

## DEPARTMENT OF TOURISM

### PRESS NOTE

#### DEVELOPMENT OF TOURISM TOWN PANCHAYAT CIRCUIT IN TAMILNADU

Dr. K.Gopal, I.A.S., Commissioner of Town Panchayats and Dr.M.Rajaram, I.A.S., commissioner of Tourism and Managing Director, Tamil Nadu Tourism Development Corporation jointly convened a meeting on 11.4.2008 at Chennai regarding Development of Tourism Town Panchayat Circuit in Tamil Nadu so as to show case certain Town Panchayats as Tourism destinations for attracting all category of Tourists. In the meeting, the following decisions were taken for the betterment of Tourism destinations in the purview of Town Panchayat Department.

- ❖ **All Tourists officers and Executive Officers of town Panchayats have been insisted to have good co-ordination to develop the existing Tourism centres and newly emerging towns.**
- ❖ **The Officers concerned were requested to popularize the concept of "MY TOWN -MY PRIDE" among the people and various stakeholders.**
- ❖ **It has been decided to strengthen the following basic tourism infrastructure facilities and other activities in the tourist destinations in Town Panchayat jurisdiction of Tamil Nadu.**
  - **Bus stand, Bus shelter**
  - **Water Supply, drainage**
  - **Toilet**
  - **Parks**
  - **Eviction of encroachment**
  - **Lighting facilities wherever necessary.**
- ❖ **The Tourists Officers and Assistant Directors of Town Panchayats both have been requested to take up pro-active approach to make the tourism destinations attractive to the tourists.**

- ❖ All tourism destinations in the Town Panchayats jurisdictions should maintain uniform signage's wherever necessary as apart of overall branding.
- ❖ While formulating development proposals to develop the destinations, tourists viable circuit, comprising nearby tourist places as supporting attractions linking all district tourist interest, should be taken into account.
- ❖ Tourist Officers and Assistant Directors of Town Panchayats both jointly should take up SWOT (Strength, Weakness, Opportunity and Threat) analysis of Tourism towns and come up with clear road map for holistic development.
- ❖ The towns such as Gingee, Thirukoilur, Pichavaram, Mamallapuram, Tharangambadi, Courtalam, Sriperumbudur to be developed as important centres.
- ❖ All Tourists officers have been requested create a new tourism map incorporating all Tourists Centres including lesser known Tourists places and newly emerging ones.
- ❖ The Officers concerned have been requested to give Top Priority in evicting encroachments in all "Tourist Centres and action taken report should be reported to the headquarters.
- ❖ It has been decided to constitute a Town Specific Co-ordinations Group comprising of Tourist Officer, Assistant Director of Town Panchayat, Executive Officer of Town Panchayat, Police, Assistant Director/Deputy Director of Town and Country Planning and Archaeological Survey of India and other Officers concerned to identify the gaps and creating a enabling environment for tourists.
- ❖ The Commissioner of Tourism explained the role of "Tourism in Tamil Nadu which gives a healthy betterment of ways of life. Tourism is now everybody's business.

**Commissioner of Tourism**

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