

Update on IATO Activities (Monday, 15th March to Sunday, 21st March 2021)

Dear Members

Greetings

Please find appended relevant activities of our association for the period (Monday, 15th March to Sunday, 21st March 2021)

Segments covered are

1. **Communication / Letters that addressed key issues**
2. **Webinars/ Panel Discussions/Circulars/Meetings/Chapter news**
3. **Media Coverage**
4. **Chapter News**

Request your feedback to further the content of our weekly report.

1. Communication / Letters that addressed key issues

Segment 1 update sequence by date:15,18 March

Monday, 15th March

एडीए ने भारतीय पर्यटकों के प्रवेश शुल्क में 30 रुपये, विदेशियों के लिए 100 रुपये की बढ़ोतरी का प्रस्ताव पास किया

मुख्य मुद्द देखने के लिए एएसआई की तरह एडीए भी 200 रुपये का शुल्क वसूलेंगे

अमर उजाला ब्यूरो

आगरा। अपने खाने दिनों में ताजमहल का दीदार महंगा होने वाला है। आगरा विकास प्राधिकरण ने ताजमहल समेत सभी स्मारकों के पथकर में बढ़ोतरी के प्रस्ताव पर मुहर लगा दी है। मंगलवार को हुई एडीए बोर्ड बैठक में प्रस्ताव रखा गया कि भारतीय पर्यटकों के लिए ताज पर 30 रुपये, विदेशियों के लिए 100 रुपये पथकर में बढ़ाव जाए। इसके अलावा एएसआई की तरह ताज के मुख्य मुंबद पर प्रवेश के लिए 200 रुपये का शुल्क भी लगाने के प्रस्ताव को बोर्ड ने संजूर कर लिया। अब इसे शासन को भेजा जाएगा। ताज की भावना के बाद नई दरें लागू हो जाएगी।

मंगलवार को एडीए की बोर्ड

दो साल पहले भी भेजा था प्रस्ताव

एडीए ने न केवल ताज, बल्कि किला, फतेहपुर सीकरी, सिक्न्दरा समेत सभी स्मारकों पर पथकर बढ़ाने के प्रस्ताव को पास कर दिया है। दो साल पहले 2019 में भी एडीए ने पथकर बढ़ाने को मंजूरी देते हुए शासन को प्रस्ताव भेजा था, लेकिन एडीए उद्योगियों के विरोध को देखते हुए प्रदेश सरकार ने इसे मंजूरी नहीं दी। अब से वह लक्ष्य पूरा हो सकेगा।

स्मारक	मौजूदा टिकट		प्रस्तावित टिकट	
	भारतीय	विदेशी	भारतीय	विदेशी
ताजमहल	50 रुपये	1100 रुपये	540 रुपये	1200 रुपये
आगरा किला	50 रुपये	650 रुपये	90 रुपये	1200 रुपये
सिकंदरा	30 रुपये	310 रुपये	30 रुपये	600 रुपये
एलमदौला	30 रुपये	310 रुपये	30 रुपये	600 रुपये
फतेहपुर सीकरी	50 रुपये	610 रुपये	50 रुपये	80 रुपये

- **Request to postpone proposed increase in Toll Tax/Pathkar by the Agra Development Authority for visit to ASI Monuments**

IATO President wrote a detailed letter to Shri Yogi Adityanath, Hon'ble Chief Minister, Government of Uttar Pradesh and brought to his kind attention that instead of giving relief to the tourism industry, Agra Development Authority has passed a resolution and has proposed to the State Government to increase

the toll tax/pathkar for visit to all monuments in Agra as per news that appeared in the national newspapers. A copy was enclosed. Also the proposed increase was very high for all ASI monuments for both Domestic and Foreign Tourists Agra except at Taj Mahal where the fee is already very high. The Proposed increase was

Monuments	Present Fee (in INR)			Proposed Increased Fee (in INR)		
	Indians	Foreigners	SAARC	Indian	Foreigners	SAARC
Taj Mahal	50	1100	540	80	1600	540
Agra Fort	50	650	90	80	1200	130
Sikandra	30	310	30	50	600	50
Aidmatulla	30	310	30	50	600	50
Fatehpur Sikri	50	610	50	80	1200	80

Such an increase would negatively impact the revival of inbound tourism to India as we would not be able to compete with our competing neighbouring countries like Sri Lanka, Malaysia, Thailand, Indonesia, Singapore, Maldives, Mauritius who are very tourist friendly and all inbound tourism will be diverted to these countries.

This would be an in-justice for the domestic tourists to pay such high fee where as it is their right to see our historical places and they should not be charged such high fees.

In order to save tourism and revive inbound tourism to our country, it was needed to lure foreign tourists by competitive packages. IATO requested that

- Instead of increase, the Toll Tax/Pathkar be waived off for at least next two years i.e. till March 2023.
- From 1st of April 2023, Toll Tax/Pathkar be restored to the present level.
- Proposed increase should be postponed with immediate effect and be reviewed after one year and be assessed in February 2022.
- For an increase to be rational and gradual a minimum notice of 6 months' period should be there as tour operators send their quotations and sign contracts with their foreign tour operators 6-12 months in advance.

A Copy of the letter was marked to **A.** Minister of State (Independent Charge) for Tourism, culture and Religious Affairs **B.** Chief Secretary **C.** Principal Secretary, Tourism and Culture and **D.** Director General Tourism/Secretary Tourism, Directorate of

IATO President also requested Shri Prahlad Singh Patel, Hon'ble Minister of State for Tourism & Culture on the above subject, apprising of the letter to the Hon'ble Chief Minister of Uttar Pradesh. IATO urged the Hon'ble Minister of State for Tourism & Culture to kindly take up the matter with Chief Minister of Uttar Pradesh to withdraw the proposal of Agra Development Authority till 31st March 2023 and thereafter be reviewed for rational and gradual increase.

A Copy of the letter was marked to **A.** Secretary Tourism **B.** Secretary, Ministry of Culture, Both Government of India, **C.** Director General, Archaeological Survey of India **D.** Joint Secretary and **E.** Additional Director General, Ministry of Tourism Government of India

Thursday, 18th March

➤ Translation of Dekho Apna Desh Webinars in different foreign languages

IATO President wrote to Shri Arvind Singh, Secretary Tourism, that in one of the meetings in the Ministry regarding Global Media Campaign, it was suggested by IATO representative, Mr. Rajnish Kaistha that the Dekho Apna Desh " webinars being organised by the Ministry were very informative successful in India. It was proposed that we needed to publicise these webinars around the world for the purpose of overseas marketing and promotions by translating these webinars into various foreign languages. This would create awareness not only amongst foreign tourists and our counterparts about the Indian tourism products which are little known or not known to them, but will also create awareness amongst public in general and would create interest in them to visit our beautiful country.

It was suggested by IATO that this translation work could be assigned to Ministry of Tourism approved Language Guides as this would help the guides financially when they have no work at present due to zero international tourist arrivals.

It was also suggested that Dekho Apna Desh Webinars should be continuously running in the lobby, coffee shops and other areas in the hotels which will create an interest amongst tourists to visit the places which they have not seen and will plan to visit our country again.

A copy of the letter was marked to **A.** Additional Director General (Tourism), **B.** Joint Secretary (Tourism) **C.** Joint Director General

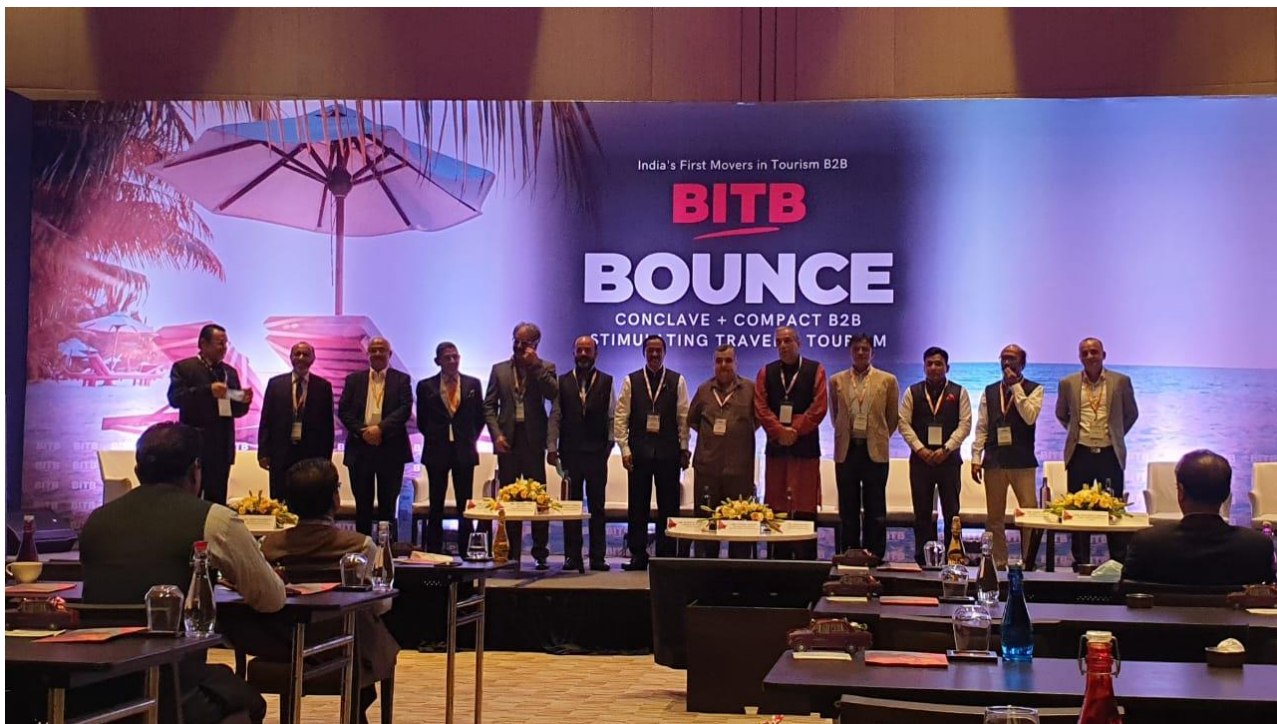
2. Webinars/ Panel

Discussions/Circulars/Meetings

Segment 2 update sequence by date:17,19,20 March

Wednesday, 17th March

- **Members inputs/suggestions were sought from all Active Members for Amendments in IATO Memorandum of Association.**
- **Felicitation of the New EC at the BITB BOUNCE Conclave**



Friday, 19th March

- **All members were informed about the Introduction of IndiGo Flights connecting Agra with Bhopal, Ahmedabad, Mumbai and Bengaluru.**

Flight No.	Sector	Departure	Arrival	w.e.f.	Frequency
6E 7929	Agra-Bhopal	11:05	12:30	28 March	Daily
6E 7931	Bhopal-Agra	12:55	14:30	28 March	Daily
6E 7268	Ahmedabad-Agra	08:00	10:10	29 March	1,3,5
6E 7267	Agra-Ahmedabad	10:30	12:40	29 March	1,3,5

6E 0828	Mumbai - Agra	10:50	12:55	29 March	1,3,6
6E 5304	Agra-Mumbai	13:25	15:35	29 March	1,3,6
6E 5916	Bengaluru - Agra	11:15	13:40	28 March	Daily
6E 5917	Agra - Bengaluru	14:10	16:45	28 March	Daily

Saturday, 20th March

- **Dekho Apna Desh - Episode 81 - Adventure Tourism in NE India was organized on 20th March 2021(1100-1200 hrs)**

3. Media Coverage

Segment 3 update sequence by date:17 March

Wednesday, 17th March

- **Death of a small travel agent**

Appended please find enclosed below copy of the story carried in Mint on how the small tour operator has suffered due to pandemic. IATO has been quoted in the story. The story had been pending for some while now but is finally out today. It has been run both in print and online version.



- On DD channel Northeast program very well presented by doordarshan. Excellent presentation by Nirmallya and Elina. ADG was very clear expressing future plans of Ministry of Tourism.

<https://youtu.be/AbBdIE-RB5w>

4. Chapter News

Segment 4 update sequence by date: 18, 20 March

Thursday 18th March

- North East Tourism Promotion & Strategy conference chaired by Rupinder Brar, ADG, MoT at Radisson Blu Hotel, Guwahati today from Nirmallya Chowdhary



Saturday, 20th March

- India Tourism Delhi in association with IATO (India Tour Operators Association) organised an Incredible India Domestic Road Show in Shimla on 20-3-2021 by inviting Tour Operators from Bihar & Uttar Pradesh.

<https://crazynewsindia.com/india-tourism-delhi-in-association-with-iato-organises-an-incredible-india-domestic-road-show/>

