consultation -12</b></p> <p><b>Mr. Aravindh, Assistant Horticulture officer,Devala</b></p>	<p>June 16, 2023</p> <p>Horticulture Garden, Devala, Gudalur</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>Devala Horticulture Centre (Under Horticulture Dept.)</li> <li>• Access Road to the two existing gazebos</li> <li>• Nature Trail</li> <li>• Refurbishing the defunct Butterfly Park</li> </ul> <p>Parking near the main entrance (at open land abutting main road near the gate)</p>
11	<p><b>Consultation -13</b></p> <p><b>Mr. Krishna kumar, Forest ranger, Avalanche, Ooty</b></p>	<p>June 17, 2023</p> <p>Avalanchi Nature park (under forest Dept. managed by Toda Tribals,ooty</p> <p>Outcomes of the consultation:</p> <p>The following are the requirements to be addressed.</p> <ul style="list-style-type: none"> <li>• Rain shelter</li> <li>• Entrance Arch c. Interpretation Centre</li> <li>• Orchidarium</li> <li>• Nature trail</li> <li>• Ticket Counter</li> </ul>
12	<p><b>Consultation -14</b></p> <p><b>Ms.Shruthi , staff at Tribal Research center and Museum</b></p> <p><b>And In consultation with the Director of Tribal museum</b></p> <p><b>Mr.Udhayakumar</b></p>	<p>June 18, 2023</p> <p>Tribal Research center and Museum, Muthorai Palada, Ooty</p> <p>Tribal Research centre and Museum – Ooty (Existing)</p> <ul style="list-style-type: none"> <li>• Access Road to be properly laid from Main Road to the museum building.</li> <li>• Toilets to be properly relocated from its present location back of the museum building.</li> <li>• Food stall provision</li> </ul>

The recent consultations with the State TTDC officials, district collector and MOT for revising the Masterplan and finalising DPR Package 1 is summarised below:

Sn	Consultation	Details
1	<p><b>Consultation</b></p> <p><b>Mr.Ramachandran</b> <b>Tamilnadu state Tourism Minister</b></p> <p><b>Mr. Sandeep Nanduri(IAS), MD, TTDC</b></p> <p><b>Mr.Amrith (IAS),</b> <b>The Nilgiris District Collector</b></p> <p><b>Mr.Gowtham (IFS)</b> <b>The Nilgiris District Forest officer</b></p>	<p>Date &amp; Time: 24-07- 2023</p> <p>Venue: Additional Collector's Office</p> <p>Agenda: Tourism development works in Nilgiris</p> <p>Outcomes of the consultation:</p> <ul style="list-style-type: none"> <li>• Doddabetta peak issues like parking and road width issues during peak season was addressed and to expand the parking area and to widen the internal road.</li> <li>• Parking issues inside the town was addressed.</li> <li>• Identification of Electrical departments land at Kamaraj Sagar dam to propose boating and food court.</li> <li>• The public toilets to be demolished and to be newly built and MD of TTDC suggested to include in Swadesh Darshan 2.0 in ooty and Coonoor.</li> <li>• Drinking water ATM wherever it is not functioning to be addressed.</li> <li>• New parking areas identified at HPF for the tourist bus and to avoid entering Ooty town.</li> <li>• To develop Coonoor, kotagiri and Gudalur area for tourism and decongest ooty.</li> </ul>
2	<p><b>Consultation</b></p> <p><b>Thiru. Sandeep Nanduri I.A.S., Managing Director, Tamil Nadu Tourism Development Corporation.</b></p>	<p>Date &amp; Time: 28-07-2023</p> <p>Venue: - TTDC Office, Chennai, Chennai.</p> <p>Agenda: Review Meeting</p> <p>Outcomes of the consultation:</p> <p>The Nilgiris selected site interventions was presented, and the comments noted down for each and every destination to include in the design and the ownership of all the tourist destination was discussed and the feasibility</p>
3	<p><b>Consultation</b></p> <p><b>Thiru K. Manivasan I.A.S., Principal Secretary to Government, Thiru. Sandeep Nanduri I.A.S., Managing Director, Tamil Nadu Tourism</b></p>	<p>Date &amp; Time: 31-07-2023</p> <p>Venue: - Chamber of Principal Secretary, Chennai.</p> <p>Agenda: Review Meeting</p> <p>Outcomes of the consultation:</p> <p>The Nilgiris selected site interventions was presented, and the comments noted down for each and every destination</p>

	<b>Development Corporation.</b>	to include in the design and the ownership of all the tourist destination was discussed and the feasibility
4	<b>Consultation Mr. Sandeep Nanduri(IAS), MD, TTDC.</b>	Date & Time: 09-08- 2023 Venue: TTDC Office, Chennai Agenda: Review Meeting Outcomes of the consultation: <ul style="list-style-type: none"> <li>• MD sir selected the sites to be done under swadesh darshan 2.0</li> </ul>
6	<b>Consultation Mr. Sandeep Nanduri(IAS), MD, TTDC.</b>	Date & Time: 04-10- 2023 Venue: Online meeting, TTDC Office, Chennai Agenda: Review Meeting Outcomes of the consultation: <ul style="list-style-type: none"> <li>• The presentation was given to MD sir about the work in progress and the interventions proposed.</li> <li>• MD sir suggested to include the Subjail and tantea museum at naduvattam</li> </ul>
7	<b>Consultation Mr. Rakesh Kumar Verma (IAS), AS to Ministry of Tourism</b>	Date & Time: 02-09- 2023 Venue: Online meeting. Agenda: Review Meeting Outcomes of the consultation: <ul style="list-style-type: none"> <li>• AS sir has suggested to finalize the pykara zone for DPR-1 and work on the DPR and other details.</li> <li>• PPP modes should be encouraged for the proposed.</li> <li>• Soft interventions should be proposed, and branding should be improved.</li> </ul>
8	<b>Consultation Ms. Vidhyavathi, IAS, Secretary, Ministry of Tourism, Mr. Rakesh Kumar Verma (IAS), AS to Ministry of Tourism</b>	Date & Time: 13-09- 2023 Venue: Online meeting. Agenda: Review Meeting Outcomes of the consultation: <ul style="list-style-type: none"> <li>• Secretary Madam approved the Master Plan Iteration 1 and Pykara boat house and pykara</li> </ul>



		waterfalls and asked the PDMC to move forward to DPR preparation.
9	<b>Consultation</b> <b>Ms. Aruna (IAS), District Collector of Nilgiris</b>	Date & Time: 29-09- 2023 Venue: Collector's office Ooty. Agenda: Project explanation Outcomes of the consultation: <ul style="list-style-type: none"><li>• The project was explained to the district collector and about swadesh darshan</li></ul> The list of selected sites and its proposed soft, hard interventions was explained
10	DMC -1 <sup>st</sup> Meeting <b>Ms. Aruna (IAS), District Collector of Nilgiris and all other members of DMC</b>	Date & Time: 17-10- 2023 Venue: Additional Collector's office Ooty. Agenda: Project explanation Outcomes of the consultation: <ul style="list-style-type: none"><li>• The project was explained to the DMC members and about swadesh darshan</li><li>• The selected DPR-1 site pykara was presented.</li><li>• The interventions were explained and suggestions from the members of DMC was noted down.</li><li>• The list of selected sites and its proposed soft ,hard interventions was explained</li><li>• The sites selected for other packages of DPR were also presented.</li></ul>

# SWADESH DARSHAN 2.0



L&T Infra Engineering

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