



## **Abstract**

Tourism – State Plan Scheme- Announcement made by Hon'ble Minister for Tourism 2021-2022- Guidelines for Tourism Destination Development Scheme – Approved – Orders – Issued.

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### **Tourism, Culture and Religious Endowments (T3-2) Department**

**G.O.(Ms) No.155**

Dated:03.11.2021

திருவள்ளூர் ஆண்டு 2052

பிலவ, ஐப்பசி-17

Read:

1. G.O.(Ms) No.135, Tourism, Culture and Religious Endowments (T3-2) Department, dated 07.06.2017.
2. From the Director of Tourism, letter No.5994/PD-2/2021, dated 08.10.2021.

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ORDER:-

The Hon'ble Minister for Tourism, while moving the Demand for Grants for Tourism Department for the year 2021-2022, has made the following announcement in the Legislative Assembly:-

***"Tourism Destination Development Scheme will be formulated for the development of the tourist places in Tamil Nadu."***

2. The Director of Tourism in his letter 2<sup>nd</sup> read above, has sent the Draft Guidelines proposal for implementing the Hon'ble Minister's Announcement on Tourism Destination Development Scheme as detailed below:-

- i. Tourism Destination Development Scheme is formulated to identify and develop tourist destinations in the state, on the principles of integrated and sustainable development with a focus on the enhancement of tourist experiences at the destination.
- ii. Various destinations have been identified for the project to develop and upgrade infrastructure and amenities in line with the international standards of quality, safety and comfort at these selected destinations in phased manner.

(P.T.O)

iii. The objectives of the Tourism Destination Development Scheme are as follows:-

- a. Articulating long-term vision into short, medium and long-term objectives.
- b. To create tourism-led economic growth in the state.
- c. To ensure equitable distribution of the benefits of tourism across all participants and geographies.
- d. To position Tamil Nadu as an unique tourism brand on the global map.
- e. To develop high standards of hospitality, hygiene, and safety in the tourism sector and among the general population at large.
- f. To leverage technology and new media to enhance tourists experience of Tamil Nadu.
- g. To showcase Tamil Nadu's diverse historic, natural and cultural assets in a sustainable manner.

3. The Director of Tourism has also stated that the destinations will be selected from the 300 destinations, for which the master plans are being prepared. The Department of Tourism will prioritize the development of new destinations based on the connectivity and other areas for development, current tourism eco-system, unique tourism offerings of the destination and future potential in phased manner and funds will be required to implement the project. He has also prepared and furnished a draft guidelines for the Tourism Destination Development Scheme.

4. The Director of Tourism has, therefore, requested to approve the Draft Guidelines for Tourism Destination Development Scheme and issue necessary order.

5. In G.O. 1<sup>st</sup> read above a guidelines have already been issued for the development of basic facilities in Tourist Places under State Funded Schemes.

6. The Government after careful examination of the draft Guidelines proposed by the Director of Tourism, have decided to accept it. Accordingly, approve the Guidelines for Tourism Destination Development Scheme, 2021, appended to this order and also order that the earlier Guidelines issued in G.O.Ms.No.135, Tourism, Culture and Religious Endowments (T3-2) Department, dated: 07.06.2017 is superseded.

7. This orders issues with the concurrence of the Finance Department vide its U.O.No.45208/Fin(Edn-2)2021, Dated:23.10.2021.

**(By order of the Governor)**

**CHANDRA MOHAN.B**  
**Principal Secretary to Government**

To

The Director of Tourism, Chennai-600 002.

The Managing Director,

Tamil Nadu Tourism Development Corporation, Chennai-600 002.

The Commissioner of Hindu Religious & Charitable Endowments,  
Chennai -600 034.

The Commissioner of Archaeology(i/c), Chennai-600 008.

The Commissioner of Art & Culture(FAC), Chennai-600 008.

The Director of Museums, Chennai-600 008.

The Additional Chief Secretary/Principal Secretary/Secretary to Government,  
All Departments of Secretariat, Chennai-600 009.

All District Collectors/Tourist Officers.

The Resident Audit Officer, Chennai-600 009.

The Accountant General, Chennai -600 018.(with enclosure to all)

**Copy to:-**

Special Personal Assistant to Hon'ble Minister (Tourism),  
Chennai-600 009.

Principal Private Secretary to Chief Secretary to Government,  
Chennai -600 009.

Principal Private Secretary to Additional Chief Secretary to Government,  
Finance Department, Chennai -600 009.

(P.T.O)

Principal Private Secretary to Principal Secretary to Government,  
Tourism, Culture and Religious Endowments Department,  
Chennai-600 009.

Finance (Edn II) Department, Chennai-600 009.

Special Program Implementation Department,  
Chennai -600 009.

The Tourism, Culture and Religious Endowments  
(MA/C2/T1/T2/Gen/RE1) Department, Chennai-600 009.


National Information Centre, Chennai-600 009.

(to upload in state Government website)

Stock file /Spare copy.(with enclosure to all)

**/ Forwarded by Order /**

  
3/11/2021  
**Section Officer**

  
3.11.2021.

**Tourism Culture & Religious  
Endowments (T3-2) Department**

**ANNEXURE**

**Tamil Nadu Destination Development Scheme  
Guidelines**

1. Scheme Rationale
2. Scheme Objectives
3. Scope of the Scheme
4. Scheme Strategy
5. Identification of Destinations for Development projects
  - 5.1 Selection Criteria and Procedure
  - 5.2 Admissible Components under the scheme
  - 5.3 Inadmissible Components/projects under the Scheme
6. Identification of Project Management Consultant
7. Procedure for Project Preparation and Implementation
  - 7.1 Preparation of DPR
  - 7.2 Funding pattern for Projects
  - 7.3 Implementation
  - 7.4 Project Monitoring for the progress of the project
  - 7.5 Submission of Utilization Certificate
  - 7.6 Operation & Maintenance
8. Project Sanction and Monitoring Committee

## **1. Scheme Rationale**

The scheme is formulated to identify and develop tourist destinations/ attractions in the state with a focus on enhancing tourist experiences at the destination.

## **2. Scheme Objectives**

- i. Develop tourist destinations/ attractions in a planned manner.
- ii. Promote culture and heritage of the state and to generate livelihoods.
- iii. Develop quality infrastructure at the destinations.
- iv. Development of niche tourism segments like adventure, eco, heritage, pilgrimage, wellness, coastal, rural, culinary tourism etc.
- v. Enhancement/development of existing tourism sites.
- vi. Strengthening / promoting Tamil Nadu Tourism
- vii. Destination marketing and promotion.
- viii. Tourist facilitation services to enhance visitor experience/satisfaction.

## **3. Scope of Scheme**

The scheme provides for holistic development of identified tourist destinations by convergence of resources and expertise through coordinated action with concerned agencies. The focus

of the scheme will be on up-gradation of existing amenities, creation and developing new tourism destinations/attractions on par with best in class quality standards.

#### **4. Scheme Strategy**

Destinations will be selected and master plans will be prepared and the Consultants will be identified for the preparation of Detailed Project Reports for identified destinations for availing assistance under the scheme. The projects will be executed by Tamil Nadu Tourism Development Corporation. The projects will be carried out through state government funds and through Private-Public partnerships, wherever feasible.

#### **5. Identification of Destinations for Development projects**

##### **5.1 Selection Criteria and Procedure**

- i. The Department of Tourism will identify potential destinations that may be taken up for development under this scheme based on criteria and admissible components as furnished in this scheme.
- ii. The Department of Tourism will prioritize the development of new destinations based on tourism potential of the destination.

## **5.2 Admissible Components under the scheme**

An illustrative list of components that would be eligible under the scheme is given below:

### **a. Tourist Destination Development**

- i. Development of new and existing Tourist attractions/destinations.
- ii. Conservation and restoration of heritage structures.
- iii. Development of water bodies such as rivers, lakes, streams and waterfalls.
- iv. Development of nature trails, rain shelters, gazebos, viewing decks, view points etc.
- v. Site infrastructure such as water supply, sewerage, drainage, electricity and roads/pathways, parking for Buses, 2/4 wheelers/ caravans, etc.
- vi. Landscaping (including trees, shrubs), water fountains, fencing, lighting, seating /shelters, garbage bins, etc.
- vii. Equipment for tourism activities, illumination of monuments and heritage structures, sound & light show, laser 3D mapping etc.
- viii. Recreational water rides, water sports, adventure tourism, camping sites etc.,
- ix. Development of heritage walks/ story trails.
- x. Support for cultural events, fairs and festivals and associated infrastructure.



- xi. Construction of open-air theatres/amphitheatres/ interpretation centres.
- xii. Any other activity related to tourism and is required for the development of the identified destination.
- xiii. Development of audio/ video guide of destinations.
- xiv. Establishment of Wayside amenities
- xv. Informatory / Directional signage
- xvi. Comprehensive Solid waste management
- xvii. Development of IT solutions like push - apps for tourism destinations
- xviii. CCTV cameras and other security equipment and installations

#### **b. Visitor Facilitation Centres**

Development of Entry Plaza/ Visitor Facilitation Centres with Parking, Merchandising stalls, Toilet facilities, cloakrooms, ATMs/money exchange, waiting areas, Information desk/kiosk, handicraft demo cum sale centre/craft haats/bazaars/souvenir shops, food courts, drinking water outlets, first aid centre, performance spaces etc.

#### **c. Capacity Building, Skill Development and Technology Upgradation**

- i. Short-duration skill development training programmes in association with other government institutions to address the skill gap.

- ii. Documentation and preservation of knowledge base in tourism for future use.
- iii. Digitization of tourism assets through creation of Augmented Reality / Virtual Reality technology, audio-visual guides etc.
- iv. Tourism projects incorporating innovative emerging technologies.

#### **d. Tourism Promotion**

- i. Projects for development and promotion of niche tourism segments like Eco tourism, Wellness Tourism, Beach Tourism, Wildlife Tourism, Cultural Tourism, Rural Tourism, Adventure Tourism, Pilgrim Tourism, Plantation Tourism, Heritage Tourism, MICE Tourism, Caravan Tourism, Culinary Tourism etc.
- ii. Travel fairs & exhibitions/ Road Shows/ offline marketing/ digital marketing / content marketing/ social media marketing/ video marketing/ influencer marketing etc.
- iii. Online Promotion of tourism destinations and products, tour packages, including content creation/production of digital promotional brochures/leaflets etc.
- iv. Formulation of promotional campaigns to reach out to the target domestic and international markets.
- v. Branding and marketing campaigns to reposition Tamil Nadu Tourism that include initiatives proposed for offline marketing, digital marketing and Social media marketing.

- vi. Promotion of tourist destination through conduct of fairs, festivals and events.

### **5.3 Inadmissible Components/projects under the Scheme**

The following list of components would be inadmissible under the scheme:

- a. Land acquisition for development, if necessary needs to be on a case to case basis.
- b. Resettlement and rehabilitation package.
- c. Improvement / investments in assets / structures owned by private entities.
- d. Accommodation.
- e. Convention Centers / Golf Course / Aquamarine Parks / amusement parks/theme parks.
- f. Media Advertisement Charge, Escalation Charges, Lump-sum Provision, Centage Charges.
- g. Any other component not mentioned in the list of admissible components furnished in this scheme.

### **6. Identification of Project Management Consultant**

- i. Experts/Consultants/ Architects/ Landscape Architects shall be engaged by the Department of Tourism for detailed planning and technical support for the implementation of the scheme, designing/preparing DPR of the works/projects under the scheme.

- ii. A PMC, may be engaged to provide technical support for the implementation of the scheme.

## **7. Procedure for Project Preparation and Implementation**

### **7.1 Detailed Project Report (DPR)**

The Consultant will take up preparation of Detailed Project Report (DPR) for the destinations by identifying the gaps in infrastructural amenities and related skills.

DPR shall be prepared as per the checklist of the Department of Tourism with a focus on the following points:

- i. Master Planning of Tourist Attraction/ Tourist Destination
- ii. The potential capacity of the destination and Physical planning in response to it.
- iii. The promotion of energy efficient, eco-friendly materials & equipment, and promotion of recycling & reuse.
- iv. Safety, security, and internet connectivity shall be taken into consideration.
- v. Souvenirs shops with local products and performance of local arts of the area to be part of the DPR. Local livelihood aspects and number of jobs created.
- vi. Suitable components for maintaining hygiene in the destinations like solid waste management plan etc.

- ii. If there is any escalation/variation from the approved DPR, the Department of Tourism shall send a revised proposal for approval from the Management committee.
- iii. PMU may be formed to implement the projects under this scheme.
- iv. Land to be used for the project must be free from all encumbrances during the submission of DPR. No additional funds shall be sanctioned for demolishing and clearing the structures already present in the identified land for the project.
- v. Tamil Nadu Tourism Development Corporation shall be the implementing agency. It shall invite and finalize all tenders within the stipulated time to enable the smooth execution and completion of the project in the specified time. The details of the tenders shall be intimated to the management committee and the Department of Tourism.
- vi. Work for different phases of the projects shall be completed within the period stipulated in the respective sanction letters & monitoring framework.
- vii. The Department of Tourism shall follow all prescribed rules/regulations as applicable while awarding contracts for works/material/equipment procurement.

- vii. Procurement Plan for equipment and components to be installed after completion of appropriate civil works.
- viii. Implementation of PERT chart concerning installments of funds.
- ix. Robust Operation and Maintenance (O&M) Plan for the creation of public facilities under the project on pre-fixed standards and setting the scope for third-party evaluation.
- x. All the proposed interventions should be financially self-sustaining.

## **7.2 Funding pattern for Projects**

- i. The project will be primarily funded by the state government.
- ii. Voluntary funding available from Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and corporate sector will be converged with the scheme. The scheme will also be converged with various central government schemes such as PRASHAD, Swadesh Darshan and any other schemes, wherever admissible.
- iii. Suitable Public-Private Partnerships (PPP) may be taken up for improved sustainability of the projects.

## **7.3 Implementation**

- i. The scheme will be implemented by the Department of Tourism / Tamil Nadu Tourism Development Corporation.

## **7.4 Project Monitoring for the progress of the project**

The identified consultant will be responsible for monitoring the progress of the projects and shall send timely reports to the Managing Committee and the Department of Tourism.

## **7.5 Submission of Utilisation Certificate**

i. Implementing agency will be responsible for the submission of UCs based on the implementation schedule given in the original project proposal. In any case, 100% UCs in the proforma prescribed for the purpose shall have to be provided within 2 months of completion of the project.

ii. Release of funds will be based on the interim UC submitted.

iii. UCs shall be issued by the respective officials based on the actual expenditure of the project.

iv. Release of further installments shall be recommended only after receipt of UCs and a review of the implementation of the project.

## **7.6 Operation & Maintenance**

i. During the preparation of the DPR, the Department of Tourism will work out the cost for operation and maintenance by emphasizing options for sustainable models through innovative

revenue generation options by involvement of TTDC & Department of Tourism. Local entities' experience and competence would be utilized to the greatest extent possible in the maintenance of the assets developed. PPP partners would also be looked into for the operation, maintenance, and upkeep of the new facilities.

### **8. Project Sanction and Monitoring Committee**

The State Government shall constitute a Project Sanction and Monitoring Committee with the following members:

<b>Sl. No.</b>	<b>Name of the Official</b>	<b>Designation</b>
1.	Principal Secretary to Government, Tourism Culture & Religious Endowments Department	Chairman
2.	Director of Tourism	Member - Secretary
3.	The Commissioner, Department of Art and Culture	Member
4.	The Commissioner, Hindu Religious and Charitable Endowments Department	Member
5.	The Commissioner, Archaeology Department	Member
6.	Director, Department of Museums	Member
7.	Secretary to Government, Finance Department/ Representative from Finance Department	Member




Representatives from Forest Department and other line Departments may be included in the above Committee for smooth implementation of the projects, as and when necessary.

Based on the necessity/requirement, other Department officials and tourism stakeholders may be permitted to include with due approval of the Department of Tourism.

**CHANDRA MOHAN.B**  
**Principal Secretary to Government**

/True Copy/

  
3/11/2022  
Section Officer

  
3.11.2021.