

Enchanting TAMIL NADU



Issue:08

A Tamil Nadu Tourism Newsletter

July, 2023



● Muttukadu Boat House

14 July, 2023

Inaugurating the 4th outlet of TTDC Quick Bites- Yercaud

The fourth outlet of Quick Bites was inaugurated by Thiru K. Ramachandran Hon'ble Minister of Tourism, Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of TTDC, Dr P. Menaha, District Revenue Officer of Salem at the Yercaud Boathouse on 14th July 2023.



The Quick Bites outlets offer a wide variety of snacks ranging from freshly brewed coffee to delicious sandwiches which are hot favourites among tourists for its quick service and affordable costs.

After the inauguration, the Tourism Minister inspected the boathouse along with other tourist attractions and gave various suggestions to enhance customer service and improve the overall visitor experience



20 July, 2023

Grand Inauguration: The Newly Renovated Booking Counter by TTDC

The newly upgraded booking counter at the Tamil Nadu Tourism Complex, Chennai was inaugurated by Thiru K. Ramachandran, Hon'ble Minister of Tourism, Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of TTDC and Tmt. Bharathi Devi, DRO/GM-TTDC on 20th July 2023.



TTDC has been working towards various initiatives with the aim of revamping and enhancing the overall booking experience for tourists. The recent introduction of online booking platforms enables tourists to make reservations and enquiries remotely. The digital platforms allow for real-time updates enabling tourists to stay informed.

The counter's renovation, along with the 24x7 customer service, provided by TTDC will ensure a seamless booking experience for the customers



26-28 July, 2023

G20: Disaster Risk Reduction Working Group



The 3rd Disaster Risk Reduction Working Group Meeting took place in Chennai from July 24th to 26th, 2023. Delegates from various foreign countries and 14 international organizations gathered to discuss important issues related to disaster risk reduction.

On 26 July 2023, the Department of Tourism organised a heritage walk for 110 delegates to the monuments of Mamallapuram, a UNESCO World Heritage Site renowned for its historical significance and architectural brilliance.



Tamil Nadu Tourism Department extended its hospitality to the delegates by providing 10 highly skilled and knowledgeable tourist guides to assist them during the walk. The local tourist guides explained the cultural significance and architectural marvels of Mamallapuram to the delegates.

G20: Environment and Climate Sustainability Working Group (ECSWG)



The 4th G20 on Environment and Climate Sustainability Working Group (ECSWG) was held in Chennai between 26th to 28th July 2023. The event was attended by 250 delegates, including 20 Environment Ministers from various G20 countries. A heritage walk around Mamallapuram was organized by the Department of Tourism for 120 G20 delegates to showcase the region's rich cultural and architectural heritage. Tamil Nadu Tourism Development Corporation hosted a high tea ceremony that allowed the delegates to enjoy the unique flavours and tastes of Tamil Nadu.

28-30 July,2023

India International Travel Mart,Bangalore



The Indian International Travel Mart (IITM), held in Bangalore from 28th to 30th July was inaugurated by Thiru HK Patil, the Hon'ble Minister for Tourism, Karnataka. The IITM is one of the leading event and expo for tourism providing industrial sectors of varied destinations around the country to exhibit.

Thiru. Sandeep Nanduri IAS, the Director of Tourism and Managing Director of TTDC, Thiru Sivakumar (Publication Officer), participated in the mart. The pavilion set up by Tamil Nadu displayed catalogues, meticulously designed to promote and outline the diverse tourism attractions in the region. The event also emphasized eco-friendly initiatives, community-based tourism projects, and conservation efforts.

The event had participants from more than 22 state tourism departments from India along with 15 international representatives.

29 July, 2023

Infrastructure Enhancements in Muttukadu Boathouse

On 29th July 2023, Thiru K.Ramachandran, the Hon'ble Minister for Tourism, Tamil Nadu, Thiru S.S. Balaji, MLA of Thiruporur constituency, Thiru G.Lakshmipathy I.A.S, Sub Collector of Chengalpattu district and Tmt. Bharathi Devi, DRO/GM-TTDC inaugurated several new facilities, such as a modern sanitary complex, a wastewater treatment facility that comprises eco-friendly practices, a children's park, and a plastic bottle pulverization system.



The Hon'ble Minister for Tourism inspected the ongoing “Floating Restaurant” project which will be the first of its kind in Tamil Nadu providing a phenomenal dining experience for visitors. This restaurant, measuring 125 feet in length and 25 feet in width, is set to welcome customers in a span of three months.

The inauguration marks yet another milestone in the efforts of TTDC to make Muttukadu Boathouse a beloved and sought-after tourist hotspot.

30 July, 2023

Discovering Chennai through Historical exploration


TTDC in collaboration with Ninety-eight Madras led a historical walk, titled “Along the Beach” on 31st July, 2023. The walk consisted of 31 participants who were led by Afreen, the founder of Ninety-eight Madras and a conversation architect. The route was specifically curated by Afreen with the objective to uncover hidden treasures and explore the historical significance of Rajaji Salai



Announcing the 2nd Edition of Tamil Nadu State Tourism Awards



Tamil
Nadu



2ND EDITION OF TAMILNADU STATE **TOURISM AWARDS**

**OVER 48 AWARDS
ACROSS 17 CATEGORIES**

The Department of Tamil Nadu Tourism invited applicants to the 2nd edition of the annual Tamil Nadu State Tourism Awards 2023. The event will be held on the occasion of World Tourism Day, commemorating the achievements of various stakeholders in promoting state tourism.

Applications for the awards were made available for download or online submission at www.tntourismawards.com.

Destination of the Month

BHAGAVATHY AMMAN TEMPLE

The Bhagavathy Amman Temple also known as Devi Kannyakumari Temple is found in the southernmost region of Tamil Nadu, encircled by the sacred merging of the Bay of Bengal, Indian Ocean, and Arabian Sea. This revered pilgrimage site attracts a large number of visitors, making it one of India's most popular and frequently visited places of worship.



The Bhagavathy temple is a renowned tourist destination, steeped in religious and historical significance. The temple's most remarkable feature is the idol adorned with a dazzling diamond nose ring that sparkles brilliantly. In accordance with ancient legends, the captivating radiance of the nose ring has led an ancient sailor astray, causing him to mistake it for a lighthouse.

Consequently, the temple's eastern gate stays closed and is exclusively opened during significant ceremonial events. One of the notable events at the temple is the Vaisakha festival, which extends over ten days in the Tamil Month of Vaikasi (May-June). Featuring vibrant processions of Devi's image through the town during both morning and evening hours, it offers a unique blend of spiritual devotion and captivating tales, making it an unparalleled destination for visitors.

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