



Issue:10

A Tamil Nadu Tourism Newsletter

September, 2023



TAMIL NADU TOURISM POLICY 2023



HON'BLE CHIEF MINISTER OF TAMIL NADU LAUNCHED THE FIRST EVER TOURISM POLICY

Remarkable milestone for the Tourism Industry in Tamil Nadu



On September 26, 2023, the Hon'ble Chief Minister of Tamil Nadu, Thiru M.K. Stalin, unveiled the first-ever Tamil Nadu Tourism Policy 2023, a milestone in harnessing the State's tourism sector. This initiation fulfils the longstanding request from numerous stakeholders to confer industrial status upon tourism projects.

The policy places a priority on the development of 12 key tourism segments, which include Adventure Tourism, Recreation Tourism, Caravan Tourism, Rural & Plantation Tourism, Coastal Tourism, Cultural Tourism, Medical and Wellness Tourism, Religious Tourism, Eco-Tourism, MICE Tourism, Heritage Tourism and Film Tourism. The guidelines specify that Focus tourism destinations and Focus Tourism Corridors will receive specialised attention and incentives. It sets out clear goals for the next five years, with a focus on contributing at least 12% to the State GSDP annually and generating employment for 25 lakh individuals in Tamil Nadu within tourism and its associated sectors.

The policy aims to promote growth by setting developmental goals such as, to attract an investment of INR 20,000 crore into the tourism industry, to achieve a following of 5 lakh users on the official social media handles of the Department of Tourism and to improve technological infrastructure at all Anchor Tourism sites in Tamil Nadu through virtual information centres

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The policy streamlines project approvals through a Single Window clearance mechanism and encourages private investment in the tourism sector by promoting 13 Eligible Tourism Projects, such as Amusement Parks, Heritage Hotels, Experiential Resorts, Eco-Huts, Ropeways, Wellness Resorts, Aquarium, Golf courses, Plantation / Farm Tourism Projects, Museums, Adventure Tourism Project, Cruise Tourism Project and Caravan Tourism Project. Overall, the State intends to harness the potential of tourism through this policy and contribute to the ambitious target of achieving a USD 1 Trillion economy by 2023.

The Hon'ble Minister of Tourism, Thiru K. Ramachandran, alongside Thiru Shiv Das Meena I.A.S., Chief Secretary to Government Dr K. Manivasan, I.A.S., Principal Secretary to Government, Tourism, Culture, and Religious Endowments Department, and Thiru. Sandeep Nanduri, I.A.S., Director of Tourism and Managing Director of the Tamil Nadu Development Corporation were also present.

Goals

Tamil Nadu shall be positioned as a place for memorable, authentic, and diverse tourism experiences.

Targets for the next five years

Tourism to contribute to at least 12% of State GSDP annually.	To reach 5 lakh followers on official social media handles of Department of Tourism, Tamil Nadu.
Tourism and its supporting industries to employ 25 lakh people in Tamil Nadu.	To reach 5 lakh downloads of TN Tourism App.
Tamil Nadu to attract investment of INR 20,000 crore in tourism.	To have virtual Tourist Information Centres across all Anchor Tourism Sites in Tamil Nadu.
To facilitate skill development of 3 lakh workers in tourism and its supporting industries.	To ensure that all Anchor Tourism sites in Tamil Nadu are technologically equipped for enhanced tourist safety and convenience.

Tourism Roadmap

	Priority Tourism Segments
	Tourism Infrastructure
	Promoting Investment in Tourism
	Tourist Facilitation
	Capacity Building
	Community Led Growth
	Responsible Tourism
	Branding, Outreach, and Publicity
	Digital Initiatives and Analytics

To access the full policy document, visit the official website of Tamil Nadu Tourism.

WORLD TOURISM DAY

Influencers on Wheels Campaign Hits the Road with the third edition of Discover Tamil Nadu 2023

The Discover Tamil Nadu 2023 - Influencers on Wheels campaign was officially flagged off by the Hon'ble Minister of Tourism, Thiru K. Ramachandran, alongside with Dr K. Manivasan, I.A.S., Principal Secretary to Government, Tourism, Culture, and Religious Endowments Department, and Thiru. Sandeep Nanduri, I.A.S., Director of Tourism and Managing Director of the Tamil Nadu Development Corporation. Ten social media influencers from various parts of the country commenced an exciting 10-day journey across Tamil Nadu as part of a new media campaign aimed at attracting tourists.



WORLD TOURISM DAY

The Second Edition of Tamil Nadu Tourism Awards

Felicitating Remarkable Accomplishments

On September 27, 2023, in celebration of World Tourism Day, the Department of Tourism hosted the Second Edition of Tamil Nadu Tourism Awards at Kalaivanar Arangam in Chennai. As part of this ceremony, tourism stakeholders were recognized for their outstanding achievements and contributions to the State's tourism industry.



The Hon'ble Minister of Tourism, Thiru K. Ramachandran along with the Hon'ble Minister for Hindu Religious and Charitable Endowments (HR&CE), Thiru. P.K. Sekarbabu, Hon'ble Minister for Health & Family Welfare, Thiru.

Ma. Subramanian, Hon'ble Minister for Minority Welfare and Overseas, Thiru.

K. S. Masthan, Dr. K. Manivasan, I.A.S., Principal Secretary to Government, Tourism, Culture, and Religious Endowments Department, and Thiru. Sandeep Nanduri, I.A.S. Director of Tourism and Managing Director of the Tamil Nadu Development Corporation felicitated 54 stakeholders across 17 categories.

The one-year achievement video and Tamil Nadu Tourism Policy 2023 video showcased the accomplishments of the department. In addition, the launch of Tamil Nadu Tourist Guide Registration Scheme-2023 and Tamil Nadu Tour Operators, Travel Agents, and Tourist Transport Operators (Registration) Scheme-2023 was one of the key highlights of the event. Vettaikaranpudur in Coimbatore district and Hullada in the Nilgiris were awarded bronze medals in the Best Tourism Villages competition conducted by Ministry of Tourism. The Cleanest Tourist Destinations accolades went to the Sri Ranganathar temple in Srirangam, Kurusadai Island in Ramanathapuram, and the Blue Flag Beach in Kovalam.

WORLD TOURISM DAY

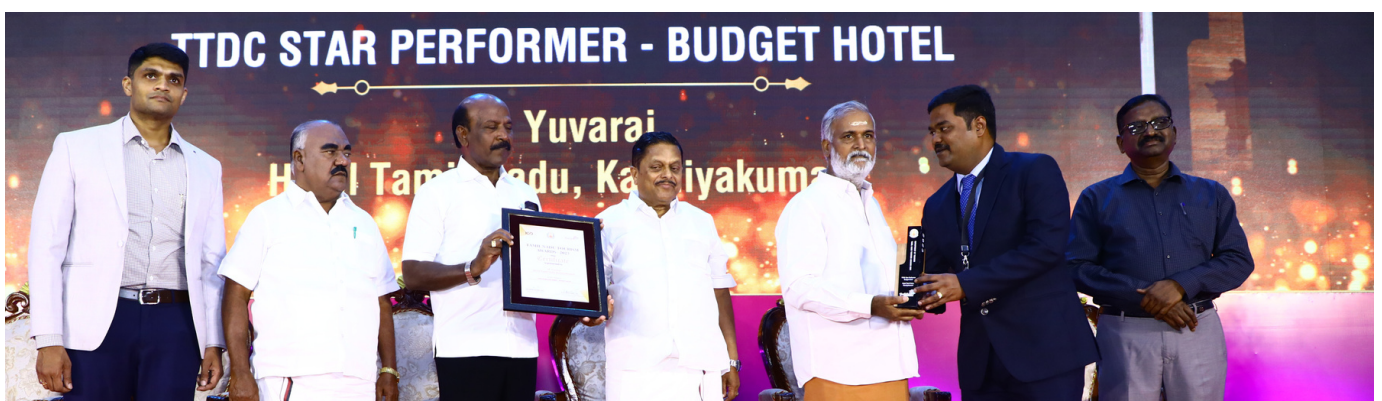
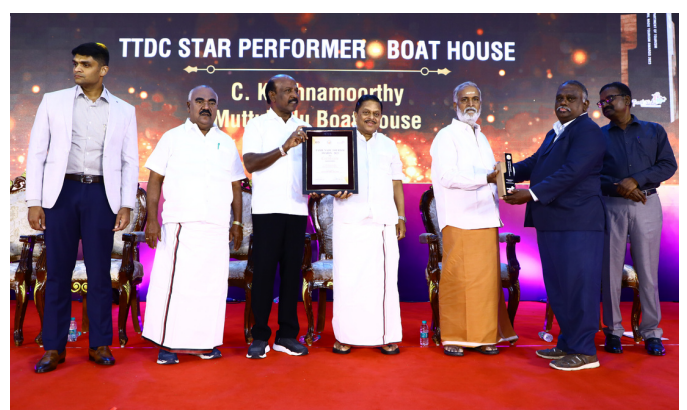
The Second Edition of Tamil Nadu Tourism Awards

Felicitating Remarkable Accomplishments

Notably TTDC Star performer in the Premium Hotel category was awarded to Hotel Tamil Nadu Madurai - Unit 2. Hotel Tamil Nadu Kanniyakumari was awarded TTDC Star performer in Budget Hotel category, and Muttukadu Boat House was recognized as the Star performer in the Boat House category. The winners of the 3rd edition of WOW Tamil Nadu were awarded and the 4th edition of WOW Tamil Nadu (Photography contest) commenced.



In celebration of Madras Day, Tamilnadu Tourism Development Corporation in association with Madras Photo Bloggers organised "Madrasapattinam 384" and the winners were granted recognition in the event



TAMIL NADU TO HAVE ITS FIRST GLOW GARDEN

Mamallapuram ventures into the Realm of Luminous Marvels



Mamallapuram is set to expand its tourism landscape with the commencement of the Glow Garden project. This initiative by TTDC was commemorated by the official foundation stone laying ceremony, which took place on September 1, 2023.

The Maragatha Poonga, which spans over 2.48 acres of land, will be a one-of-a-kind theme park that will cater to day as well as night tourism. The Glow Garden has many attractions like Glowing Trees, 3D Glowing Animals, Selfie Points, Artificial Fountain, Adventure Rides, Mini 5D Cinema, Glow Water Park, and Food Courts. The foundation stone laying ceremony marks yet another milestone in the efforts of TTDC to make Mamallapuram a tourist hotspot.

The Hon'ble Minister of Tourism, Thiru. K. Ramachandran, Hon'ble Minister of Micro, Small, Medium Enterprises Department, Thiru. T.M. Anbarasan, Thiru. S.S. Balaji, MLA, Thiruporur Constituency, Thiru.

S. Sudharsanam, MLA, Madhavaram Constituency, Thiru.

Sandeep Nanduri, IAS, Director of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation, Thiru. Rahul Nadh, I.A.S., District Collector, Chengalpattu, inaugurated the foundation stone laying ceremony of the Maragatha Poonga - Glow Garden



6TH EDITION OF THE SICA CULINARY CHALLENGE AND EXHIBITION 2023

The South India Chef's Association (SICA) is a fraternity of culinary professionals representing the finest hotels, restaurants and culinary institutions in South India. SICA is affiliated with the Indian Federation of Culinary Association (IFCA) and the World Association of Chefs Societies (WACS). SICA's culinary contest aims to provide a dynamic, globally recognized platform for Indian culinary professionals to showcase their skills and culinary talent to the world.

The 6th SICA Culinary Challenge and Exhibition 2023 was held at Chennai Trade Centre from September 15 to 17, 2023 inaugurated by Dr. K. Manivasan, IAS, Principal Secretary to the Government, Department of Tourism, Culture, and Religious Endowments, together with Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation. The 'Guest of Honor' memento was presented to the Department of Tourism as a token of appreciation for their support to the exhibition's success.



6TH EDITION OF THE SICA CULINARY CHALLENGE AND EXHIBITION 2023



In the SICA culinary competition, TTDC chefs secured 1 gold medal and 3 silver medals, showcasing their culinary excellence.



TTDC IN FRAME

Captured moments of Tamil Nadu Tourism displaying vibrant catalogues in the pavilion, promoting diverse tourist attractions of Tamil Nadu

ITM Amritsar
9-11th September 2023



EITM Kolkata
15-17 September 2023



SINGARA CHENNAI FOOD FESTIVAL 2023

Celebrating Culture and Cuisine

In celebration of the Kalaingar centenary year, Tamil Nadu Tourism Development Corporation, in association with the Food Safety Department, Chennai, organised the Singara Chennai Food Festival 2023 at Island Grounds. The festival was inaugurated by the Hon'ble Minister of Tourism, Thiru K. Ramachandran, along with the Hon'ble Minister for Health & Family Welfare, Thiru. Ma. Subramanian, Hon'ble Minister for Hindu Religious and Charitable Endowments (HR&CE), Thiru. P.K. Sekarbabu, Hon'ble Mayor Tmt R. Priya, and Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of TTDC.



The three-day festival was held from September 16th to September 18th, 2023, in Island Grounds with the aim to promote locally grown small grains such as Kodo Millet, Little Millet, and Foxtail Millet highlighting the importance of healthy eating.



Destination of the Month

MAYURA THOTTAM - THOOTHUKUDI



The National bird of India, with its regal beauty adorned in vibrant colours, stands as a symbol of pride and beauty. Mayura Thottam in Thoothukudi is a garden where these splendid birds unfurl their wings and dance majestically. The name "Mayura" signifies the graceful peacock and "Thottam" refers to a garden in which these elegant birds find their abode. Home to approximately 200 peacocks, this sanctuary offers a beautiful sight as these birds thrive in their natural habitat. For the best experience, plan your visit between October and November

WORLD TOURISM DAY



Thoothukudi

Tamil Nadu embraced World Tourism Day by engaging in a multitude of activities, from cleanliness initiatives to student competitions, dance showcases, and spirited rallies.



Tirunelveli



Krishnagiri



Coimbatore



Tiruppur

CONNECT WITH US



Muttukadu Boat House



TAMIL NADU TOURISM COMPLEX,
NO.2, WALLAJAH ROAD (NEAR D1 POLICE STATION),
CHENNAI-600 002.

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