Seventy-third session
Hyderabad, India, 8-9 July 2004

INFORMATION NOTE No. 2

1. Place and dates of the session

In accordance with decision 6(LXXII), the Executive Council will hold its seventy third session at Hyderabad, India on 8 and 9 July 2004, at the invitation of the Indian Government.

The opening meeting will take place on Thursday, 8 July at 11 a.m.

The session will be held at:

Taj Krishna Hotel
(Grand Ballroom)
road nº 1 – Banjara Hills
500 034 HYDERABAD
Tel.: (91 40) 233 923 23/556 623 23
Fax: (91 40) 233 930 79/556 613 13

This session will be followed, on Saturday, 10 July, a.m. by a Round Table on Destination Marketing. This Round Table will be open to the participation of delegations of both Members and non-members of the Executive Council.

2. Air transport

At present, the hosting side is negotiating with Indian carriers possible discounts for the delegates. Information concerning discounts will be provided later.

Numerous air connections are available between New Delhi or Mumbai and Hyderabad. However, a certain number of international flights arrive directly to this city.

This working document will be considered during the Executive Council session.
Delegates are requested to bring their copies with them to the meetings.
3. **Programme of meetings**

**Tuesday 6 July**

3 p.m. – 6 p.m. Registration of delegates

**Wednesday 7 July**

9 a.m. – 1 p.m. Registration of delegates
3 p.m. – 6 p.m. Registration of delegates

**Tuesday 8 July**

8 a.m. – 10 a.m. Registration of delegates

---

**Seventy-third session of the Executive Council**  
*(Krishna Hotel)*

10.30 a.m. – 11 a.m. Coffee break
11 a.m. – 1 p.m. First meeting
1 p.m. – 2.30 p.m. Lunch
2.30 p.m. – 7.00 p.m. Second meeting
4.00 p.m. – 4.30 p.m. Coffee break

**Friday 9 July**

9.30 a.m. – 11.00 a.m. Third meeting
11.00 a.m. – 11.30 a.m. Coffee break
11.30 a.m. – 1 p.m. Third meeting
1 p.m. – 2.30 p.m. Lunch
2.30 p.m. – 4.30 p.m. Forth meeting
4.30 p.m. – 5.00 p.m. Coffee break
5.00 p.m. – 7.00 p.m. Forth meeting
Saturday 10 July

Round Table on Destination Marketing
(Krishna Hotel)

9 a.m. – 9.15 a.m. Opening
• Mr. Francesco Frangialli, Secretary-General, WTO
• Ms. Renuka Choudhary, Minister of Tourism, Government of India

9.15 a.m. – 9.30 a.m. Introduction
• Mr. André Vallerand, Chairman of the WTO Affiliate Members, Special Advisor on Public Private Sector Cooperation, Tourisme Montréal, Canada

9.30 a.m. – 10.15 a.m. Results of the survey on DMOs
• Dr. Roger Carter, WTO Consultant, Managing Partner, Tourism Enterprise and Management (TEAM)

10.15 a.m. – 10.45 a.m. Successful Destination Management and Marketing Fundamentals
• Mrs Esencan Terzibasoglu, Coordinator for Destination Management, WTO

10.45 a.m. – 11.15 a.m. Coffee break

11.15 a.m. – 12.30 p.m. Panel discussion
Moderator:
• Mr. Geoffrey Lipman, Special Advisor to the Secretary-General, WTO

Speakers:
• Dr. Amitabh Kant, Joint Secretary (Tourism), Department of Tourism, Ministry of Tourism, India

(other speakers to be confirmed)

12.30 p.m. – 1.00 p.m. Debate

Conclusions
• Dr. Dawid de Villiers, Deputy Secretary General, WTO
4. **Social programme**

*Thursday 8 July*

1.00 p.m. – 2.30 p.m. Lunch hosted by the Ministry of Tourism of India at the *Taj Krishna* Hotel

8.30 p.m. – 10.30 p.m. Dinner with cultural programme hosted by the Andhra Pradesh Tourism

*Friday 9 July and Saturday 10 July*

Information will be given shortly.

*Saturday 10 July*

Technical tour

3.00 p.m. Departure for the *Taj Krishna* Hotel. Visit of Assembly Hall, Nampally Station and Salarjung Museum. Drive through Charminar, Mecca Masjid and Falaknuma Palace

6.30 p.m. Return to the *Taj Krishna* Hotel.

5. **Organized tours**

For those participants arriving early, or wishing to stay on and visit other sites in the country, the organizers are offering the following optional tours and excursions:

1. **Heritage Tour of Warangal City:**

**Day one:**


**Day two:**


**Price:** USD 122 per person

**Single supplement:** USD 20 per person
The above quotation includes:

- Half twin sharing accommodation with breakfast at the hotel Ashok Warangal.
- Sightseeing as indicated in the above itinerary including admission fee and private air conditioned bus transfer with English-speaking local, etc.

2. **One-day Textile Tour**

Visit to Pochampalli, Koyyalagudem textile villages to see the weaving of the famous Tie & Die fabric. Visit to the Ramoji Film City, the second largest film studio in the world spread over 2500 acres. Lunch at the Film City. Return to Hyderabad.

Price: USD 80 per person

The above quotation includes:

- Sightseeing as indicated in the above itinerary including admission fee and private air conditioned bus transfer with English-speaking local, lunch at the Film City, etc.

3. **Buddhist Pilgrimage Tour**

**Day one:**


**Day two:**

Breakfast. Return to Hyderabad

Price: USD 122 per person  
Single supplement: USD 20 per person

The above quotation includes:

- Half twin sharing accommodation with breakfast at the AP tourism guest house.
- Sightseeing as indicated in the above itinerary including admission fee and private air conditioned bus transfer with English-speaking local, etc.
Brief information on the places mentioned in the above tours

Warangal City

The city was once the heartland of Telugu culture. The capital of the Kakatiya rulers, Warangal today contains some of the best forms of architecture, especially in temples. The 1000-Pillar Temple and the Ramappa Temple in the district are glowing examples of the exquisite architecture patronised by the Kakatiyas.

Warangal city today is part of a cluster of three towns-Warangal, Kazerpet and Hanumakonda, the district headquarters. Bound on the Northern part by the mighty Godavari river, the district has large tracts of forest and an array of flora and fauna.

The district is also known for its picturesque lakes. Hand-woven thick cotton fibre carpets, scroll painting done on cloth in earth colours mainly at Cheriyal nearby, and sheet-metal artistry at Pembarti.

Thousand Pillar Temple

The famous "Thousand Pillar Temple" built in 1163 A.D. by Rudra Deva, is situated between Hanumakonda and Warangal. An excellent example of Kakatiya architecture, built in the style of Chalukya temples—a star-shaped and triple-shrined, with perforated screens, exquisite icons and rock cut elephants. The temples are dedicated to Shiva, Vishnu and Surya. The added attraction is the splendid six-foot monolith Nandi carved out of granite with a smooth finish. The one thousand pillars themselves are richly carved. Close by is another famous temple of Bhadrakali, noted for its stone image of Goddess Kali, depicted in a sitting posture.

Warangal Fort

Warangal Fort, 12 kms. from Hanamakonda was built during the 13th Century by the Kakatiyas. The impressive fort has four huge stone-gateways. Built by one of the Kakatiya Kings, Ganapathi Deva and his daughter Rani Rudrama Devi, one can still spot some exquisite pieces of sculpture here.

Other places of tourist interest in Warangal are Prataparudra Planetarium, Kakatiya Musical Garden, Rock Garden and Archaeological Museum, Kakatiya University Campus, Samskritika Vihar and La Ramappa Temple. Ramappa Temple at Palampet village is 70 kms. from Warangal and about 200 kms. from Hyderabad. The Ramalingeshwara Temple, popularly called Ramappa Temple, is a classic example of Kakatiyan Architecture. The construction of the temple dates back to 1213 AD and originally they were said to be three structures but only one is presently intact. The Shivalaya stands majestically on a six-feet high star-shaped platform. This temple is famous for its rich, intricate sculpture covered walls, pillars, brackets and ceilings.
Nagarjuna Sagar

Sriparvata, Vijayapuri, Nagarjunakonda-call it by any name but it remains today the modern day Nagarjunasagar, an engineering marvel, largest masonry dam and one of the largest man-made reservoirs.

Nagarjunasagar, a massive irrigation project on the River Krishna, about 150 kms. from Hyderabad, has a rich and interesting past. It was a valley in the Nallamalai range of the Eastern Ghats with civilisations dating back to thousands of years. Recorded history, however, assigns the first signs to the later Satavahanas and subsequently the Ikshvakus in the third century. Archaeologists assert that the fertile Krishna Valley hummed with life in the third millennium BC, the Neolithic age and then the Megalithic age around 1500 BC.

The tallest masonry dam in the world, Nagarjunasagar stands some 124 metres high, creating the largest man-made lake with a capacity of 11,472 million cubic metres. The water-spread of the reservoir is about 380 sq. km.

The main canals-Jawaharlal (on the right) and Lal Bahadur (on the left) carry water to two regions of the State - parts of Coastal Andhra and Telangana. The canal system under this magnificent hydro-electric project is over 40,000 kms. cumulatively. Jawaharlal Nehru called Nagarjunasagar a "modern temple". The Sriparvata and Vijayapuri of yore were really temples where the famous savant and Buddhist disciple Acharya Nagarjuna preached the message of the Buddha.

With a decision being taken to build a dam at the site, large-scale excavations were carried out during the course of a special project to retrieve most of what could be. The special project under the stewardship of R. Subramanyam took six years from 1954 to unearth a cultural sequence from the early Stone Age to medieval times.