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## **Conference on Tamil Nadu Tourism**

***“Preferred Investment Destination – Challenges and Opportunities in Tourism”***  
26th August 2015 (Wednesday) at Hotel Le Royal Meridien, Chennai

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## **Proceedings**

## Tamil Nadu Tourism



Conference of Tamil Nadu Tourism was organized by Tamil Nadu Tourism Development Corporation (TTDC) supported by FICCI. There were more than 250 senior officials participated from Theme Parks / Amusement Parks, Multiplexes and Malls, Film Studios, Mega Convention Centres, Food Chains and Food Parks, FICCI Ladies Organization (FICCI FLO), YPO: Young Presidents Organization, Local Chambers of Commerce and Industry, Leading Travel Agents and Tour Operators, Foreign Exchange Dealers, Members of TN Tourism Corporation, Members of Association of Domestic Tour Operators of India, Members of

Local Clubs: The Presidency Club, Madras club, Taj club House, T. Nagar Club, Cosmopolitan Club, Federation of Hotel and Restaurant Associations of India – FHRAI, Chennai Hotels Association, South India Hotel & Restaurants Association (SIHRA), Chennai, State Institute of Hotel Management & Catering Technology, Trichy, Science City, Chennai..

The event is designed to promote Tourism in the State of Tamil Nadu. Tamil Nadu is land rich in culture, tradition and is the leading tourism destination in Tamil Nadu. The Vision Tamil Nadu-2023 Strategic Plan for Infrastructure Development in Tamil Nadu was launched by the Honourable Chief Minister during March 2012. The second volume of the Vision Document was released during February 2013. The investment target set for the tourism sector is Rs.10,300 crores, for development of various tourist facilities viz. It is also targeted to receive 150 lakh foreign tourists by 2023.

**Thiru. Dr. R. Kannan, I.A.S., Additional Chief Secretary to Govt, Tourism, Culture and Religious Endowments & Chairman, TTDC, Government of Tamil Nadu** said Tourism is a major growth engine for economic development in terms of providing employment and eradication of poverty. The economic significance of tourism are is found in terms of employment, income, foreign exchange earnings. The regional development is a major driving force to place tourism appropriately in development. The economic liberalization, open-sky aviation policy, luxury cruises, improved surface transport, tourist trains, increased business travel and e-booking facilities have created a paradigm change in the tourism sector. Thus tourism has transformed into a major revenue generating industry.



He said Department of Tourism is the major catalyst for tourism promotion in Tamil Nadu. To make them aware of the latest developments in the tourism sector, best practices adopted to attract the tourists, latest statistics and technologies, etc. The Department of Tourism will organize refresher courses at regular intervals to develop necessary skills and competency levels for the staff and officers of Department of Tourism. Further, visit to various tourist destinations which adopt the best practices of responsible tourism will be organized to understand the ground realities and replicate such practices in Tamil Nadu.



**Thiru. M. S. Shanmugam I.A.S., Additional Secretary to Government, Industries Department, Government of Tamil Nadu** said Tamil Nadu has a strong tourism footprint of which 328 million domestic tourists and 4.66 million foreign tourists visited Tamil Nadu in 2014. He said Tourism anticipated to grow at a robust pace due to the emergence of the State as a key business and cultural hub. He said No.1 State in terms of domestic and foreign tourist arrivals. CAGR over last five years ~10%. He also said Tourism is one of the prime focus sectors in Tamil Nadu Vision 2023.

**Thiru. Har Sahay Meena, I.A.S., Commissioner of Tourism & Managing Director, TTDC** said “I have a goal to take Tamil Nadu Tourism to new heights by way of exploring the potential avenues for the same with the direction of the State Government”. He said I am always available for stakeholders and facilitators for right cause in perfect direction. I love in preserving Indian ethnic Art & Culture and all Cultural Heritage. He said As Tamil Nadu has its unique culture and abundant tourism potential, tourists from upcountry and abroad flock the tourist spots throughout the year. The spots get over-crowded during the seasons. To facilitate the tourists, Tamil Nadu Tourism has been taking enduring efforts to promote tourist places by providing basic infrastructure like public convenience, rest shed, drinking water, road improvement, car parking, etc.

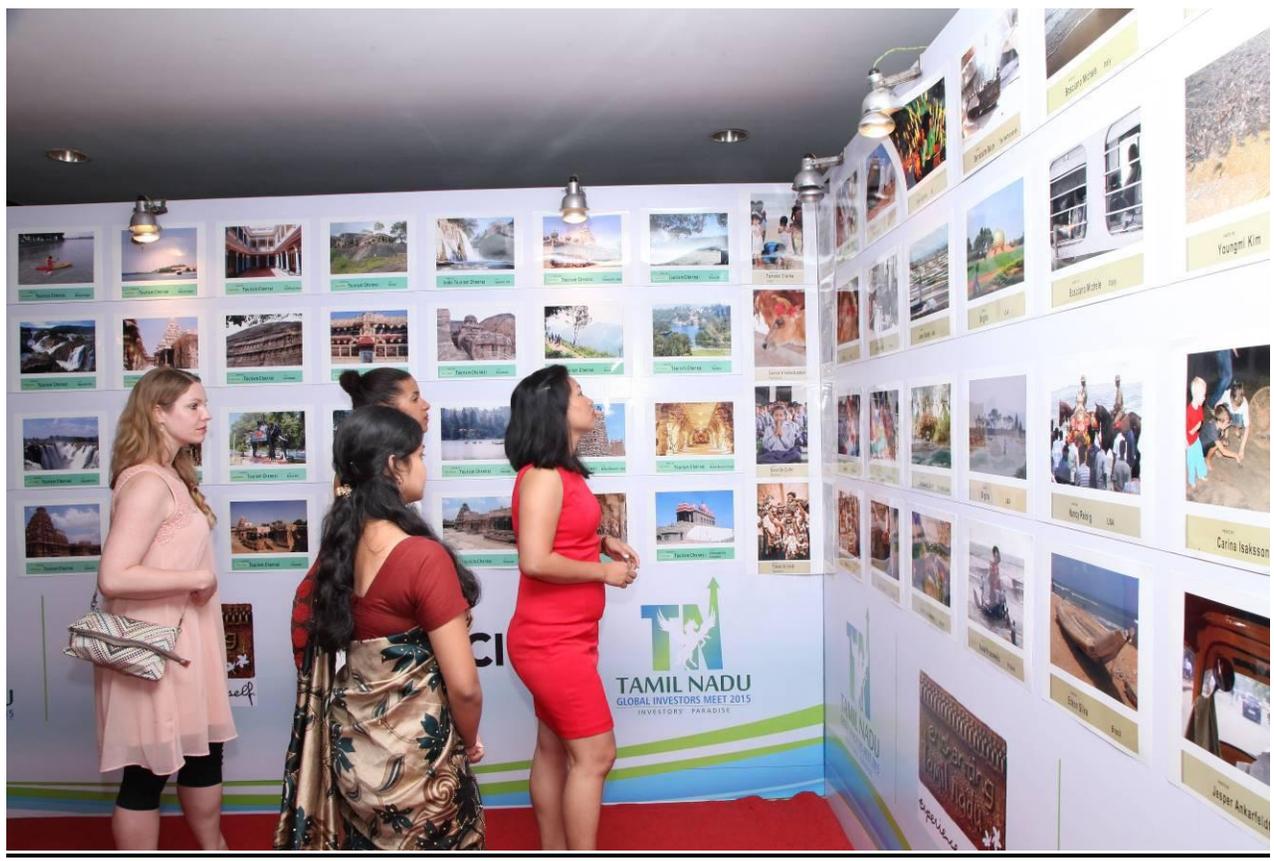


He also gave a detailed presentation on “*Undiscovered Places in Tamil Nadu, Challenges & Opportunities in Tamil Nadu Tourism and Way forward*”

**Shri. P. Murari IAS (Retd.)**, Adviser to FICCI President and Former Secretary to President of India said efforts are on to not only woo Global Investors by promoting TN as global brand but also to attract domestic investors and this will be one of the key agenda of FICCI in the next financial year.











# Conference on Tamil Nadu Tourism

26<sup>th</sup> August 2015 - Hotel Le Royal Meridien - Chennai

## Program Agenda

10.00 am – 11.00 am	<b>Inaugural Session</b>	
	Welcome Address	<b>Mr M Rafeeqe Ahmed</b> Chairman FICCI Tamil Nadu State Council
	Keynote Address	<b>Thiru. Dr. R. Kannan, I.A.S.,</b> Additional Chief Secretary to Govt Tourism, Culture and Religious Endowments & Chairman, TTDC Government of Tamil Nadu
	Special Address on Tamil Nadu Global Investors Meet 2015	<b>Thiru. M. S. Shanmugam I.A.S.,</b> Additional Secretary to Government Industries Department Government of Tamil Nadu
	Special Address	<b>Thiru. Har Sahay Meena, I.A.S.,</b> Commissioner of Tourism & Managing Director, TTDC
	Concluding Remarks	<b>Shri. P. Murari IAS (Retd.)</b> Adviser to FICCI President and Former Secretary to President of India
	Vote of Thanks	<b>Mr Ruban Hobday</b> Head FICCI Tamil Nadu State Council
	Tea Break	
11.15 am – 12.15 pm	<b>Presentation on Undiscovered Places in Tamil Nadu, Challenges &amp; Opportunities in Tamil Nadu Tourism and Way forward</b>	
	<b>Thiru. Har Sahay Meena, I.A.S.,</b> Commissioner of Tourism & Managing Director, TTDC	
12.15 pm – 1.15 pm	<b>Preferred Investment Destination – Promoting and Positioning in Global market</b>	
	<p><b>Moderator:- Mr. Arun Vasu</b>, Chairman and Managing Director, TT Group, Honorary Consul for Sweden for South India and A&amp;N Islands, Co-Founder of Covelong Point Social Surf School</p> <p><b>Panel of Speakers</b></p> <ul style="list-style-type: none"> <li>• <b>Mr. Pandian K</b>, Chairman , IATO Andaman &amp; Nicobar &amp; Tamil Nadu and Puducherry Chapter</li> <li>• <b>Mr. V.K.T. Balan</b>, CMD, Madura Travel Service (P) Ltd &amp; Chairman, Travel Agents Association of India - Southern Region</li> <li>• <b>Mr. P. Saravanan</b>, Past President, SKAL International Chennai, Auditor –</li> </ul>	

	Asian Area, SKAL International, Managing Director - Viking Travels <ul style="list-style-type: none"> <li>• <b>Mr. Arindam Kunar</b>, Area General Manager – South for IHG, Crowne Plaza Chennai Adyar Park</li> <li>• <b>Smt A Nina Reddy</b>, Joint Managing Director, Hotel Savera</li> </ul>	
1.30 pm – 2.30 pm	Lunch	
2.30 pm – 3.30 pm	<b>Interactive Meet with all Stakeholders</b>	
	<b>Moderator:- Mr. R. Rangachari</b> , Adviser, SIHRA, Chennai  <u><b>Panel of Speakers</b></u> <ul style="list-style-type: none"> <li>• <b>Mr. A. Aarif</b>, Director, Parveen Travels Pvt Ltd</li> <li>• <b>Dr. D. Antony Ashok Kumar</b>, Director, SRM Institute of Hotel Management</li> <li>• <b>Mr P Asoka</b>, President at Tourist Guides' Federation of India</li> </ul>	
3.30 pm – 4.30 pm	<b>New Avenues in Tourism &amp; Hospitality</b>	
	<b>Moderator:- Mr. Ashok R. Thakkar</b> , Honorary Consul, Republic of Senegal-Chennai, Commodore, Chairman, Club & Sailing Dev. Committee, Yatching Association of India  <u><b>Panel of Speakers</b></u> <ul style="list-style-type: none"> <li>• <b>Mr N Prakash</b>, Senior Vice President - Patient Services &amp; New Initiatives, Apollo Hospitals Enterprise Ltd</li> <li>• <b>Mr. Arun Vasu</b>, Chairman and Managing Director, TT Group, Honorary Consul for Sweden for South India and A&amp;N Islands, Co-Founder of Covelong Point Social Surf School</li> <li>• <b>Mr. Arun Miranda</b>, Chairman &amp; Managing Director, Astrotech Steels Private Limited</li> <li>• <b>Ms Sheeba Natarajan</b>, Area Vice President – Operations (Tamil Nadu &amp; Kerala), VLCC Wellness</li> <li>• <b>Ms. Nalini Radhakrishnan</b>, CEO, Media Mix</li> </ul>	
4.30 pm – 5.00 pm	Coffee Break followed by Cultural Program	
7.00 pm – 7.45 pm	Presentation on Down Memory Lane - A Chronicler's View on Tamil Nadu	<b>Mr. K.R.A. Narasiah</b> , Historian
7.45 pm – 8.30 pm	Cultural program followed by Tamil Nadu Traditional Dinner	