

DEPARTMENT OF TOURISM

From  
B. Elamurugan,  
Tourist Officer (FAC),  
Tourist Office,  
Vellore Fort,  
Vellore - 632 004.

To  
1. The Regional Joint Director of  
Collegiate Education, Vellore.  
2. The Chief Educational Officer,  
Vellore.  
3. The Chief Educational Officer,  
Ranipet.

5457

Lr. No.271/TOV/2022, Dated:21.12.2022

Sir/ Madam



Tourist Office, Vellore – Vellore and Ranipet Districts – Ministry of  
Tourism – Launching a campaign focusing on “YUVA Tourism  
Clubs” – Formation of YUVA Tourism Clubs at Schools, Colleges,  
University/District levels – Requested – Regarding.

Ref:

from the Director of Tourism, Chennai No.4705/T.Ind/2022,  
dated:08.12.22 based on the Lr. from the Secretary, Ministry of  
Tourism, Govt. Of India, New Delhi and Lr. from the Deputy  
Secretary to Govt., Tourism, Culture and Religious Endowments  
Dept., Chennai

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With reference to the letter cited, I wish to inform that the Ministry of Tourism,  
Government of India, intends to celebrate this years as “Azadi Ka Amrit Mahotsav” –  
India@75 by launching a campaign focusing on “YUVA Tourism Clubs”. The major  
objective of this club is to create interest, awareness and a sense of responsibility  
towards our country's natural and cultural heritage and also to promote responsible  
tourism amongst children and youth.

India's large youth population is the driving force towards the culture of  
innovation, entrepreneurship and diversity, therefore it is essential to inform and  
educate these young minds about India's natural and cultural heritage through  
tourism. In this respect, to develop YUVA Tourism Clubs targeting different  
categories from Schools, Colleges and working age groups would be a great  
initiative.

Tourism clubs is an important aspect for promoting responsible and  
sustainable tourism in the country. The initiative would help in developing the right  
culture among the youth of the country through formulating social clubs at various  
academic institutions. The major objective of the proposed mission could be:

- To educate youth about diverse cultures and geographies of the country.
- To appreciate the importance of travel and tourism in education.
- To create awareness about tourism opportunities at an early stage.

- To teach and propagate responsible tourism practices
- To train students as skilled tourist guides and volunteers in hospitality sector
- To facilitate better coordination for study tours and student exchange programmes

The Ministry of Tourism has instructed to form the YUVA Tourism clubs at Schools, Colleges / Universities level all across the state. These clubs can organise various activities such as competitions, tournaments and tours promoting sustainability. The detailed information on the various aspects of creating the clubs along with proposed activities at school and college levels is enclosed within

Hence, it is requested that Schools, Colleges / Universities under your control may be identified and take necessary initiative for formation of the YUVA Tourism Clubs based on the criteria provided by the Ministry of Tourism. The details of the Schools, Colleges / Universities after the successful formation of YUVA Tourism Clubs may be informed to this Office at the earliest, for sending a report to the Government.

  
Tourist Officer (FAC),  
Vellore

Copy submitted to:

- 1) The Director of Tourism, Chennai
- 2) The District Collector, Vellore
- 3) The District Collector, Ranipet

