

கலைஞர்  
**100**  
1924 - 2023



**TAMIL NADU**  
GLOBAL INVESTORS  
MEET - 2024  
JANUARY 7<sup>th</sup> & 8<sup>th</sup>

**DEPARTMENT OF TOURISM  
GOVERNMENT OF TAMIL NADU**



# TAMIL NADU

## TOURISM POLICY 2023






# Tamil Nadu


Leading tourism destination with abundant investment opportunities


## Consistently ranked amongst top states


**1**  State Food Safety Index 2021-22


**2**  Top destination for Domestic Tourists in India (2022)

**2**  Largest Contributor to India's GDP 2020-21

**2**  Sustainability Development Goals (SDG) index 2021

**3**  Ease of doing business 2020-21

**3**  Health index 2019-20

**6**  Top destination for Foreign Tourists in India (2022)



## A state with diverse potential

Tamil Nadu, home to the second-highest number of smart cities in India, is also renowned for its rich and diverse cultural heritage.



**48.45%**

Urbanization rate



**6**

UNESCO World  
Heritage Sites



**12**

Smart Cities



**80k+**

Temples



## Seamless and modern transportation network connecting all tourist spots



**4**  
International  
airports

**2**  
Domestic  
airports

**3**  
Major  
Sea ports

**17**  
Minor  
Sea ports

**532**  
Railway  
stations

**28**  
National  
Highways



Endowed with diverse flora, fauna, and scenic habitat spread throughout the State

3



Biosphere Reserves

5



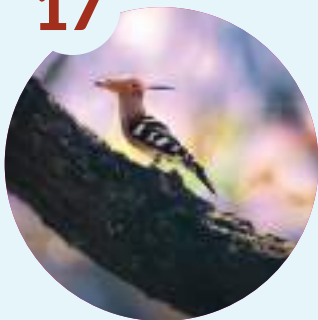
National Parks

17



Wildlife Sanctuaries

17



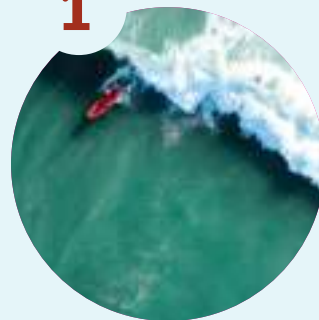
Bird Sanctuaries

2



Conservation Reserves

1



Blue flag beach

# Tamil Nadu

## Tourism Policy 2023 – A Snapshot

### The Vision statement



To evolve Tamil Nadu into the most attractive experiential destination in Asia.

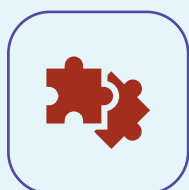
### About the Policy



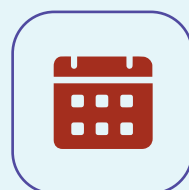
The Tamil Nadu Tourism Policy 2023, launched by the Honorable Chief Minister on September 26, 2023, endeavors to strategically establish Tamil Nadu as a prominent global tourism destination.



This policy emphasizes on private sector led development to transform the tourism landscape of the State considering the changing needs of the tourists.



It highlights the strategic actions, enticing incentives, and regulatory framework to promote investment in the Tourism Sector of the State.



The policy shall be valid for a period of 5 years or till a new Policy is announced.

## Mission and Objectives



Focus on Destination Development, along with its effective management and promotion.



Offer extraordinary experiences leveraging the people, vibrant living cultures, diverse natural locations, ancient traditions, and history of Tamil Nadu



Creation of a dynamic and responsive tourism ecosystem



Inclusive and sustainable tourism growth leading to livelihood opportunities



*Launch of the Tamil Nadu Tourism Policy 2023 by the Honourable Chief Minister on 26 September 2023. The first copy of the policy was received by the Tourism Minister*

## Our Aspirational Goals for the next 5 years



**12%**

Contribution to State's  
GSDP annually



**25 Lakhs**

Employment of people  
in tourism sector



**20,000 Cr.**

Investments in tourism  
(in INR)

## Key Aspects of Policy

- » The policy grants “**Industry Status**” to tourism projects and extends the same benefits previously reserved for industrial projects.
- » **Destination Development:** Through the “Tourism Destination Development Scheme”, integrated and holistic development of destinations shall be facilitated. Anchor Tourism sites will be identified for development.
- » **Focus Tourism Destinations (FTDs)\* and Focus Tourism Corridors (FTCs)\*** shall be identified and prioritized for development. Various incentives offered by the Department shall be applicable for these specific destinations/corridors only.
- » **Twelve tourism segments and thirteen eligible projects** have been identified for promotion of private investments.
- » **Private Sector Participation** – The policy recognizes “Public Private Partnerships” as key pillar for improving the tourism ecosystem of the State.
- » **Streamlined time-bound approval process through Single Window** mechanism for all applicable clearances for Tourism projects.

*\*Tourism projects located in certain geographies titled “Focus Tourism Destinations (FTDs)” and certain corridors titled “Focus Tourism Corridors (FTCs)” will be notified by the Department from time to time.*



# Tamil Nadu

## Tourism Policy 2023- Focus Segments and Projects

### Tourism Segments

The Department has identified **12 priority tourism segments** which shall be developed with world-class amenities to enhance the visitor experience.



**Adventure**



**Recreation**



**Caravan**



**Rural & Plantation**



**Coastal**



**Cultural**



**Medical & Wellness**



**Religious**



**Eco**



**MICE**



**Heritage**





**Film**








## Eligible Projects

The following listed **13 tourism projects** shall be eligible for availing incentives and benefits offered by the State subject to certain eligibility criteria detailed below. Both new and expansion /diversion projects and enterprises will be eligible for availing incentives

| Tourism Project  | Eligibility Criteria   |
|--|--|
|  <b>Amusement Park/<br/>Theme Parks</b>           | <ul style="list-style-type: none"> <li>» <b>Project type:</b> Entertainment centres equipped with indoor / outdoor games, entertainment shows, sports facilities and /or recreation activities</li> <li>» <b>Minimum land area:</b> 15 acres</li> <li>» <b>Minimum size of the facility:</b> 20,000 sqft.</li> <li>» <b>Minimum number of outdoor rides (dry or wet):</b> 30</li> </ul>  |
|  <b>Heritage Hotel</b>                            | <ul style="list-style-type: none"> <li>» <b>Project type:</b> Heritage Basic or above category as per guidelines of Ministry of Tourism, Government of India</li> <li>» <b>Minimum number of keys:</b> 10</li> </ul>   |
|  <b>Experiential Resort</b>                      | <ul style="list-style-type: none"> <li>» <b>Project type:</b> 3 star and above category for Hotels or 4 star and above category for Time Share Resort, as per guidelines of Ministry of Tourism, Government of India</li> <li>» <b>Minimum land area:</b> 5 acres</li> <li>» <b>Minimum number of keys:</b> 20</li> </ul>  |
|  <b>Eco-Hut/Camp /<br/>Tented Accommodation</b> | <ul style="list-style-type: none"> <li>» <b>Requirement:</b> Registered as per “Scheme for Registration of Camping Operators” by the Department of Tourism, Government of Tamil Nadu</li> <li>» <b>Minimum land area:</b> 0.5 acre</li> <li>» <b>Minimum number of tents / camps:</b> 3</li> </ul>   |
|  <b>Ropeway</b>                                 | <ul style="list-style-type: none"> <li>» <b>Project type:</b> Connecting places of tourist importance</li> </ul>   |
|  <b>Wellness Resort</b>                         | <ul style="list-style-type: none"> <li>» <b>Project type:</b> Delivering AYUSH related services for mind and body health</li> <li>» <b>Minimum number of guest rooms:</b> 20</li> <li>» <b>Minimum number of well-trained staff:</b> 20</li> <li>» <b>Minimum number of full-time AYUSH-trained experts with relevant certifications:</b> 2</li> <li>» <b>Minimum of 5 of the following facilities:</b> Conference Centre, Gym, Sports Complex, Yoga, Hall, Restaurant, Library, Ayush Therapy facility</li> </ul> |
|  <b>Oceanarium /<br/>Aquarium</b>               | <ul style="list-style-type: none"> <li>» <b>Project Type:</b> Display of aquatic life to tourists</li> <li>» <b>Minimum investment in Eligible Capital Assets (of oceanarium / aquarium component):</b> INR 10 Crore</li> </ul>  |
|  <b>Golf Course</b>                             | <ul style="list-style-type: none"> <li>» <b>Project type:</b> Minimum of 9-hole golf course</li> <li>» <b>Minimum land area:</b> 15 acre</li> <li>» <b>Minimum area of club house:</b> 5,000 sqft.</li> <li>» <b>Minimum number of guest rooms:</b> 2</li> <li>» <b>Minimum facilities:</b> Restaurant, indoor sports and common toilets</li> </ul>  |



| Tourism Project   | Eligibility Criteria  |
|---|---|
|  <p><b>Plantation/<br/>Farm<br/>Tourism<br/>Projects</b></p> | <ul style="list-style-type: none"> <li>» <b>Project Type:</b> Variety of botanically rich plantation, medical herbs, fruits, tea, spices, etc. accessible to tourists</li> <li>» <b>Minimum land area of plantation :</b> 5 acres</li> <li>» <b>Minimum built-up area:</b> 5,000 sqft.</li> <li>» <b>Minimum number of guest rooms:</b> 5</li> <li>» <b>Minimum of 3 of the following services:</b> Cafe, interpretation centre, souvenir store, produce conversion centre</li> </ul>   |
|  <p><b>Museums</b></p>                                       | <ul style="list-style-type: none"> <li>» <b>Project Type :</b> A structure built to conserve and/or exhibit work of art, science, history, culture and/or heritage in a covered premises</li> <li>» <b>Minimum built-up area:</b> 20,000 sqft.</li> <li>» <b>Minimum number of exhibits:</b> 50</li> </ul>  |
|  <p><b>Adventure<br/>Tourism<br/>Project</b></p>           | <ul style="list-style-type: none"> <li>» <b>Project Type :</b> Requisite infrastructure, equipment and trained staff, along with appropriate safety and rescue set-up, and meeting all requirements laid out in “Scheme for Registration of Adventure Tourism Operators” by the Department of Tourism, Government of Tamil Nadu.</li> <li>» <b>Adventure types permitted:</b> In-land, In-water and In-air adventure activities</li> <li>» <b>Activities:</b> Mountain climbing, bungee jumping, zip-line, river cruise and other activities covered.</li> <li>» <b>Minimum on-field staff strength:</b> 10 people</li> </ul>   |
|  <p><b>Cruise<br/>Tourism<br/>Project</b></p>              | <ul style="list-style-type: none"> <li>» <b>Project Type :</b> Entail procurement and deployment of cruise vessels and adequate manpower &amp; hospitality services for operations of a domestic cruise service</li> <li>» <b>Minimum number of cruise vessels:</b> 1</li> <li>» <b>Minimum capacity of cruise:</b> 350 pax, excluding crew</li> <li>» <b>Minimum number of guest rooms in the cruise vessel:</b> 100</li> <li>» <b>Minimum facilities on the cruise vessel:</b> Gym, Swimming Pool, Restaurant, Bar, Open deck vessel built as per internationally accepted safety standards</li> <li>» <b>Route:</b> Both start and end termination points within Tamil Nadu</li> </ul> |
|  <p><b>Caravan<br/>Tourism<br/>Project</b></p>             | <ul style="list-style-type: none"> <li>» <b>Project Type:</b> Entail premises which have the necessary parking space, vehicle charging, stay/accommodation, entertainment/recreation facilities for parking of caravan</li> <li>» <b>Requirement:</b> Registered as per “Scheme for Registration of Caravan Tour Operators and Caravan Park Operators” by the Department of Tourism, Government of Tamil Nadu</li> </ul>  |

# Tamil Nadu 2023

## Key Tourism Themes

Tamil Nadu is the land of experiences and envisions bringing new tourism segments which appeal to today's tourists. The priority tourism sectors to enhance the visitor's experience identified in the policy are as follows:



### Heritage tourism

Tamil Nadu has been blessed with Rich Architectural sites reflecting the magnificence of Chola, Pallava, and Pandya empire rule.

### Most Visited Tourist Places

- » Brihadeeshwara temple (Thanjavur)
- » Airavateshwarar temple
- » Gangaikonda Cholapuram
- » Nilgiris Mountain railway
- » Western Ghats
- » Mamallapuram
- » Vivekananda Rock Memorial/ Thiruvallur statue
- » Chettinad palace
- » Tharangambadi - Dansborg fort

### Opportunities for Private Investment

- » Heritage Hotels/ Bungalows
- » Heritage Tours / Trails
- » Revitalizing Heritage Homes
- » Heritage themed F&B
- » Heritage museums
- » Sound and Light Shows

### Policy Support

- » Marketing and promotion support
- » Incentives for new investments



### Adventure tourism

The diverse geographical landscape with hills, lakes, coastline and terrain offer tourists a unique experience among various categories of In-water, In-Land and In-sky adventure.

### Most Visited Tourist Places

- » Yelagiri
- » Kolli Hills
- » Covelong
- » Emerald lake
- » Ooty trek
- » Nilgiris Green lake trek
- » Kodaikanal
- » Rameswaram
- » Kanniyakumari beach
- » Mamallapuram
- » Pichavaram
- » Hogenakkal

### Opportunities for Private Investment

- » Surfing
- » Scuba Diving
- » Parasailing
- » Windsurfing
- » Kitesurfing
- » Snorkeling
- » Jet ski
- » International water Sport Events
- » Trekking trails/tours
- » Hot Air Balloon
- » ATV rides

### Policy Support

- » Registration and Certification program for operators
- » Marketing and promotions
- » Support for Mega Events



### Rural & plantation tourism

The pristine countryside of Tamil Nadu filled with culture, cuisines, greenery, vibrant festivals, and life of rural areas allows an immersive experience for visitors.

#### Most Visited Tourist Places

- » Tea – Nilgiris (Ooty, Coonoor), Valparai, Meghamalai, Kollukumalai
- » Coffee - Yercaud, Kodaikanal
- » Spices - Nilgiris (Balmaadi), Kurangani
- » Rubber – Kanniyakumari
- » Paddy - Thanjavur, Kancheepuram, Villupuram, Cuddalore, and Tirunelveli
- » Coconut – Coimbatore

#### Opportunities for Private Investment

- » Campsites / Guesthouses
- » Experiential Resorts
- » Niche Tourism Experiences like Cultural Immersion & Heritage Walks
- » Cultural Haat

#### Policy Support

- » Campsites / Guesthouses
- » Experiential Resorts
- » Niche Tourism Experiences like Cultural Immersion & Heritage Walks
- » Cultural Haat



### Ecotourism

The State is home to 17 Wildlife Sanctuaries, 5 National Parks, 17 Bird Sanctuaries and 5 Tiger Reserves.

#### Most Visited Tourist Places

- » Nilgiri mountain range
- » Baralikadu
- » Courtrallam
- » Hogenakkal falls
- » Periyakulam
- » Mudhumalai National Park
- » Kodaikanal
- » Yercaud
- » Kalrayan Hills
- » Kolli hills
- » Valparai
- » Pichavaram

#### Opportunities for Private Investment

- » Trekking
- » Boating
- » Bird watching
- » Nature camp
- » Wildlife safari

#### Policy Support

- » Marketing and promotion support, capacity building support under the Eco-Tourism Policy 2017
- » Applicable incentives under the Tamil Nadu Tourism Policy 2023



### Coastal and Cruise Tourism

Tamil Nadu has coastline of 1000+km which offers plethora of experiences. Domestic sea cruises cater to the rising recreational needs of tourists.

### Most Visited Tourist Places

- » Marina Beach
- » Kanniyakumari beach
- » Pamban bridge
- » Blue-flag beach
- » Chennai Port
- » Thoothukudi Port
- » Rameswaram
- » Ennore Port

### Opportunities for Private Investment

- » Existing operators looking to diversify into new routes
- » Tour Ops / Agencies specialising in Cruise Tourism
- » Short haul leisure ferries

### Policy Support

- » Incentives for Cruise Tourism
- » Facilitation and support



### Religious Tourism

Tamil Nadu, globally recognized for its religious mythologies and fascinating architectural features at temples and sacred sites.

### Most Visited Tourist Places

- » Meenakshi temple
- » Tiruvannamalai
- » Swamimalai temple
- » Ramanathapuram
- » Velankanni
- » Kancheepuram
- » Madurai
- » Rameshwaram
- » Tiruchirapalli
- » Chidambaram

### Opportunities for Private Investment

- » Opportunities to establish accommodation facilities in key destinations – Kumbakonam, Rameswaram, Chidambaram, Tiruchendur, Tiruvannamamai
- » Diversification of attractions

### Policy Support

- » Marketing and promotion support
- » Incentives for new investments



### Cultural tourism

Tamil culture is showcased in its cuisine, festivals, dance forms, music, clothing & attire, way of living, prayer forms, rural life, arts & craft and architecture. Tamil Nadu is known for its culinary variety and spices.

#### Most Visited Tourist Places

- » Sivagangai (Chettinad, Athangudi)
- » Thanjavur
- » Madurai
- » Coimbatore

#### Opportunities for Private Investment

- » Culinary / gastronomy tourism
- » Arts & crafts tourism
- » Music & performing arts tourism
- » Events tourism
- » Indigenous tourism

#### Policy Support

- » Marketing and promotion support in partnership with Handlooms, Handicrafts, Textiles and Khadi Department, Government of Tamil Nadu
- » Facilitation of mega events across the State and Country
- » Infrastructure creation (auditoriums, haats, Museums) in partnership with Department of Culture



### Medical and Wellness tourism

Tamil Nadu, with well-established network of hospitals is known for state-of-the-art modern healthcare infrastructure as well as its historical connection. It is known as the “Medical Hub” of the Country with well renowned resources.

#### Most Visited Tourist Places

- » Chennai
- » Coimbatore

#### Opportunities for Private Investment

- » Wellness Resorts
- » Medical and Wellness Tourism Facilitators

#### Policy Support

- » Accreditation and recognition of medical and wellness tourism operators / establishments
- » Marketing and promotion support
- » Incentives for wellness resorts



### Caravan tourism

Caravan is a unique concept of 'holiday and home on wheels'. Tamil Nadu, rich with its flora and fauna, cultural and architectural beauty paves it as a perfect location for road trips.

#### Most Visited Tourist Places

- » Jawadhu Hills
- » Kolli hills
- » Yelagiri
- » Kodaikanal, Poombarai
- » Nilgiris
- » Pollachi, Valparai

#### Opportunities for Private Investment

- » Caravan Parks
- » Glamping
- » Camping

#### Policy Support

- » Scheme for Registration
- » Marketing and publicity support
- » Incentives



### MICE tourism

Chennai popularly knows for its manufacturing capacity, automobile and flourishing IT sector has a great potential for MICE at dedicated venues ensuring smooth travel for the tourists.

#### Opportunities for Private Investment

- » World-class conference centers, meeting facilities and entertainment
- » Support services
- » Premium accommodations

#### Policy Support

- » Facilitate development of organized venues for MICE Tourism
- » Boost MICE tourism in Tamil Nadu through establishing collaborations with tour operators at both international and national levels.



### Recreation tourism

The growing demand for leisure and sports complex facilitates the presence of large recreational spaces aimed at entertainment and relaxation for the visitors at popular tourist locations like Ooty, Chennai etc.

#### Most Visited Tourist Places

- » Mamallapuram
- » Coimbatore
- » Nilgiris
- » Yercaud

#### Opportunities for Private Investment

- » Amusement/Theme Parks
- » Golf Tourism
- » Sports Tourism
- » Motorized watersports
- » Botanical gardens

#### Policy Support

- » Marketing and publicity support
- » Facilitation for identification of land parcels
- » Incentives



### Film tourism

Presence of scenic locations, architectural monuments and long coastline make Tamil Nadu an ideal location for shooting. The months of October – March are ideal, while hill stations in Tamil Nadu are year-round attractions for shooting.

#### Opportunities for Private Investment

- » Bollywood
- » Kollywood
- » Documentaries
- » TV Productions
- » Foreign movie and shows

#### Policy Support

- » A dedicated "Film Tourism Scheme" shall be introduced outlining guidelines and incentives for film shooting





# Tamil Nadu Tourism Policy 2023- Incentives

## Categorization For Determining Incentives

The Category shall be determined based on the proposed investment in Eligible Capital Assets to be made within a standard investment period of 4 years and based on the turnover of the enterprise.

### Category A

Investment in Eligible Capital Assets up to (and including) **Rs 50 crore** and an annual turnover not exceeding **Rs 250 Crore\***

### Category B

Investment in Eligible Capital Assets of more than **INR 50 Crore** and upto (and including) **INR 200 Crore**

### Category C

Investment in Eligible Capital Assets of more than **Rs 200 Crore.**

*\*Category A Projects will be classified into Micro, Small and Medium based on criteria defined in the MSME Policy.*

- » **Micro Projects:** Investment in ECA not exceeding Rs. 1 Crore and turnover not exceeding Rs. 5 Crore.
- » **Small Projects:** Investment in ECA not exceeding Rs. 10 Crore and turnover not exceeding Rs. 50 Crore.
- » **Medium Projects:** Investment in ECA not exceeding Rs. 50 Crore and turnover not exceeding Rs. 250 Crore

## Standard Incentives for Investments (Eligible projects) for Category A and B Projects / Enterprises

| Capital Subsidy  | Additional Capital Subsidy   | Interest Subvention   |
|--|--|---|
| <p><b>Category A</b></p> <ul style="list-style-type: none"> <li>» 25% of the investment in ECA, Maximum – INR 1.5 Crores for Small &amp; medium enterprises and INR 25 Lakhs for micro enterprises</li> </ul> <p><b>Category B</b></p> <ul style="list-style-type: none"> <li>» 5% of the investment in ECA, Maximum – INR 3 Crores</li> </ul>   | <p><b>Category A</b></p> <ul style="list-style-type: none"> <li>» For Enterprises Promoted by Women, Scheduled Caste (SC)/ Scheduled Tribe (ST), Transgender and Divyaang persons: <b>5% of ECA, Maximum - INR 5 Lakhs</b></li> <li>» For scaling-up activity : <b>5% of ECA, with Maximum - INR 25 Lakhs</b></li> <li>» For Micro-Enterprises : <b>10% of ECA, with Maximum- INR 5 Lakhs</b></li> </ul> | <p><b>Category A</b></p> <ul style="list-style-type: none"> <li>» <b>Loans for Technology upgradation or modernization scheme-</b> Up to 5% on the loans of up to <b>INR 5 Crore</b>, subject to a maximum ceiling for interest of <b>INR 25 Lakhs.</b></li> <li>» <b>Loans for Credit Guarantee Fund Trust for MSME –</b> Up to 5% on loans of up to INR 3 crore, subject to a maximum ceiling for interest of <b>INR 20 Lakhs</b></li> <li>» Interest Subvention shall be provided only <b>after timely payment of loan interest</b></li> </ul> |
| Payroll Incentives   | Quality Certification Incentive  | Sustainability Initiative Incentives  |
| <p><b>Category A &amp; B</b></p> <ul style="list-style-type: none"> <li>» Reimbursement towards employer’s contribution to Employees’ Provident Fund (EPF) up to <b>INR 24,000 per annum per employee</b> with reimbursement duration of three years from Commercial Operations Date (COD)</li> </ul> <p>Note-Payroll Incentive shall be applicable to only those applicants who provide employment to more than 20 persons.</p> | <p><b>Category A &amp; B</b></p> <ul style="list-style-type: none"> <li>» Reimbursement towards costs incurred in obtaining quality certification (Up to 100%), <b>Maximum – INR 2 Lakhs (National Certification) &amp; INR 10 Lakhs (International Certification)</b></li> </ul>  | <p><b>Category B</b></p> <ul style="list-style-type: none"> <li>» Incentives up to <b>25%</b> of investment in capital cost of implementing the sustainability initiatives with a ceiling limit of <b>INR 25 Lakhs</b></li> </ul> <p>Note- Applicable for investments in sustainability measures such as rainwater harvesting, renewable energy generation, restoration of water bodies, etc</p>  |

**For Category C projects, a structured package of subsidies will be provided on a case-to-case basis.**

### Electricity tariff

- » New Hotel Projects in FTD’s will be eligible for electricity tariff rebate for a maximum period of three years with a maximum ceiling of **10%** of the Eligible Investment in Fixed Assets
- » Projects in Category C, on a case-to-case basis, will be eligible for reimbursement of electricity tariff for a maximum period of **3 years** subject to the condition that the project should employ a minimum of **50 people**.



# Tamil Nadu

## Tourism Policy 2023- Facilitating Investments

Tamil Nadu is amongst the “Top Achievers” (3rd Rank in 2020-21) State for Ease of Doing Business which is leaps from 14th Rank in 2019. The Department has established several norms for investor support to ensure smooth grounding of investors

### Ease of Doing Business Initiative by the State

Streamlined approval process - Single window portal with 160+ Government to Business services (G2B) including services pertaining to the tourism industry for obtaining one-stop single window clearances for private sector projects

The State has set-up a dedicated one-stop solution for obtaining clearances for tourism operator registration ([www.tntourismtors.com](http://www.tntourismtors.com))

In addition, TTDC will provide investment facilitation support to all investors in coordination with Guidance Tamil Nadu to ensure time bound clearances / approvals for tourism projects through ([www.tnswp.com](http://www.tnswp.com))

A dedicated **Tourism Facilitation Cell** is being established in TTDC in order to assist in **investment promotion, monitoring and facilitation of private sector investments in Tourism Sector of Tamil Nadu**

**Guidance Tamil Nadu**, the nodal investment promotion and facilitation agency of the State shall assist investors from end -to-end to ensure timely grounding of projects

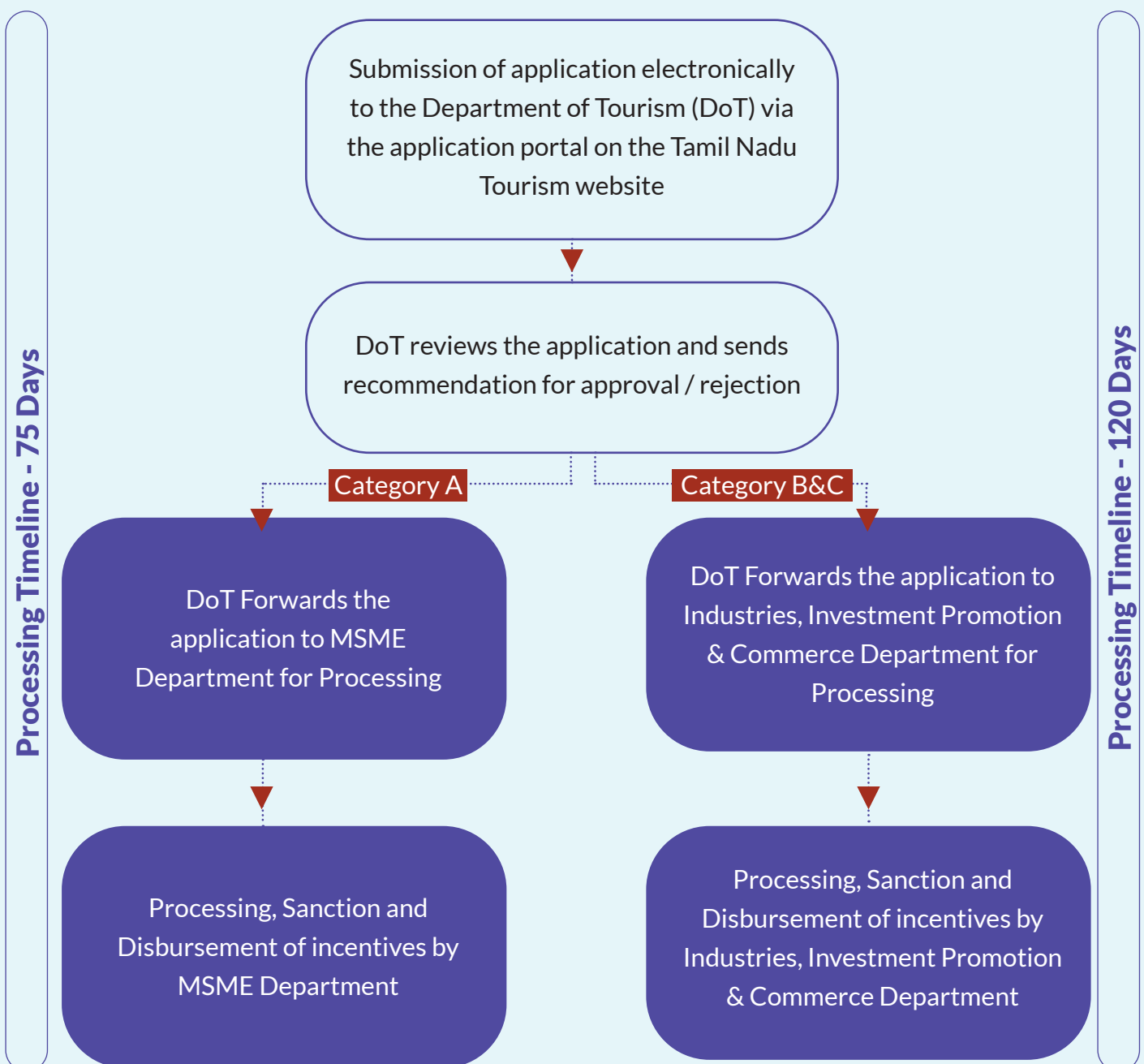
A dedicated **Biz Buddy Portal** has been established for investor grievance resolution



## Enabling Ecosystem Support

- » Organizing training and **skill development workshops** to encourage additional skill development like cooking, hospitality, housekeeping, english speaking etc.
- » Well-defined **private sector activation** and PPP frameworks to be established to encourage private sector projects
- » Publishing **promotional content and marketing collaterals** of projects and enterprises on national and international platforms illustrating the investment potential of Tamil Nadu tourism to the investor community
- » Development of **tourism dashboard providing real-time data and metrics** for strategic planning


## Procedure for Availing Incentives





For further details, reach out to us:  
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Tamil Nadu Tourism Complex,  
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Chennai 600 002, Tamil Nadu, India

 Tamil Nadu Tourism

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