

GOVERNMENT OF KERALA

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Department of Tourism – Reconstitution of State Tourism Advisory Committee and Constitution of a focus group on Marketing – Orders issued.

TOURISM (B) DEPARTMENT

G.O (Rt) No.118/2016/TSM

Dated, Thiruvananthapuram, 01.03.2016

Read:- 1. GO(Rt)No.7415/12/TSM dated. 05.09.2012

2. Letter No.M3-14906/2012 dated, 03/02/2016 from the Director, Department of Tourism.

ORDER

As per the Government Order read above, the State Tourism Advisory Committee was constituted to advice the department on destination development, product development, marketing strategies, market research, etc. In the letter read above, the Director, Tourism has reported that the Department of Tourism had successfully implemented many of the initiatives suggested by the Committee and that he has submitted a proposal for reconstitution of the Committee as well as a focus group on Marketing for development of tourism in the State.

2. Government have examined the matter in detail and are pleased to reconstitute the State Tourism Advisory Committee consisting of the following members.

1	Minister (Tourism)	Chairman
2	Principal Secretary (Tourism)	Vice-Chairmar
3	Director, Department of Tourism	Convenor
4	Shri.Jose Dominic Panel Member, Responsible Tourism. World Travel Market Member, National Tourism Advisory Council, MD&CEO CGH Earth.	Member
5	Shri.E.M.Najeeb President, Confederation of Kerala Tourism Industry, Chairman, ATE group of companies	Member
6	Shri.Abraham George President, KTM Society, Chairman, ADTOL Kerala Chapter, MD. Intersight Holidays & Tours	Member
7	Shri.Riyaz Ahmed . MD. Abad Hotels & Resorts	Member
8	Shri.Baby Mathew President, Heritage Resorts Association, Chairman, Media & PR, KTM, MD, Jeevan Satellite Communications and CMD, Somatheeram Ayurveda Group	Member
9	Commander Sam T Samuel Chairman, Southern Chapter, Adventure Tour Operators Association of India. MD, Kalypso Adventures	Member
10	Shri.Jose Mathew	Member



	General Secretary, KTM Society. MD, Rainbow Cruises	
11	Shri.Vancheeswaran President, Wayanad Tourism Organisation MD, Wynberg Resorts, Wayanad	Frade Association Representative
12	Shri.G.Gopinathan President, Association of Approved and Classified Hotels of Kerala. MD, BTH Sarovaram	Trade Association Representative
13	Shri.Sivadattan.M.P Director, HATS (Kerala State Home stay and Tourism Society)	Trade Association Representative
14	Shri.Sejoe Jose Chairman, IATO. Kerala Chapter. 'President, CATO, MD. Marvel Tours	Trade Association Representative
15	Shri.Anish Kumar.P.K President, ATTOI. CEO, The Kerala Travel Planners	Trade Association Representative
16	Shri.Chacko Paul President, SKHF (South Kerala Hoteliers Forum) MD. Travancore Heritage	Trade Association Representative
17	Shri.N.Kannan Chairman, Board of Airline Represntatives Station Manager, Air India, Thiruvananthapurm	Trade Association Representative
18	Shri.V.C.Zacharia President. Kerala House Boat Owners federation MD. Lakes & Lagoons	Trade Association Representative
19	Representative of Taj Group of Hotels from Kerala	Nominated
20	Shri.Riyaz.U.C. MD, Spiceland Holidays	Nominated
21	Shri.K.V.Ravi Sankar. MD, Tourism India Publications	Nominated
22	Shri.Joseph Kuncheria, Marattukkalam, Ruby Estate, Mampad.P.O, Malappuram	Member

The following officials are nominated as ex-officio members of the Committee.

1.Chairman, KTDC

2.MD, KTDC

3. Government are also pleased to constitute a focus group on marketing consisting of the members as shown below:

1	Director. Department of Tourism	Chairman
2	Shri, Shilendran , Vice President, CGH Earth, Kochi	Member
3	Shri.Roy Chacko , Head-Sales & Marketing -Vythiri Resorts Wayanad	Member
4	Shri. Anish Kumar , CEO, The Travel Planners, Thiruvananthapuram	Member
5	Shri Ranju Joseph, Director, Pioneer Personalised Holidays. Kochi	Member
6	Shri.Prasad Manjali, Corporate Director, Uday Samudra Group, Thiruvananthapuram	Member

7	Shri, Riyaz, U.C., Managing Director, Spiceland Holidays, Kochi	Member
8	Shri Sejoe Jose. Managing Director, Marvel Tours, Kochi	Member
()	Shri,Pradeep Narayanan , General Manager, Joys Hotels & Resorts, Thiruvananthapuram	Member
10	Shri Karan Bakshi, Corporate General Manager. Thomas Hotels & Resorts, Thiruvananthapuram	Member
11	Shri.Subhash.C.Bose, Corporate General Manager, Somatheeram Ayurveda Group, Thiruvananthapuram	Member
12	Shri.Jojy Mathew, Director, Rainbow Cruises, Alappuzha	Member
13	Shri. Ashish Nair, Vice President, RP Group India	Member
14	Deputy Director, (Marketing). Department of Tourism	Convenor

4. The tenure of the above focus group will be 2 (two) years.

(By Order of the Governor,) SHAJU P.K. Additional Secretary to Government

To

The Director, Department of Tourism, Park view, Thiruvananthapuram The Principal Accountant General, (A&F), Kerala Thriuvananthapuram The Accountant General, (Economic & Revenue Sector Audit), Kerala, Trivandrum All Members of the State Tourism Advisory Committee and focus group on Marketing (through Director of Tourism)

The Finance Department

The Tourism (A)/(C) Department

The Sub Treasury Officer, Sub Treasury, Vellayambalam, Thiruvananthapuram.

The Information & Public Relations Department (for uploading in the website) SF/OC.

Forwarded/By Order