

## INDIAN STATE TO INTRODUCE NEW TOURISM POLICY


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### Asia

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**Author:** [Rouhan Sharma](#)

Inframation

India's Tamil Nadu state is preparing a tourism policy that it aims to introduce by September or October this year, a senior official told *Inframation* today.

“The aim is to introduce a comprehensive policy that will not only help in developing the tourism industry but will also attract large private sector investments,” said Sandeep Nanduri, director of tourism and managing director of Tamilnadu Tourism Development Corporation (TTDC).

One of the priority projects is to develop beach tourism along a stretch of coastal road between the state capital Chennai and former French colony Pondicherry, renamed Puducherry by the Indian government in 2006.

Dotted with picturesque beaches, the road from Chennai to Puducherry, known as the East Coast Road, traverses for about 160km along the Bay of Bengal and crosses the ancient town of Mahabalipuram. The town is best known for its temples and monuments built in the seventh and eighth centuries.

The state government will identify the locations that can be taken up for development and tender them out for development, Nanduri said, adding that it intends to develop beach tourism all the way down to the southernmost tip of the state and the country, Kanyakumari.

The South Indian Meetings, Incentives, Conferences and Exhibitions (MICE) Association expects the new policy will help to improve inbound tourism to the state.

However, the immediate requirement is for the state government to clarify the number of people that can attend gatherings as tourism has been suffering on account of pandemic-related restrictions, said M K Ajit Kumar, spokesperson at the association.

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