

Tourism Awareness Rally on World Tourism Day **Celebrations, 27th September 2015**

The World Tourism day is celebrated on 27th September every year by the United Nations World Tourism Organization located in the Madrid, the Capital of Spain. The travel establishments such as travel agencies, airlines offices, tour operators etc. and hospitality establishments such as Hotels, Restaurants etc. also celebrate in their locations.

The Department of Tourism, Government of Tamil Nadu organized a tourism awareness rally involving the stakeholders of Tourism and the students from educational institutions offering courses in tourism and hospitality in each city. The District Tourism Office, Madurai, The District Administration, Madurai and the staff and 25 students of Centre for Tourism and Hotel Management jointly organized a rally. They went through important streets around the world famous Meenakshi Amman Temple in Madurai and created awareness about the significance of tourism.

