

Balaji Temple in Andhra Pradesh - Aurobindo Ashram in Pondicherry are standing testimony to our rich culture, heritage and religious fervor.

The mighty Himalayan ranges with snowclad peaks provide ample opportunities for adventure sports such as skiing, including heli-skiing, mountain climbing, rock climbing, river rafting, hang gliding. The forests with abundant varieties of flora and fauna provide rich experiences for trails in dense tropical jungles, fighting of rare animals including the famous Royal Bengal Tiger and the Asiatic Lions of Gir Forest. The Andaman and Lakshadweep group of Islands are famous for snorkeling and scuba diving opportunities.

Even Film Tourism through promotion of Indian locales amongst foreign film makers has become increasingly popular. India is also a shoppers' paradise. With the treasure trove of its traditional handicrafts, gems and jewelleryes, along with modern shopping malls in cities across the country. India is a great shopping experience and destination too.

Chennai has very good Hospitals like Sankara Nethralaya, Jay's Dental Care, Appollo, Sri Ramachandra, Madras Medical Mission (MMM), MIOT and many more where Doctors with Professional touch and perfection treat the patients and the cost involved for treating them at competitive rates **with State of the art facilities** when compared to any other medical institutions in the world. Taking advantage of this we also facilitate our guests in India for 'HEALTH TOURISM'.

The sole aim of SITT is 'Atithi Devo Bhava' - campaign is an initiative of this organisation to create awareness and to sensitize all levels of society about the importance and economic benefits of our Tourism.

We firmly believe that Tourism is everybody's business and the whole civil society is to get seriously involved in order to provide unforgettable experience to the visitors, from abroad.

The Well-travelled author Mark Twain recognized that "India is Cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend and the great grandmother of tradition." We are hopeful that India will emerge as a leading destination of the WORLD.

SITT do not believe in mere sellers of airline or railway tickets, but as friends, philosophers and

guides to the general public; it implies that we should do our job not to make money alone but to work with a mission. We make an attempt to delve into the mind and soul of a passenger and find out what are his specific interests, needs and passions. This is the first step towards giving him / her specially designed solutions.

CHANGING ROLE OF SITT AS TOUR OPERATOR

As a Travel Agent / Tour Operator, it is an endeavour of SITT to know our own USPs and make an earnest effort to provide useful and unique service and information to make ourselves indispensable to the Tourists / passengers. We shall be using the latest tools including Comprehensive Travel Technology solutions. There is need not only to be a specialist, but a super specialist if we are to survive in the competitive business climate of today.

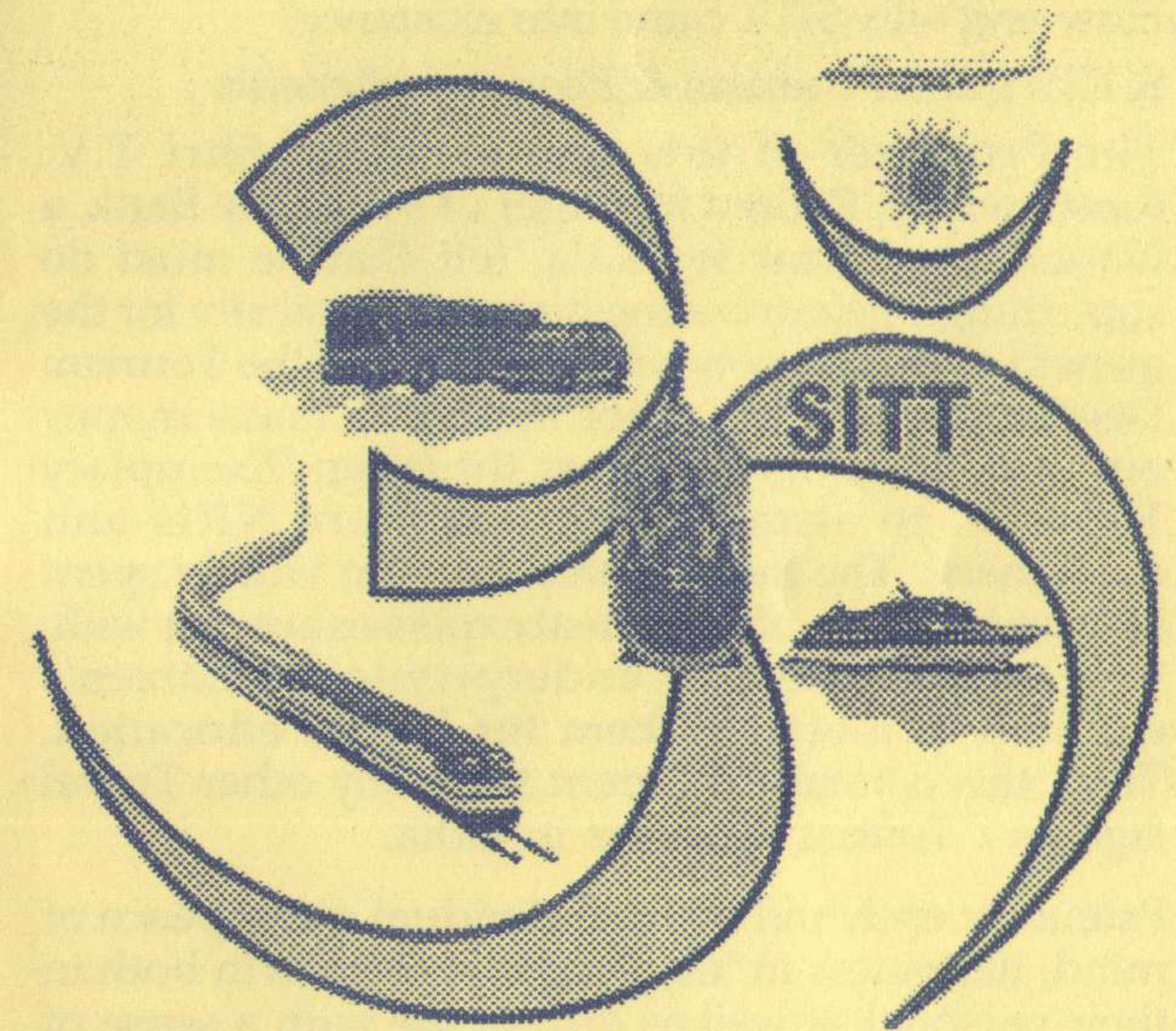
We shall give the customers, life time value service and build them into our regular clients. We will build confidence in the minds of our customers by investing in them with high value products creating an impression of exclusivity by improving the products in view of the changing customer needs and demands without forcing anything for our own benefit. SITT will avoid unethical competition in the field of Tour operators and emulate an example to fellow Tours operators to enrich Tourism in India by finding answers to practical questions such as :

- What do our customers expects from us?
- What can we do to exceed their expectations?
- What value added services can be introduced to make ourselves more useful and purposeful to our customers?
- Who are our best customers?
- What can we do to ensure that they never leave us?

Constant search for answers to the above questions and their implementation, constitute the 'trade secret' of SITT.

Without putting all Tomatoes into one basket, we shall think of venturing into non air segments such as car rentals, hotels, cruises, helicopters, insurance and other related services too, (as per the choice of the Tourists) during the course of next decade, henceforth.

SRINGERI SRI SHARADAMBAL INTERNATIONAL TRAVEL & TOURISM



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VISION

Dedication, Hard work, unceasing service, innovation and an indomitable will to succeed by **Enhancing Travel mileage to enlarge Tourism with destinations unlimited and achieve enchantment in Life.**

MISSION

Touching Humanity : Tourism for improving the quality of Life.

"SITT (Sringeri Shri Sharadambal International Travel & Tourism) spread its wings far beyond India" and become 'At Home in the World' with destinations unlimited.

How and why SITT came into existence?

SITT's role in Tourism & Economic Benefits :

The Promoter of this organisation, Shri T.V. Ramaswamy, Retired Manager of Syndicate Bank, a Nationalised Bank in India, felt that he must do something by contributing his mite Physically for the growth of this Nation with the onset of the Tourism Development in India, not merely to make money out of it, but to give a great thrust on 'Exemplary Tourism' to attract more and more NRIs and Foreigners. The fund created out of it will be spent for a social cause, after the real expenses are met with, for the betterment of underprivileged citizen's children to motivate them for higher education. Thus, this is totally different from any other Travel Agents / Tourist operators in India.

Primarily each and every individual seeks peace of mind, happiness in life, Progressive growth both in their personal as well as official life with a sense of an achievement. When this was expressed to his Guru, His holiness Jagadguru Sankaracharya of Dakshinamnaya Sringeri Shri Sharada Peetham Shri Shri Bharathi Theertha Mahaswamigal on Vijaya Dasami Day ie. on 2nd October 2006 which incidentally coincided with Gandhi Jayanthi day, at Sringeri, His Holiness blessed Shri T.V. Ramaswamy to do any business with service motive and help the poor and downtrodden more particularly for better education of their children irrespective of caste, creed and religion, out of the earnings derived and maintain Sanatana Dharma, adhering to strict discipline, basic values and ethos of life.

Hence SITT has envisioned to create a corpus fund incurse of time and establish a Medical College and

Research institutions latest by 2nd October 2016, if not earlier, at MANNADIMAN GALAM, a rural centre in Madurai District, where his father late Dr. T.S. Viswanathan served as a Medical Officer, to provide Medical Education only to Rural Poor at an affordable cost, on the lines of JIPMER, Pondicherry.

ROLE OF TRAVEL AND TOURISM IN INDIA BY SITT

India, one of the World's oldest civilizations and also the World's largest democracy, is now poised on the high growth path.

India, today is a transformed tourist destination - competing to give the best to the visitors / tourists. Improvements in accessibility and infrastructure, well trained human resources, diversification of the tourism product and an integrated marketing campaign under the banner 'Incredible India' have helped India achieve an unprecedented growth, in terms of both, volume and value.

It is, therefore, not surprising that world Travel of Tourism Council (WTTC), in its Projection Covering 174 countries, has predicted an annual growth rate of 8.8% over the next decade for India, the highest in the world.

Tourism, in India, is being positioned as a major engine of economic growth and efforts are being made for optimally harnessing its direct and multiplier effects for employment generation and economic development in the country. Also, Tourism is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation particularly in remote and backward areas and a positive step for poverty elimination has been accepted the world over.

While various initiatives are underway in the tourism sector, SITT, a newly launched organization, with the objective of providing visitors, a world class experience that differentiates itself as a spiritually enhancing, Culturally Enriching, Physically Invigorating and Mentally Rejuvenating experience. The thrust, presently, is to develop cultural cum Tourist Hubs, based on India's unique civilization, heritage and culture in an integrated and comprehensive manner.

Leading international chains of hotels like Sheraton, Hilton, Radisson, Marriot, Holiday Inn, Country Inn,

Inter-Continental, Accor, IBIS, Novotel, Shangrila and Hyatt have already established their presence in India. SITT has established liaison with all of them for an organised package tours for foreigners and NRIs.

India is a land of transition where the ancient co-exists with the most-modern. India's impressive variety of history and culture, climate and geography, race, language and tradition harmoniously blend to present a unique experience for visitors. Its huge land mass straddling from the Himalayas to the Indian ocean abound in a veritable feast for the eyes and the senses; placid backwaters and lagoons, lays and coral ringed seas, riverine estuaries full of crocodiles, mangrove forests with tigers, crashing surf, powdery golden sand or palm fringed shores, the logty Himalayan ranges, the desert sand dunes of Rajasthan, the mighty rivers of the Ganges and Brahmaputra, the tropical forests and wildlife, a veritable Kaleidascope of colours, many hued cultural forms, ABOVE ALL HEAVEN ON EARTH AT SRINGERI - Incredible India has them all.

The culture and heritage of the country, amply reflected in its monuments, arts and crafts, dance and music styles, vibrant and colourful fairs and festivals, ports and palaces provide excellent opportunities for product options.

India has a total of 26 world Heritage Sites including monuments reflecting its Islamic Heritage - the Tajmahal and Fatehpur Sikri in Agra, Humayun's Tomb in Delhi, Christian Heritage in the Churchs and Convents of Goa, Buddhist Sites at Ajanta and Ellora, Sanchi and Bodhgaya, the magnificent Hindu Temples of Khajuraho, Mahabalipuram and the Konark Temple in Orissa, the ancient ruins of Hampi among others.

Besides, the temples of Madurai Meenakshiamman, Kanchipuram Kamakshmi Amman, Chidambaram Natarajar, Thanjavur Bragadeeswarar, Rameshwaram Ramanathaswamy, Thiruchendur Murugan (Seashore Temple), Srirangam Ranganathaswamy, Shrine Velankanni, Santhom Church, Nagoor Dharga in Tamilnadu - Thiruvananthapuram Sri Anantha Padmanabhaswamy, Lord Guruvayurappan at Guruvayoor, Kaladi Adisankarar in Kerala State - Sringeri Sharadambal and Vidyananyar Temples, Hampi the Ruins, Belur, Halebidu and Shravanabelagola in Karnataka State - Thirupathi