



PURPOSE OF THE WORKSHOP

Through this workshop we aim to spread awareness as well as initiate a candid discussion on: - what has been accomplished so far post bifurcation, key initiatives of the State Government for developing the Tourism infrastructure and ecosystem, various activities undertaken to promote the culture of Andhra Pradesh, and, give recommendations for easy implementation of new policies for the development of the Tourism sector in the state.

TOURISM CITY HIGHLIGHTS

- Population 2,62,793
- Employment 2,21,375
- Area (Acres) 11,573

About the development:

- Extensive river front-development
- Hospitality and MICE (meetings, incentives, conferences and exhibitions) centres
- Theme parks
- Religious and cultural centres
- Science Centre, Museums
- A grand, new Sri Venkateswara Swamy temple spanning 25 acres is being built in Amaravati, modelled along the lines of the Tirumala Tirupati Devasthanam temple.

Opportunities:

- Development of Convention Centres, meeting venues and tourist attractions under Joint Development Model
- Canals for a length of 56km for recreational purpose
- Premium River-front development
- Premium hotel and resort space available by the river front
- Development of Undavalli caves

Objectives of the Workshop on Tourism City

To share with and create awareness among the audience about:

- The importance of Andhra Pradesh to the Nation's economic and human development
- The current pace of development in Andhra Pradesh and the progress made so far
- How Andhra Pradesh is at the helm of shaping and reforming the Tourism sector
- Opportunities for the Tourism sector in the state

We also aim to initiate a candid discussion on:

- What has been accomplished so far in the new Andhra Pradesh, as well as the challenges in the implementation of state's new action plan
- Strengthening the Travel and Tourism segment as a pillar and as the face of India's cultural heritage
- Future plans on how the state intends to support the Travel and Tourism segment and allied sectors
- And, suggestions and recommendations from key stakeholders

Speakers

Representatives from

- Andhra Pradesh Government

- Tourism and Allied Organisations
- Corporate
- Centre for Strategy & Leadership

MORE INFORMATION

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