



## **Abstract**

Tourism – Announcement (2021-2022) – Preparation Master Plan for Tourism development at 300 tourist places – Approval – Orders – Issued.

### **Tourism, Culture and Religious Endowments (T3-1) Department**

**G.O.(Ms) No.125**

Dated:21.10.2021

திருவள்ளூர் ஆண்டு 2052

பிலவ, ஐப்பசி-4

Read:

1. Announcement made in the Hon'ble Governor's Address 2021-2022, Budget Speech 2021 - 2022 and by the Hon'ble Minister for Tourism, while moving Demand for Tourism 2021-2022.
2. From the Director of Tourism, Chennai letter No.5995/PD2/2021, dated: 11.10.2021.

ORDER:-

In the Hon'ble Governor's Address 2021-2022, Budget Speech 2021-2022 and by the Hon'ble Minister for Tourism while moving the Demand for Tourism Department for the year 2021-2022 the following announcement has been made:-

*"A Tourism Master Plan will be prepared for providing tourist facilities in international standard in 300 tourist places in Tamil Nadu."*

2. The Director of Tourism in his letter second read above has stated that the Hon'ble Minister for Tourism pronounced in the floor of the assembly while moving the Tourism Demand for the year 2021-2022, that "Tourism Master Plan" will be prepared for the development of 300 Tourist Destinations in Tamil Nadu. He has also submitted the details and object of the scheme and requested the Government that the draft Master Plan may be considered for approval and issue necessary orders in this regard.

(P.T.O.)



3. The details and objectives of the scheme are as follows:-

**i. Master Plan preparation for  
300 tourist destinations**

- a) In order to harness the tourism potential of the state, the Department of Tourism has envisaged an integrated and holistic approach to develop tourism through the development of the tourism strategy and master plan for 300 destinations across the state.
- b) The Master Plans are being prepared by an identified consultant of Tamil Nadu Infrastructure Fund Management Corporation Limited (TNIFMC).
- c) A total of 300 destinations across Tamil Nadu have been identified for the project that aims to develop and upgrade infrastructure and amenities on par with the international standards of quality, safety and comfort at selected destinations.
- d) The project envisages to position Tamil Nadu as a high priority destination by developing a framework which integrates hard and soft interventions to build a comprehensive and integrated destination experience.

**ii. Objectives of the project**

- a) To ensure comprehensive development of tourist destinations in the state to increase the average length of stay of tourists.
- b) To facilitate long term growth and development of the tourism industry in the state while adhering to the sustainable tourism principles.
- c) To promote and enhance socio-economic upliftment of local communities through tourism development.
- d) To create tourism-led economic growth for prosperity and revenue generation in the state and facilitate increase in foreign exchange earnings.
- e) To successfully deliver memorable tourist experiences by harnessing the rich culture, history, heritage and cuisine of Tamil Nadu.
- f) To devise a roadmap for the integration of shortlisted locations in an optimal and efficient manner by strategic networking of the locations in order to increase the duration of stay.
- g) To prioritize projects and areas for potential development through public and private investment.



4. The Government after careful examination decided to accept the proposal of the Director of Tourism and approve the draft Master Plan for Tourism for 300 sites, in Tamil Nadu prepared through the Tamil Nadu Infrastructure Fund Management Corporation by engaging Consultants.

**(By order of the Governor)**

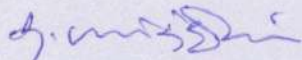
**CHANDRA MOHAN.B**  
**Principal Secretary to Government**

To  
The Director of Tourism, Chennai-600 002.  
The Managing Director,  
Tamil Nadu Tourism Development Corporation Ltd.,  
Chennai-600 002.  
The Chief Project Officer, Tamil Nadu Infrastructure  
Fund Management Corporation,  
19, TP Chatram Road, R.A.Puram, Chennai-600 028.  
The Pay Account Officer, Chennai-600 009.  
The Resident Audit Officer, Chennai-600 009.  
The Accountant General, Chennai-600 018.

Copy to:-

The Special Personal Assistant to Hon'ble Minister (Tourism),  
Chennai-600 009.  
The Principal Private Secretary to Principal Secretary to Government,  
Tourism, Culture and Religious Endowments Department,  
Chennai-600 009.  
Finance (IC) Department, Chennai-600 009.  
The Special Programme and Initiatives Department,  
Chennai-600 009. (For updating in the Online  
Announcement Monitoring System).  
The Tourism, Culture and Religious Endowments (Tourism1/  
Tourism2/General) Department, Chennai - 600 009.  
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**/ Forwarded by Order /**

  
**Section Officer**