



Pradeep says there is more to heritage than temples. There is space for art, food, music and craft. Our tour offers all of this beyond religion. "This is what people can expect when they sign up for our tours" he said.

They strive to revive many of the vanishing arts and forgotten recipes through research, planning and physical recess and meeting up with the last practitioners. "We choose places that are at least 500 years old and have at least one dying art. Food is another major area that we focus on. Our tours have catalysed the publication of menus unique to a community and made it accessible to all interested. This is truly satisfying for us as this was the core of our endeavour" says Shanmugapriya.

"More often than not, it is a challenge to find an authentic dish as it is hardly patronised. Sometimes, we are lucky to get a good host, like the lunch at Sivagangai Zamin and other zamins of Pollachi where we were able to catch a glimpse of how life was during yesteryears" she observed.

Mystical Palmyra, through responsible tourism, intends to identify, revive and popularise many forgotten arts and crafts to ensure they don't remain just a memory for the future generations.



Heritage - not just for Seniors

A cliched view of heritage has remained circumscribed by temples, deities and history pursued by those past their prime.

The heritage vertical of Chennai-based Embassy Travel and Tours Ltd, Mystical Palmyra partners with Historian Pradeep Chakravarthy, breaks this mould and has come up with an exciting offering where "age is no bar". They provide a participative insight into the days of yore and validate it with authentic craft and cuisine. Thus it attracts both the young and the young at heart.

Shanmugapriya Thyagarajan, Joint Managing Director of Embassy Travels, said they launched this project three years ago to offer a true understanding of the State's heritage to the local populace. "We first need to understand and feel proud of what we have in our backyard. Only then can we showcase it to others. Its was also interesting to find out that we were one of the first in India to be able to successfully organise fixed departures for luxury tours in this segment. It reinforces that a unique product can command a premium price for the locals and the foreigners" she added. With 11 authentic experiences across Tamilnadu under their belt, they feel there are more unexplored mysteries to unravel from this diverse land. This drives the meticulous attention to detail, to explore and understand the State's heritage better.

