



**GOVERNMENT OF KERALA**

**Abstract**

Tourism Department- Reconstitution of State Tourism Advisory Committee and Focus Group on Marketing- Orders issued.

**TOURISM(B)DEPARTMENT**

**G.O.(Rt)No. 182/2018/TSM** Dated, Thiruvananthapuram, 11/04/2018

Read: 1 GO(Rt)NO.7415/2012/TSM Dated 05/09/2012

2 GO(Rt)No.118/2016/TSM Dated 01.03.2016

3 Lr No.M3-3055/2018 Dated 03.04.2018 of Director Tourism

**ORDER**

Government as per GO read as 1st paper above have constituted a State Tourism Advisory Committee to advice department on destination development, product development, marketing strategies and market research. The Tourism Advisory Committee was reconstituted and a Focus Group on Marketing was also constituted vide GO read as 2nd paper above.

Director Tourism as per the letter read as 3rd paper above has furnished a proposal to reconstitute State Tourism Advisory Committee and Focus Group on Marketing. Government have examined the matter and are pleased to reconstitute State Tourism Advisory and Focus Group on Marketing as follows;

**State Tourism Advisory Committee**

1	Hon'ble Minister (Tourism)	Chairman
2	Secretary (Tourism)	Vice Chairman
3	Director, Department of Tourism	Convener
4	Chairman, KTDC	Member
5	MD, KTDC	Member
6	Shri. Jose Dominic, MD and CEO, CGH Earth	Member
7	Shri. E.M. Najeeb, Chairman, ATE Group of Companies	Member
8	Shri. Abraham George, MD, Intersight Holidays	Member
9	Shri. Riaz Ahammed, MD, Abad Hotels and Resorts, Cochin	Member
10	Shri. Baby Mathew, CMD, Somatheeram Ayurveda Group, Chowara, Kovalam	Member

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11	Commander Sam T Samuel, Kalypso Adventures, Kochi	Member
12	Shri. Jose Mathew, MD, Rainbow Cruises, Alappuzha	Member
13	Shri. Vancheeswaran, President, Wayanad Tourism Organization	Member
14	Shri. G.Gopinathan, President, Association of Approved and Classified Hotels of Kerala	Member
15	Shri.P. Sivadathan, Director, Kerala Hats	Member
16	Shri. Sejo Jose, Chairman, IATO & MD, Marvel Tours, Cochin	Member
17	Shri. Anish Kumar.P.K, President, ATTOI, CEO, The Travel Planners	Member
18	Shri. Chacko Paul, South Kerala Hoteliers Forum & MD, Travancore Heritage	Member
19	Station Manager, Air India	Member
20	Shri. V.C.Zacharia, President, Kerala House Boat Owners Federation	Member
21	Shri. Riyas.U.C, MD, Spice Land Holidays Ltd	Member
22	Shri. Ravi Sankar.K.V, Tourism India	Member
23	Shri. J.K. Marattukulam, Ruby Holiday Home Serviced Villa	Member
24	Shri. B. Sukesh, Amy's Home stay, Hill Top, Madhupalam, Thiruvallam, Thiruvananthapuram	Member
25	Shri. Dileep Kumar P.I, General Manager, The Leela Raviz, Kovalam	Member
26	Shri. M.R. Narayanan, MD, Poovar Island Resort	Member
27	Shri. Rajasekharan Nair, CMD, Uday Samudra Group	Member
28	Representative from Taj Group of Hotels	Member

Focus Group on Marketing

1	Director, Department of Tourism	Chairman
2	Additional Director (General), Department of	Vice Chairman

	Tourism	
3	Deputy Director (Marketing), Department of Tourism	Convener
4	Shri. Shilendran.M, Vice President, CGH Earth, Kochi	Member
5	Shri. Roy Chacko, Head-Sales and Marketing, Vythiri Resorts, Wayanad	Member
6	Shri. Anish Kumar, CEO, The Travel Planners	Member
7	Shri. Ranju Joseph, Director, Pioneer Personalized Holidays, Kochi	Member
8	Shri. Manu.P.V, Director, Discover Kerala Holidays	Member
9	Shri. Riyaz.U.C, Managing Director, Splice land Holidays, Kochi	Member
10	Shri. Sejo Jose, Managing Director, Marvel Tours, Kochi	Member
11	Shri. Pradeep Narayanan, GM, Joy Hotels and Resorts, Thiruvananthapuram	Member
12	Shri. Jibran Asif, Abad Hotels & Resorts	Member
13	Shri. Subhash.C.Bose, Corporate GM, Somatheeram Ayurveda Group Thiruvananthapuram	Member
14	Shri. Jose Pradeep, Director, Yuvarani Residency, Cochin	Member
15	Shri. Unni Joseph, Indian Impressions	Member
16	Shri. Jobin Joseph, Spice Routes Luxury Cruises	Member
17	Shri. Sajimon Jose, Great Escapes, Cochin	Member
18	Shri. Shailesh Nair, Mystical Holidays/Tea Country Resort Munnar	Member

(By order of the Governor)

**MANU B.**

**ADDITIONAL SECRETARY**

To:- The Chairman, KTDC, Mascot Square, Thiruvananthapuram  
 The Director, Tourism Department, Thiruvananthapuram  
 The Committee Members (Through Director Tourism)