

## ***PRESS RELEASE:***

The Ecotourism Society of India (ESOI) is conducting its fifth India Series Workshop on 'PRACTICING RESPONSIBLE TOURISM', for Tamil Nadu and Puducherry, on 26<sup>th</sup> and 27<sup>th</sup> November 2010 at INDeco Hotels, Mahabalipuram.

Shri N. Suresh Rajan, Ministry of Tourism, Government of Tamil Nadu has kindly consented to inaugurate the workshop at 9 AM on 26<sup>th</sup> November. Mr. Chandramohan IAS, will deliver the key note address.

The ESOI had initiated efforts to spread awareness and educate tourism service providers as well as local government officials on the urgent need to ensure perpetually sustainable tourism practices. Towards this objective, the Society launched its series of workshops all over India on "Practicing Responsible Tourism". The earlier workshops were held at Delhi, Cochin, Bhopal, etc.

Eminent speakers at this workshop will include senior representatives of the central ministries of Tourism and Environment and Forests, Chief Secretary, Puducherry, Secretaries and Managing Directors of State Tourism Departments and Corporations of Tamil Nadu and Puducherry, Secretary Tourism Kerala, WWF, Intach, eminent historians, experts from the hospitality industry, environmental activists, NGOs, eminent lawyers, among others.

The workshop aims at taking account of the current scenario in Tamil Nadu and Puducherry and setting a direction for the future. It will also create awareness and establish enforcement mechanisms through the NGOs and government bodies for environment laws with regard to nature, buildings and communities.

ESOI was founded by a group of eminent professionals from the tourism industry as well as environmentalists under the advice of Ministry Of Tourism in 2008 to promote and ensure environmentally responsible and sustainable practices in the tourism industry. ESOI works closely with the Central and State Government bodies, as well as networks with like-minded regional/state players, Travel and Hotel associations, NGOs across the country to facilitate and support synergy of policies, initiatives and activities to establish responsible tourism practices.

Ministry of Tourism, Government of India, has officially declared ESOI as their partner in assisting and guiding them develop policy guidelines, code of conduct and ethical practices for sustainable tourism to position India as a global eco-tourism destination. For further details on ESOI's objectives and activities, please visit: [www.ecotourismsocietyofindia.org](http://www.ecotourismsocietyofindia.org)

The workshop is being brought to you by ESOI along with the Ministry of Tourism, Intach Puducherry, Intach Tamil Nadu, Ministry of Tourism, Government of Tamil Nadu and private stake holders like Club Mahindra and RCI INDIA. The hospitality partner is INDeco Leisure Hotels.

For registration please contact The Eco Tourism Society of India. New Delhi. Cell: 09717456822.

E-mail: [admin@ecotourismsocietyofindia.org](mailto:admin@ecotourismsocietyofindia.org)

Press persons wanting more information or any other assistance with regard to this workshop or ESOI may choose to speak to this Workshop Convener and ESOI founder member Mr. Steve Borgia. Mobile: 9444414369. E-mail; [steve@indecotourism.com](mailto:steve@indecotourism.com)

This press release is made by the undersigned as the convener of the workshop and founder member of ESOI.

Steve Borgia, Founder Member of ESOI

CMD, INDeco Leisure Hotels

56, 4<sup>th</sup> Street, Abhiramapuram

Chennai 600018