



IATO

*A Tourism Industry Communication by
Indian Association of Tour Operators*

SPEAKS



**Recovery
of the
industry**

**LET'S MEET IN
BENGALURU
THIS YEAR**





37TH
IATO ANNUAL CONVENTION
AT
BENGALURU

TENTATIVELY IN
SEPTEMBER 2022



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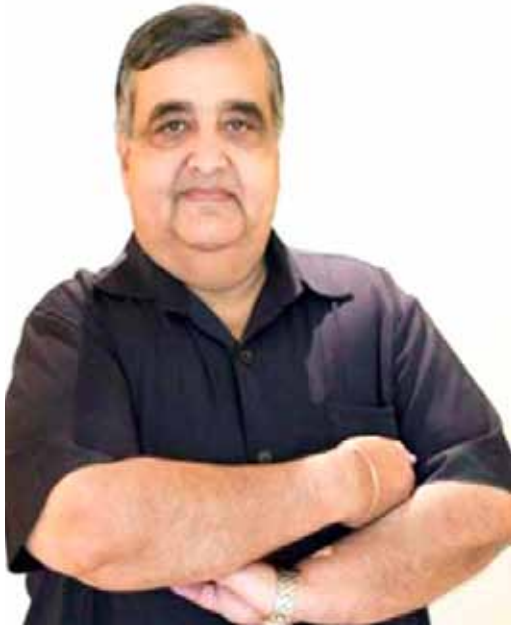


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President's Message



Dear Friends

Compliments of the season.

After the great success of the 36th IATO Annual Convention and the visit of high-profile delegates like the Hon'ble Chief Minister of Gujarat, the DG Tourism, the Additional Secretary Tourism, and the ADG Tourism from the Ministry of Tourism, we are hopeful for a new beginning. Now we wait for the ministry to start their global marketing campaign to establish India in the New Normal.

You are all aware that your associations have done humongous work with the various government ministries, all through the Ministry of Tourism. We did not leave any stone unturned to get relief from the unnecessary taxes as well as the taxes that make us uncompetitive. Frankly, all our efforts went unheard, as the Union Budget was very disappointing (except for some relief for our hotelier brothers). Nevertheless, we do not plan to give up and shall take this injustice through another route; we need to and shall get a fair playing field. We are looking for your help. If any of you knows anybody in power at the government level who will give us better hearing, please reach out to me, personally. We need all the help we can get, at this point.

The good news is that, finally, the Omicron variant is subsiding globally. This will encourage global travellers to visit India. Let us hope the coming months would bring the world to our doors, and the free visa scheme will encourage flow of tourists. Last but not the least, the ground-breaking practice by the Taj Group of Hotels offering a commission to all IATO members is something we encourage other hotels to emulate too.

Looking forward to your thoughts and what all you would like your associations to deliver.

Stay well and stay safe.

Your President




IATO CONVENTION

Issues of travel industry were discussed at 36th IATO Annual Convention to take way forward after intensity of pandemic lessened. Former IATO president Dr. Subhash Goyal and former Chairman of Gujarat Chapter Mahendrasingh Vaghela were conferred with Hall of Fame Awards at convention.



The banquet hall at The Leela Gandhinagar was at full capacity at the inaugural function of the 36th IATO Annual Convention, which was kick-started by Hon'ble Chief Minister of Gujarat, **Bhupendrabhai Patel** along with **G. Kamala Vardhana Rao**, Director General Tourism, Govt. of India and **Hareet Shukla**, Principal Secretary Tourism, Devasthanam Management, Civil Aviation & Pilgrimage, Govt. of Gujarat and **Rajiv Mehra**, President, IATO.

In his opening address, Rajiv Mehra thanked Hareet Shukla and Jenu Devan for their support to the IATO Annual Convention being held in Gandhinagar. He informed that around 740 delegates attended the convention.

Hareet Shukla shared that having the 36th IATO Convention gave them the opportunity to showcase various tourism offerings in Gujarat,

a policy-driven state. "The state has many advantages. It has one of the best law and order situation, best possible infrastructure, best connectivity and it is a very welcoming state, whether it is industry or tourism sectors. We have the most aggressive tourism policies here. This apart, we also have a Heritage Tourism Policy."

Gujarat is a state with a myriad of possibilities for the tourists. Right from sites featuring earliest civilisations, to various heritage sites, to seaplane services and heliports (which are being developed), it has something for everyone.

Dr. Subhash Goyal, Founder and Chairman, STIC Travel & Air Charter Group and the longest-running IATO President, along with Mahendrasingh Vaghela, Managing Director, Vaghela Hospitalities, and former Chairman, IATO Gujarat Chapter were conferred with the Hall of Fame Awards at the 36th

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”

POST CONVENTION



which was the highlight of the session. This is being worked out by the Taj Hotels and was to be announced by the first week of January 2022.

Titled 'Connectivity: New Frontiers', this session had Aashish Gupta, Consulting CEO-FAITH as moderator and the panellists included **Rajiv Jalota**, Chairman, Mumbai Port Trust, **Rajiv Jain**, Additional General Manager (Tourism), Indian Railway Catering & Tourism Corporation (IRCTC), **Sanjay Kumar**, Chief Strategy & Revenue Officer, IndiGo, and **Raj Singh**, Chairman, Antara Luxury River Cruises.

Discussing SEIS and the way forward, **Pronab Sarkar**, Immediate Past President, IATO, led the session and the panellists included CA. **Sunil H. Talati**, Chairman, Services Export Promotion Council (SEPC), **Raj Muthuraj**, Additional Director General, Directorate General of Foreign Trade (DGFT), Dr. Abhay Sinha, Director General, (SEPC), and **Bipin Sapra**, Partner, Ernst & Young LLP. SEIS has been the bone of contention throughout the year between tour operators and the government. However, after a lot of persistence, the industry got its SEIS dues, but at a much lower rate than expected. The session titled 'SEIS: New Policy under FTP' delved deeper into the issue.

A dedicated session on Responsible Tourism was conducted, moderated by **Anjuna Dhir**, Executive Director, Responsible Tourism Society of India (RTSOI), and the speakers included **SK Srivastava**, Principal Chief

IATO Annual Convention, which saw the members meeting with each other after a gap of more than two years because of the pandemic. The air during the three days exuded excitement, joy, empathy and camaraderie within members of the travel and tourism fraternity.

The first committee discussion at the IATO Annual Convention took the theme head-on and saw both, the central and state governments and private players who shared their on how they are preparing for a revival strategy while ensuring that 'Brand India' remained the same.

Business sessions were very fruitful and well attended. One of the achievements of the panel discussion in Business Session on "Hotels in the New Normal" was that it provided an interesting perspective on how hotels navigated during the pandemic and how it is now necessary for both hotels and tour operators to collaborate to not only promote India, but also to ensure that everyone gets business. The other achievement was the special rates for the IATO member tour operators and travel agents by the Taj Hotels with a Promo Code

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The special rates for the IATO member tour operators and travel agents by the Taj Hotels with a Promo Code was the main highlight of the session
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POST CONVENTION



Conservator of Forest & Chief Wildlife Warden Office, Michael Dominic, CEO, CGH Earth, **Rakesh Mathur**, President, RTSOI, and **Anirudh Chaoji**, Honorary Treasurer, RTSOI. Being responsible in tourism is everybody's prerogative, and the session 'Responsible Tourism' addressed why sustainability is a must to move forward.

The pandemic has made the world and businesses go online, which has made digital marketing a must in the last year. The session 'Automation and Digital Marketing' was moderated by **Ravi Gosain**, Vice President, IATO and the speakers included **Rakesh Kumar Verma**, Additional Secretary, Ministry of Tourism, Government of India, **Hemant Mediratta**, Chief Advisor, The Leela Palaces, Hotels & Resorts. **Seema Gupta**, former Professor of Digital Marketing, IIM Ahmedabad and **Syed A. Asim**, Director, DeBox Global. Digitalisation and automation are the way forward, for the government to plan targeted campaigns and for tour operators to curate personalised itineraries and offer packages through digital tools without having to exceed costs.

The session 'Preparedness under the New Normal' had **SanJeet**, Director, DDP Publications, as the moderator and the panellists included **Rupinder Brar**, Additional Director General, Ministry of Tourism, Government of India, **Parveen Chander Kumar**, Senior Vice President-S&M, IHCL, and **Harish Mathur**, Executive Committee Member, IATO. Working hand in hand is the

key to moving forward, and it is necessary to make your presence felt outside India while keeping a united front.

There were also senior government officials from the Centre in the panel discussions and in the valedictory session which included, **Rakesh Kumar Verma**, Additional Secretary Tourism; **Rupinder Brar**, Additional Director General Tourism, **Rajiv Jalota**,



Chairman Mumbai Port Trust, **Raj Muthuraj**, Additional DG, Directorate General of Foreign Trade, and from the State governments we had **S.K. Srivastava**, Department of Forests & Environment, Government of Gujarat, **Shilpa Gupta**, Additional Managing Director, Madhya Pradesh Tourism Board, **Manoj Kumar**, Managing Director, Jungle Lodges & Resort, Govt. of Karnataka, **G.S. Itoo**, Director Tourism Kashmir, **Rajiv Jain**, Additional GM, IRCTC, **Dr. Abhay Sinha**, Director General, Services Export Promotion Council (SEPC).

Other eminent personalities on the panels were **Sanjay Kumar**, Chief Strategy &

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POST CONVENTION



Ashish Vidyarthi, Bollywood actor and motivational speaker, was the Speaker in the motivational session. He inspired the IATO members to stand strong during the health crisis and look forward for the future opportunities.

On all the three days of the convention, there were good evening entertainment programmes with singers such as **Abhijeet Sawant**, **Jimmy Felix** and **Urvashi Arora** and the members enjoyed it; there was also Karaoke singing competition.

The Leela Gandhinagar was as imposing as its quality of hospitality. All arrangements, including transport, were perfect.

The IATO Run, which was held after the convention, was fun. All the participants enjoyed the cold breeze in the morning in almost zero pollution environment with AQI level below 50. The run was flagged off by **Bhavina Hasmukhbhai Patel**, silver medallist in table tennis in 2020 Tokyo Summer Paralympics. The athlete was felicitated by IATO during the inaugural function of the IATO convention.

The Post-Convention tours saw members discover new and old destinations of Gujarat. From old to the new scenic sites to popular religious locations, members bonded while exploring the highlights in Gujarat by visiting places of their interest such as the Statue of Unity, Somnath, Dwarka, Jamnagar, Porbandar, Modhera, Bhuj, Patan, Little Rann of Kutch and many more. ❖

Revenue Officer, IndiGo, **Nakul Anand**, Executive Director, ITC Hotels & Chairman, FAITH, **Puneet Chhatwal**, MD & CEO, The Indian Hotels Company Limited, **Anuraag Bhatnagar**, C.O.O., The Leela Palaces, Hotels and Resorts, **Ajay Bakaya**, Managing Director, Sarovar Hotels & Resorts, **CA Talati**, Chairman SEPC to name a few.

The 36th IATO Annual Convention concluded by recording an attendance of around 740 attendees in three days. The valedictory session of the convention saw senior members from the Ministry of Tourism as well as Gujarat Tourism, apart from the who's who of hospitality and the trade in attendance.

Rajiv Mehra, President, IATO, thanked everyone and all for attending the convention. He said that they will compile the suggestions from the convention's deliberations and share them with the appropriate bodies in order to move them forward.

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The Leela Gandhinagar, venue of the convention, was as imposing as its quality of hospitality. All arrangements, including transport, were perfect
”

DESTINATION WHERE SPLENDOUR AND ADVENTURE MERGE

It was announced during 36th convention that 37th IATO Annual Convention would be held in the capital city of Karnataka — Bengaluru — in 2022. Tourists from all over globe visit Karnataka's historically significant monuments and sites.

A land known for its spices, silks and sandalwood, Karnataka is an experience to remember. With a repertoire fit to satiate the wanderlust of any kind of traveller, Karnataka will fill the hearts of all those who venture into its arms. From being a state with Bengaluru and Mysuru as its popular destinations, today the state is known for its tourist attractions. From a time when people thought that destinations in the state were hard to reach in a short time, today they are the most sought-after.

Karnataka's geology and terrain make it an ideal destination for a wide range of fascinating tourist attractions and landmarks. Nestled between the Western Ghats, the Deccan Plateau, and the Kannada Coast, the state is home to a diverse range of forests, beaches, waterfalls, coffee plantations, lakes, and other natural wonders.

Tourists come to Karnataka from all over the world to see the state's historically significant monuments and sites. Karnataka, which is also culturally diverse and ancient, has a rich history and heritage for tourists to discover.

Karnataka, India's sixth largest state in size, has been named the country's third most popular



Stone Chariot, Hampi, Karnataka

tourist destination. It has 507 of India's 3,600 centrally protected monuments. Popular tourist destinations include ancient sculpted temples, modern cities, hill ranges, woodlands, and beaches and hill stations. Coastal Karnataka and south Karnataka are the geographical zones in which tourism thrives. The Golden Chariot is a premium tourist train connecting prominent tourist spots in Karnataka and Goa. There are 21 wildlife sanctuaries and five national parks in Karnataka.

Along river Kabini in Nagarahole and Bandipur parks, the state has the highest number of Asian elephants. In addition, these two parks are home to some of the most valuable populations of the critically endangered Indian tiger. The Ranibennur Blackbuck Sanctuary in Haveri district is home to one of India's greatest

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Let's meet in Karnataka



Keshava Temple, Somanathapura, Karnataka

blackbuck population. The sloth bear dominates in the Doraji wildlife reserve and in portions of the Karnataka state such as the Bellary district and the Chitradurga. Karnataka is home to 500 different bird species. Wildlife abounds in the Western Ghats. Popular ecotourism destinations can be found in the parts of the Western Ghats and the southern districts.

Karnataka has evolved as a hotspot for healthcare tourism in the country in the recent years, attracting visitors from all over the world. Karnataka has the most certified health systems and alternative therapies compared to any of the state in the country.

City of diverse existence

Bengaluru, known as the "Garden City of India", is the cosmopolitan city in India. It is a melting pot that is home to people from various backgrounds, cultures and skills.

Bengaluru, the capital of Karnataka, has earned a name as a hub of the Information Technology (IT) sector, but it is also a full-fledged tourist destination. The bustling metropolis beckons vacationers

primarily with its scenic and lush green spaces, thanks to which the city is also called, the 'Garden City.'

Among the other things that tempt holidaymakers to plan a trip to Bengaluru are its thumping nightlife, exquisite dining scene, myriad shopping districts and countless adventure opportunities. People who are heading to the 'Silicon Valley' for business purpose or leisure can have loads of places to visit in Bengaluru to have a memorable time and things to do in the city.

The pleasant weather throughout the year makes Bengaluru a prime summer vacation destination. Foreign and domestic tourists make a beeline for the city during this time of the year.

Cuisine

Karnataka cuisine, one of the oldest surviving cuisines, is well known for its spicy curries and seafood. It is rich and delicious, with influences from neighbouring states and coastal areas. The taste and variety of Karnataka delicacies change, as you move from region to region. While north Karnataka food is mainly vegetarian, the coastal region serves you lip-smacking seafood. Mangalorean cuisine is characterised by a strong coconut flavour and the use of regional spices.

37th IATO Convention

Looking forward to meeting you at the 37th IATO Annual Convention in Bengaluru, it will be an opportunity for the members to get together to discuss the future strategies for the betterment of the industry. ❖

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**Bengaluru,
the capital of
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information technology
sector, but it is
also a gem of a
tourist destination**
”

CARVING NICHE IN TOURISM SECTOR

IATO will organise its 38th Annual Convention in the historic city of Aurangabad in Maharashtra. Known as a tourist hotspot, the 'City of Gates' is bordered by landmarks, including Unesco World Heritage Sites such as the famed Ajanta and Ellora caves.

The city of Aurangabad is situated on the banks of the river Godavari, on Tapi river basin's northwest corner. The district's northern section comprising the majority of hill ranges while in the east-west orientation, the Satmala and Ajanta hills are elongated. The district is covered by the Deccan Plateau.

Aurangabad, originally known as Khadki, was founded by Malik Ambar in 1610. It was renamed by Mughal Emperor Aurangzeb, who built the Bibi ka Maqbara tomb near the city as a replica of the Taj Mahal in Agra.

Aurangabad is a historic city and tourist hot spot, bordered by many historical landmarks including the Unesco World Heritage Sites of Ajanta and Ellora Caves, Bibi Ka Maqbara and Panchakki. Aurangabad, the administrative capital of the Aurangabad Division or Marathwada district, is also known as the 'City of Gates', and the presence of these gates can be felt as one travels through the city. It is also one of the world's fastest-growing cities. Aurangabad is in a hilly upland region on river Kaum.

The climate in Aurangabad region is hot and dry. Summer months are hotter and rainier than winters and monsoons. The best time to visit the City of Gates is during the winter



months from November to February. Experts said that winters are beautiful, with bright skies and cold weather, providing for a wonderful vacation, because the majority of the city's tourism attractions are outdoors.

Maharashtra was able to make a niche in the modern world thanks to the introduction of new technology during the colonial period.

Maharashtra, which was moulded by the powerful Maratha Empire, exemplifies cultural variety while remaining together. Maharashtra has a cosmopolitan, forward-thinking, tolerant, and lively spirit. Connoisseurs of temples, forts, old structures, and art will find plenty to keep them occupied here. Every year, thousands of people visit Mumbai in the hope of making it big in the Hindi film industry. Several national parks can also be found in Maharashtra.

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Maharashtra exemplifies cultural variety while remaining together. Maharashtra has a cosmopolitan, forward-thinking, tolerant, and lively spirit
”

Let's meet in Aurangabad in 2023



The Bibi ka Maqbara, which bears a striking similarity to the Taj Mahal, is known as Taj of the Deccan. In commemoration of his mother Dilras Banu Begum, Azam Shah, son of Aurangzeb, built Bibi ka Maqbara. It is the most important monument in Aurangabad.

Aurangabad caves: There are 10 magnificent caves in Aurangabad, which are separated into two groups: the Eastern and Western caves.

Ajanta Caves A highlight of Aurangabad's tourism and historical spheres is located 99 kilometres away. These have been designated as World Heritage Site by the United Nations and is a must-see when in the area. Ellora's Kailasha temple

Ellora caves The Ellora Caves, another World Heritage Site in the town, is a must-see for anybody visiting Aurangabad. The sculptures here depict elements from three different religions in a stunning manner.

The city has a diverse range of cuisines, however, it is largely influenced by Mughlai and Hyderabad cuisines. One may get to taste rich and authentic meals of different types in the city. While visiting one should make sure to sample the *Pulao*, *Biryani*, *Tahri*, *Naan Qalia*, *Gavran Chicken* and *Thalipeeth* and a host of other mouth-watering dishes.

Hence, it will be great for all the IATO members, tour operators, the trade and the dignitaries to come together in Aurangabad in Maharashtra for the 38th IATO Annual Convention. ❖

Things to do

There are many things to do in Aurangabad – from exploring prehistoric caves to seeing old monuments. Aurangabad is fortunate in that it is home to 12 *jiyotirlingas*. Aside from the pilgrimage and historical exploration, the city also offers a diverse range of activities. To learn about the history of the Marathas, visit the Chhatrapati Shivaji Maharaj Museum, or participate in enjoyable activities in parks such as H2O or the Siddhartha Garden. Visiting shrines in Aurangabad and temples can be a fascinating experience. Of these, the rich history can be witnessed in places such as Panchakki and the Sufi Saints Valley, among others.

Some of the popular tourist destinations that are must visit for visitors to Aurangabad.

Grishneshwar temple Located a kilometre from the Ajanta and Ellora caves is the 18th century temple containing one of Lord Shiva's five *jiyothirlingas* in Maharashtra and 12 across India. The temple attracts a large number of visitors regularly.

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NOVEMBER

❖ IATO Luncheon Meeting, Hareet Shukla, Secretary Tourism, Gujarat, invited IATO members to the 36th IATO Convention at Gandhinagar Gujarat December 16 to 18, 2021.



❖ No Entry Fee to be charged at all ASI Monuments on Friday, the November 19, 2021. All Members were informed

❖ Webinar on Tamil Nadu - Land of Architectural Heritage – Part 1 was organised on November 20, 2021.

❖ All members were informed regarding participation in FITUR, 19-23 January, 2022.

❖ All members were informed about the invitation to The Himalayan Monal Indian AERO Fest 2021 at Khajjiar Chamba.

❖ SEPC webinar 'Export Promotion Schemes for Global Market Access: A detailed insight' was organised on November 25, 2021 on Zoom. All members were informed

❖ All members were informed of the Special Fare on IndiGo Airlines for the 36th IATO Annual Convention held on December 16 to 18, 2021, Gandhinagar, Gujarat.

❖ All members (recognized by the Ministry of Tourism, Government of India) were informed regarding the participation in ITB Berlin, which is going to be held from March 9 to 13, 2022 in Berlin.

DECEMBER

❖ All Members were informed of the Karaoke evening on December 17, 2021 during the convention at Gandhinagar, Gujarat

❖ All Members (Tour Operators, Travel Agents only) were informed of the Invitation from UP Tourism for Travel Writers and Tour Operators Conclave from December 26-28, 2021

❖ All Members were given the link to download PDF Copy of IATO Newsletter, December 2021 edition.



❖ All delegates of 36th IATO Annual Convention were informed about the important information – 36th IATO Annual Convention, December 16 to 18, 2021 in Gandhinagar.

❖ As per the office memorandum No. LAFEAS-TT16011/9/2021-Comm Sec (T&T)-RSS dated November 30, 2021 issued with the approval of the competent authority regarding department-related Parliamentary Standing Committee on Transport, Tourism and Culture, Rajiv Mehra president, The Indian Association of

Tour Operators (IATO) was selected as domain expert on the subject related to Promotion of Indian Tourism in Overseas Markets - Role of Overseas Tourist Offices and Indian Embassies for detailed examination.

❖ All SPEC members were informed of the email received from the Chairman SEPC regarding the filing of SEIS claim by the SEPC members and the difficulties being faced by them. Those members who were still facing problem in filing their SEIS claim were requested to contact their local DGFT office/concerned RA with a copy to SEPC or get in touch with Abhishek Sahdev (mobile - 9560264622);

DECEMBER 16 TO 18, 2021: 36TH IATO ANNUAL CONVENTION

❖ Hon'ble Chief Minister of Gujarat, **Bhupendra Patel** inaugurated the convention along with **G. Kamala Vardhana Rao**, Director General Tourism, Government of India and **Hareet Shukla**, Secretary Tourism, Government of Gujarat.

We had senior government officials from the Centre in the panel discussions and in the valedictory session which included, **Rakesh Kumar Verma**, Additional Secretary Tourism; **Rupinder Brar**, Additional Director General Tourism; **Rajiv Jalota**, Chairman Mumbai Port Trust; **Raj Muthuraj**, Additional DG, Directorate General of Foreign Trade, and from the state governments we had **S.K. Srivastava**, Dept. of Forests & Environment, Government of Gujarat; **Shilpa Gupta**, Additional Managing Director, Madhya Pradesh Tourism Board; **Manoj Kumar**, Managing Director, Jungle

Lodges & Resort, Govt. of Karnataka; **G.S. Itoo**, Director Tourism Kashmir; **Rajiv Jain**, Addl. GM, IRCTC; **Dr. Abhay Sinha**, Director General, Services Export Promotion Council (SEPC).

Other eminent personalities on the panels were **Sanjay Kumar**, Chief Strategy & Revenue Officer, IndiGo; **Nakul Anand**, Executive Director, ITC Hotels & Chairman FAITH; **Puneet Chhatwal**, MD & CEO, The Indian Hotels Company Limited; **Anuraag Bhatnagar**, C.O.O., The Leela Palaces, Hotels and Resorts; **Ajay Bakaya**, Managing Director, Sarovar Hotels & Resorts; **CA Talati**, Chairman SEPC; to name a few. Business sessions were very fruitful and well attended.

One of the achievements of the panel discussion in Business Session on "Hotels in the New Normal" was special rates for the IATO member tour operators and travel agents by the Taj Hotels with a Promo Code which was highlight of the session. This is being worked out and will be announced by first week of January 2022.

Ashish Vidyarthi, famous Bollywood actor and motivational speaker was the Speaker of the motivational session, who inspired the members that we need to stand strong during these crisis and look for the future opportunities.

On all the three days, we had good evening entertainment programmes with singers like Abhijeet Sawant, Jimmy Felix and Urvashi Arora and members truly enjoyed it with Karaoke singing competition.

The Leela Gandhinagar, venue of the convention, was as imposing as its quality of hospitality. All arrangements including transport were perfect to order.

This year's IATO Run was fun and all the participants enjoyed the morning cold breeze in almost zero pollution environment with AQI level much below 50. The run was flagged off by **Bhavina Hasmukhbhai Patel**, silver medallist in table tennis held in 2020 Tokyo Summer Paralympics. She was also felicitated by the Indian Association of Tour Operators during the inaugural function.

Following the convention, five post-convention tours were organised and more than 200 delegates explored the state of Gujarat by visiting various destinations of their interest like the Statue of Unity, the Somnath, Dwarka, Jamnagar, Porbandar, Modhera, Bhuj, Patan, Little Rann of Kutch.

❖ **Taj Hotels Promo Code on discounted rates.**

As announced during the 36th Indian Association of Tour Operators Annual Convention 2021 held at the Gandhinagar, Taj Hotels will be giving members Promo Code on special rates.

This offer will be given to all the members of IATO, the tour operators, the travel agents for which they need to provide GST numbers of all such members and the International Air Transport Association (IATA) number of those who are IATA approved agents to Taj Hotels for them to take further necessary action. In this regard a circular was sent to all the members to update IATO with their GST number and IATA number (those who are IATA agent) by December 30, 2021.

JANUARY

❖ All Members were informed of last date extension for filing applications for Scrip-based FTP Schemes.

❖ All the members (tour operators and travel agents) were informed regarding the Taj Hotels Promo Code for discounted rates for Indian Association of Tour Operators members individual accounts with the Promo Code, are being created by the Taj Hotels and members will hear on this from the IATO.

The offer is only for the IATO members, however, in case of the membership is cancelled or suspended due to any of the reasons including non-payment of the membership fee, the facility of Promo Code offered by Taj Hotels would also be withdrawn and will no longer be valid for those members.

This would also include those members who do not renew their membership pending for the financial years 2020-21 and 2021-22 (which would be automatically renewed once a member pays his/her annual subscription for the financial year of 2020-21).

❖ All members were informed on the World Expo Dubai – Live streaming of sessions on Tourism moderated and presented by IATO

❖ The session on Incredible India: Fascinating experiences of royal legacies, was moderated and presented by **Pronab Sarkar**, Immediate Past President IATO with a presentation on the subject.



❖ All members were given the link to download the PDF version of IATO Speaks - Special Edition of 36th IATO Annual Convention held in Gandhinagar, Gujarat.

❖ A Session on 'North East India as an ideal destination of Tourism, post COVID' was virtually held on January 8, 2022 by **Rajiv Mehra**, President, IATO.



❖ "Discover Incredible India - Connecting with Culture, Heritage and Spirituality. This session was moderated by **Ravi Gosain**, Vice President, IATO with a presentation on the subject on January 8, 2022.



❖ 36th IATO Annual Convention was a grand success



❖ All Members were apprised of the Responsible Tourism Recommendations at the 36th IATO Annual Convention made by RTSOI

❖ **Manmeet Singh** felicitated as a key speaker



❖ **Nirmalya Chaudhary** moderating at the Session on "North East India as an ideal destination of Tourism, post COVID" was held on Saturday, the January 8, 2022.





NOTHING IS IMPOSSIBLE, YOU ONLY NEED TO BELIEVE IN YOURSELF



IATO Bureau

No matter how much the world tries to hold you back, we must continue with the belief that what you want to achieve is possible. Believing you can become successful is the most important step in actually achieving it.

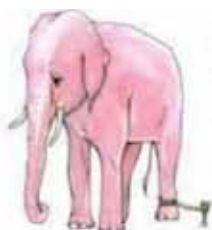
A gentleman was walking through an elephant camp. He noticed that the elephants were not being kept in any cages or held by chains. All that was holding them back from escaping the camp, was a small piece of

rope tied to one of their legs. As the gentleman gazed upon the elephants, he was completely confused as to why the elephants did not just use their strength to break the rope and escape the camp. They could easily have done so, but instead, they did not try.

The elephant keeper explained “when they are very young and much smaller we use the same size rope to tie them and, at that age, it is enough to hold them. As they grow up, they are conditioned to believe they cannot break away. They believe the rope can still hold them, so they never try to break free.”

The only reason that the elephants were not breaking free and escaping from the camp was that over time they adopted the belief that it just was not possible. ❖

”
No one will do it for you if you don't push yourself
”



The elephant is held back not by the puny rope but by its belief system. Are you too?



The Postcard



Ittar-e-Dilli



It is nearing sunset. The call of namaz pierces through the air; a flock of pigeons take off with a sudden flutter. An old man with a trimmed beard smiles at us, he is sitting on a small stool outside his shop, looking into a hand-mirror. Nearby, somebody is playing sufi music on a half-broken cassette player.

Shakeel, our middle-aged *rickshawallah*, dressed in *lungi* and check-shirt, begins to hum along with the music. A stray dog darts behind a cat; the cat leaps up a wall and vanishes. A monkey jumps across from somewhere and clings to a shop's sign board. The long alley we are riding through, seems alive with unhurried noises, colours, and activities.

”
The place has witnessed several centuries of cultural hustle and hue. It has seen Dilli's glorious past
”

We are in an ancient lane in Chandini Chowk. The place has witnessed several centuries of cultural hustle and hue. It has seen Dilli's glorious past, and counted the footfalls of invaders, courtesans, nautch girls, artisans, poets, and social elites from within the city, and from elsewhere in Hindustan.

Clanking his bell with a flourish, he zig-zags his way through people, and more people. A young child runs past us, dragging a dirty green kite behind him. The doorway of an old *haveli* flashes past on our right; its faded borders bear a pattern of painted flowers. Shakeel brings the rickshaw to a halt outside a

vintage-looking shop, it has an array of tiny glass bottles displayed on wooden shelves, they are all filled with liquids. The air outside the shop is charged with a fragrant energy. As soon as we hop off the rickshaw, our sense of smell drifts us away into the realm of some uplifting fantasy.

We are at a traditional Indian *ittar* (perfume) shop. A plump looking man with metal-rimmed glasses, in a spotless white *dhoti-kurta*, is sitting at a glass counter. Behind him, an old grandfather clock is ticking away the afternoon. Above it, a neatly framed photo of goddess Laxmi in a pink lotus hangs on the pale white wall. The gentleman greets us. Tucking a *paan* (beetle leaf) into his mouth, he begins to take us through the history of *ittar*.

It was the Persian polymath Abu Ali Sina who, during the Islamic Golden Age, initiated the original idea of deriving essential oils from nature's botanical sources. He was also a physician and experimented with the fundamental process of distillation. The earliest known records of the techniques used for extraction were those of Ibn al-Baitar, he was an accomplished pharmacist in Andalusia Spain during 1188-1248.

The man continues; “*Ittars are distillates of natural flowers, herbs, specific shrubs, and woods, their aging periods can easily be from one to ten years, depending upon which natural source has been used....*”. In the ancient city of Kannauj in UP, they still use traditional techniques to

produce Indian *ittar*. “.....perfumes from Kannauj are exported to several countries, their skill has been passed down the generations, the city was known as ‘the perfume capital of Hindustan’, and has been trading in perfumes for several thousand years”.

In those times, the Egyptians were also extracting the aromatic substances from flowers, and adding those concentrates to natural oils. In ancient societies, these fragrances were believed to ward off evil spirits and attract angels of joy and prosperity. Saints and philosophers used them to lose themselves in a scented world of their own. The scent acted as a catalyst of focus during their inner journey towards enlightenment.

In India, incense and *ittars* have always been an integral part of religious worship and rituals. No Indian household is ever complete without *agarbatti* and *dhoop*. He goes on to explain; “.....there is an *ittar* for every season; musk, saffron, camphor, sandalwood, jasmine, rose.....”, “traditional scents do not use any chemicals or alcohol...”. Opening a tiny bottle, he rubbed a fraction of a drop on our wrists; “smell it..... this will take you into the freshness of forests”. It did. The moment we closed our eyes, we were floating elsewhere in the hazy images of wild flowers, lush trees and water falls.

”
Kannauj, known
as ‘the perfume
capital of Hindustan’,
has been trading in
perfumes for more
than 1,000 years
”

“When did your family begin making *Ittars*...?”, we asked him. “We began almost two centuries ago, during the colonial era it was the time of the last Mughal emperor, Bahadur Shah Zafar”, he continued, and went on to tell us about how Chandni Chowk’s history was entwined in the legacy of scents, which they had been making in their perfumery ever since. “During those times, our patrons came from far and wide, they included the royalties, nawabs, nobilities, wealthy connoisseurs, sufi saints.....”. The man, tucked another Paan into his mouth; “this is our eighth generation in *ittar* business”.

The antique Belgian-cut perfume jars on ornate wooden shelves, gave the place an air of old-world-charm. It was difficult for us to take our eyes away from the displays of fancy bottles, each hiding some secret of scented eternity in it. We felt lost reading their labels; *jannat-e-gulab* (heaven of roses), *farishta-e-ishk* (angel of romance), *shaam-e-ghazal* (evening of song), *chaman-e-ahsas* (experience of flower garden), *hum aur tum* (me and you), *kudrat-e-jahan* (world of nature), *jalwa-e-firdaus* (pleasure of paradise), *mauj-e-mast* (joy of musk), and others...

Shakeel becomes impatient and begins to clank his bell repeatedly; “*Arrey sahib ab chalo, aap ko abhi yahan aur bhi kuch dekhana hai*” (Sir let us go now, I have yet to show you something more here). We say goodbye to the man, and move on. The ancient lane has more for us, still to discover.



The author, Neelam Thakur (Neel) has been a devoted Tourism and Travel professional for over 3½ decades.
thakurquest@gmail.com

IATO PRE-BUDGET PROPOSALS TO PROVIDE RELIEF TO INDUSTRY

IATO wrote to Anna Thomas, Department of Revenue, Union Ministry of Finance on the pre-budget proposals for 2022-23. Provisions of TCS should be made applicable for persons / companies resident in India and not to foreign citizens and foreign tour operators, association felt.



The following are the pre-budget proposals on which IATO wrote to the Department of Revenue, Union Ministry of Finance.

Tourism industry to be treated as deemed exporter at par with IT Industry under export of services

The parameters / definition of "export of services" in section 2(6) of IGST Act, 2017 may be relaxed in the case of tour operators and the services of tour operators earning foreign exchange for the country may be accorded with the status of "export of services". The criteria for determining the place of supply (POS) of services should be uniform between IT industry and tour operators' industry.

Removal of cascading effect of GST on Tourism industry

IATO suggested that either GST may be levied at 18 per cent on the 10 per cent mark-up (deemed value) so that effective rate of tax on package cost works out to 1.8 per cent of gross billing with no ITC. Alternatively, the gross value may be taxed at 18 per cent GST and input tax credit on all input services including hotels and restaurants may be allowed on actual basis.

Removal of GST on services provided outside India

to foreign tourists

It was recommended that GST/IGST may be fully exempted on the services provided outside India i.e. in neighbouring countries even if the package includes India tour. As a result of tax exemption, the bookings will come to Indian tour operators instead of such bookings going in favour of those tour operators based in neighbouring countries. This will bring considerable foreign exchange into the country.

Withdrawal of tax collection at source (TCS) for the foreign tourists

- a) The provisions of TCS should be made applicable for individuals and companies resident in India and not to foreign citizens and foreign tour operators located outside India.
- b) The provisions of TCS should not apply in case the foreign tourist visits India and thereafter proceed to foreign country including neighbouring country or vice versa. Such a composite package does not technically qualify as "overseas tour programme package" as defined in Section 206C (1G) of I-T Act, 1961.

Extension of Service Exports from India Scheme (SEIS) for the tourism in-

”
The GST/IGST may be fully exempted on the services provided outside India
”

Industry for the next five years in the upcoming Foreign Trade Policy, 2021-25

Since the current Foreign Trade Policy 2015-20 is likely to be replaced by new Foreign Trade Policy 2021-25, the association recommends:

- a) The benefit of SEIS scheme may be continued for the tour operators and travel agencies for the next five years under the new FTP.
- b) The admissible rate of SEIS may be hiked from seven per cent to 10 per cent of net foreign exchange earned by the tourism industry.
- c) SEIS should continue to be available to the first recipient of foreign exchange.

Small correction in the conditions prescribed against five per cent GST notified for tour operators services

- a) The word 'and' appearing between the words accommodation and transportation in condition No. 2 against serial No. 23 of CGST Notification No. 11/2017-CT(R) dated 28.6.2017 may be replaced by the word 'or'.
- b) The Government may also clarify by way of circular binding on the lower authorities that this was intent from the very beginning when the GST rolled out so that the GST authorities should not raise objections from July 1, 2017.

Refund of the IGST paid by the tourist leaving India on supply of goods taken out of India-Tax Refund for Tourists (TRT)

Scheme to be implemented.

It was recommended that the government should formulate the well-defined and simple procedure and user-friendly conditions for allowing cash refund to the foreign tourists leaving the country at the



departure airport in respect of integrated tax paid by him on purchase of goods within India and being taken out of India as part of his or her baggage or otherwise. The procedure may be notified in the public domain at the earliest. The IATO had already submitted an exhaustive recommendation letter dated December 18, 2019 to the Union Ministry of Finance, Government of India and letter dated February 24, 2020 to the Union Ministry of Commerce, Government of India, New Delhi.

Reduction of GST on private ferry tickets at Andaman

It was also recommended that in view of the essential use of transport ferries, the GST rate should be nil or maximum five per cent as in the case of ferry transport. ❖

”
The government should formulate the well defined and simple procedure and user-friendly conditions and safeguards for allowing cash refund to the foreign tourists leaving India at the departure airport
”

INPUTS TO ENHANCE AND REVIVE DELHI TOURISM: TOUR OPERATORS

In a missive to Vivek Pandey, IAS, Managing Director, IATO avers Delhi Industrial and Infrastructure Development Corporation could play an important role to streamline tourism by connecting with several other departments of Delhi Government for supporting tourism manpower.



Activities: DSIIDC could support IATO for organising Tourism events (seminars and exhibitions) in Delhi where all financial support would be from Delhi government and IATO would organise these shows. IATO would invite buyers from overseas and showcase tourism products of Delhi (hotels, monuments, Delhi Haat, restaurants, handicrafts and markets and the like). There could be financial assistance to IATO members who are based in Delhi to participate in International travel and tourism trade fairs where Delhi govt. could buy as space, standalone or Ministry of Tourism, Govt. of India and invite IATO Delhi based members to co-share Delhi Tourism stand.

Following are the points on which IATO wrote to Delhi State Industrial and Infrastructure Development Corporation Ltd (DSIIDC).

1. **Financial support:** Tour operators and travel agents are facing hardship to resume due to COVID-19 because all of them were out of business for more than 20 months. The possibility of providing some financial assistance to them by the Delhi government and organising meet with general managers of various banks to give funds without collateral was discussed. It was suggested by the MD of DSIIDC that ₹ 50 lakh to ₹ 1 crore for funding can be arranged under this agreement. An amount based on individual companies last three years balance sheet can be fixed.

2. **Promotional and Marketing Assistance/**

3. **Connecting with concerned Delhi Govt. Departments:** - DSIIDC could play an important role to streamline tourism though IATO by connecting with several other departments of Delhi Govt. for supporting tourism manpower.

a) **Delhi Tourism** -To make Delhi a tourist hub: - It could play an important role in showcasing Delhi as a tourism destination and creating tourist attractions. Regular meetings with IATO to develop various tourist spots and its surroundings, create some

”
Tourists would stay in Delhi for 2-3 nights if we had more activities to showcase and evening entertainment programs on regular basis
”



activities such as festivals, yearly or weekly markets, food bazaar, music festival at popular centrally located garden (for instance Nehru garden or Connaught Place). Delhi Tourism is to participate at International travel and tourism trade fair to showcase Delhi as a Tourism/MICE destination. At the moment, the tourists stay only one night in Delhi and leave for Agra after sightseeing, they would stay for two to three nights if we had more activities to showcase and evening entertainment programs on regular basis.

b) Delhi Government to support: Delhi Tourism is the nodal agency to issue licence to Travel Agents and Tour operators which was mandatory as per Rule 81 of Delhi motor vehicles Act 1993. This needed to be regularised so that genuine businesses were not harassed in issuing licences. However, there was no check on fly by night operators in Delhi who were operating from prominent places like Connaught place, Railway station, Paharganj and Nehru place etc., so proper check is required.

c) Delhi Transport Department – Allow eight years tourist permits. All IATO tourist vehicles were registered in Delhi with only five years permits, it was very difficult for IATO to cover their vehicle purchase cost in five years, considering imported foreign make vehicles having better running life without much trouble and higher cost which had increased the vehicle life viable. Travel agents / Tourist transporters were forced to open offices in UP and Haryana, so they can get eight years permit

and all these HR and UP number cars were plying in Delhi without any problem. Because of this Delhi government was losing revenue as well. Earlier, Delhi govt was giving eight years permit but it was stopped. If pollution control was a reason, then there should be proper check every year by the transport department rather than just banning it.

d) Delhi Skill development: Trained staff are required, tourist guides in English and other languages and trained drivers for tourist vehicles, for this Delhi govt to discuss the course with IATO and train people. This would not only generate employment to Delhi youth but also give IATO members skilled manpower.

e) Delhi Tourism to develop unlimited rides: Heritage walk, cycle tours, rickshaw ride tours and metro tourist monuments route map, discounted metro card for unlimited rides for tourists per day and weekly basis.

f) Delhi Govt. to organise annual seminar: Organise Tourism seminar along with IATO and invite various government departments linked with tourism and Industry stake holders to participate for discussion in-front of the invited tourism associations and persons connected with tourism, including tourism colleges and training centres. This would help disseminate knowledge and promotion of tourism in Delhi. This would also help it to make tourism policies and support documents for the growth of tourism in the state. ❖

”
Trained staff are required, tourist guides in English and other languages and trained drivers for tourist vehicles
”

NEED FOR UNIFORMITY IN TRAVEL ADVISORIES OF VARIOUS STATES

Requesting Arvind Singh, Secretary, Union Ministry Tourism regarding confusion created by travel advisories and guidelines issued by state governments for foreign travellers, IATO urged it is essential foreign tourists travel to India without an iota of doubt in their minds.



Arvind Singh
Secretary, Ministry of Tourism

Every state has a different policy that creates confusion amongst the foreign tourists and discourages them from travelling to India. While travelling to India,

”
Due to the confusion created with different state policies, it is discouraging foreign tourists from travelling to India
”

foreign tourists think of India as one destination and they plan their travel as per guidelines of Union Ministry of Health & Family Welfare and as per advice by the Indian tour operators. Union Ministry of Tourism was requested to take up with the Union Ministry of Health & Family Welfare and issue guidelines to all the state governments/UTs to follow the guidelines issued by the MOHFW so that once international flights resume, the foreign tourists could travel to India without any hesitation.

CONCERNS PERTAINING TO RAP SYSTEM

IATO wrote to Niraj Sharan, Assistant Director General, Ministry of Tourism and offered its inputs related to relaxation in restricted area permit regime in Andaman & Nicobar islands.

Following are some of the issues related to relaxation in restricted area permit regime of Andaman and Nicobar islands:

- i. The notification should be extended for 10 more years.
- ii. The list of islands in notification have to be revised as there are many islands which is a tribal reserve area and had been opened for tourism

purposes as per the notification. The list of such islands need to be finalised and required to be revised in consultation with the stakeholders.

- iii. MHA had given power to the UT administration to open up 11 uninhabited islands in the same notification. But the administration had not yet released the list of islands which need to be done urgently.



EXTEND DEADLINE FOR SUBMISSION OF FISCAL DOCUMENTS FOR 2019-20

IATO requested Rupinder Brar, ADG Tourism, for Extension of the validity of Ministry of Tourism recognition for the tour operators till June 30, 2022 in the wake of COVID-19 pandemic.



Rupinder Brar
ADG Tourism, for Extension of the validity of
Ministry of Tourism

Since international flight operations have not resumed and there was no business – balance sheet, foreign exchange requirement and other documents of financial year 2019-20 may kindly be considered for granting extension till June 30, 2022 under the present scenario.

”
Financial year 2019-20 may kindly be considered for granting extension till June 30, 2022
”

TOUR OPERATORS REQUEST DGFT FOR SALE OF DUTY SCRIPS

IATO wrote to Amit Yadav, Directorate General of Foreign Trade with a request to open window for selling of duty scrips so that tour operators can sell scrips on available genuine market rates as in 2015-2018 period.

IATO, thanked the authorities in releasing SEIS Scrips for the financial year 2019-20 which was pending for more than 18 months.

the brokers were taking undue advantage of this situation and playing into the nerves of members and guiding towards hoarding of scrips for profits.

IATO requested the DGFT to give necessary directives to the concerned authorities to open the window for sale of duty scrips so that the tour operators can sell the scrips on available genuine market rates as in 2015-18 period. This was important as IATO members were facing liquidity crunch and

”
IATO members were facing liquidity crunch and the brokers were taking undue advantage of this situation
”

AIR INDIA REQUESTED TO REFUND CANCELLATIONS FORTHWITH

IATO requested Rajinder Nath, General Manager, Sales & Marketing, Air India Ltd for full refund of airfare for the bookings being cancelled by the tour operators for travel to Leh and Ladakh owing to suspension of tourism activities there.



suitable measures and stringent action to curb the spread of the COVID-19. In this regard, the DDMA, Leh, issued orders suspending all tourism and other winter events in Ladakh.

Indian Association of Tour Operators (IATO) requested Air India that, in view of the above, some of our members who have booked flights for their clients for travel to Leh but owing to the suspension of tourism activities, Air India should make a full refund of cancellations made by the tour operators without any cancellation charges.

Due to the upsurge in COVID-19 cases and the detection of the Omicron variant, the state government was taking

REQUEST TO OPEN WINDOW FOR SELLING OF DUTY SCRIPS

”
IATO reiterated its request to open window for the sale of duty scrips at market rates of 2015-18
”

IATO resent a copy of the letter dated December 27, 2021 to Amit Yadav, Director General, Directorate General of Foreign Trade and reiterated its request to give necessary directives to the concerned authorities to open the window for the sale of duty scrips so that tour operators can sell

the scrips at available genuine market rates as in the 2015-18 period. This is important as IATO members were facing a liquidity crunch and the brokers were taking undue advantage of this situation by playing into the nerves of IATO members and guiding them towards hoarding of scrips for profits.

WAIVE OFF QUARANTINE TO HELP INBOUND TOURISM: IATO

IATO requested central government to seriously consider helping small and medium-sized tour operators with financial support so that they could survive till inbound tourism business was revived. This calculation, it says, should be based on last turnover of company in 2019-20.

IATO made an appeal to Hon'ble Prime Minister **Narendra Modi** that international travellers coming from non-high-risk countries who have taken both doses of and have uploaded a negative COVID-19 RT-PCR report done 72 hours before undertaking the journey, should not be quarantined for seven days.

business for the survival of the industry.

Furthermore, IATO requested the government to consider helping the small and medium-sized tour operators with financial support so that they could survive till the inbound tourism business was revived. This could be done based on the



Hon'ble Narendra Modi
Prime Minister of India



After thermal screening is done upon arrival at the airports and if no symptoms are found, the international travellers should be allowed to leave the airport.

The IATO appealed that the foreign travellers who are coming from high-risk countries may not be quarantined for seven days. This will encourage foreign travellers coming to India, and there might be some


last turnover of the company in 2019-20 and that at least 75 per cent of the wages paid in the financial year 2019-20 could be given as a one-time grant. Fiscal support to tour operators was required so that the tour operators do not close their offices and continue their business with their experienced staff after the COVID-19 is controlled and tourism is back to business. ❖

”
Financial support to tour operators is required so that the tour operators do not close their offices and continue their business once the COVID-19 is controlled and tourism is back to business
”

11/16/21, 7:01 AM India reopens to vaccinated travelers as more Asian countries loosen travel rules. - The New York Times

The New York Times <https://www.nytimes.com/2021/11/15/world/india-reopens-to-vaccinated-travelers-as-more-asian-countries-loosen-travel-rules.html>

India reopens to vaccinated travelers as more Asian countries loosen travel rules.



By Sameer Yasir and Jin Yu Young
Nov. 15, 2021 Updated 11:23 a.m. ET

The Indian government announced on Monday that it would allow vaccinated foreign visitors into the country for the first time in more than 20 months, delivering a boost to a battered tourism industry as coronavirus cases ease and vaccinations pick up across Asia.

As India emerges from a devastating second wave of the virus last spring — with new cases averaging about 20,000 daily, down from a peak of more than 400,000 — it has begun to allow quarantine-free entry to fully inoculated tourists from 99 reciprocating countries.

In 2020, the country drew just 2.74 million foreign tourists, down from 10.93 million the previous year, according to government data. Before the pandemic, tourism constituted about 7 percent of the country's economic output and brought in \$30 billion in foreign exchange in 2019.

Last month, India said it would resume allowing chartered flights, although few have arrived because those flights tend to be booked far in advance. Monday's announcement expands the rule to all flights from 99 countries that allow vaccinated Indian travelers. But travelers from several major countries — including China, Britain and Canada — are not included because their countries have not reopened to visitors from India.

Rajiv Mehra, a top official at the Indian Association of Tour Operators, said that it would take months before the new arrivals would start making an impact on local economies. But he said that it was a sign of confidence in the country's vaccination rollout that visitors from so many countries will be allowed to come in without going into quarantine.

India Starts Issuing Tourist Visas to Foreigners

But travel service providers say response has been lukewarm so far

Anumeha Chaturvedi
@timesgroup.com

New Delhi: India has begun issuing tourist visas to overseas travellers after suspending them in the wake of the Covid-19 pandemic in March 2020, but travel service providers said the response has been lukewarm so far.

Last month, the Union home ministry had said it would begin granting fresh tourist visas to foreigners coming to India through chartered flight with effect from October 15. It had also said that foreign tourists coming to India from flights other than chartered aircraft would be able to do so with effect from November 15.

"The rules have been inconsistent and the air bubble arrangement flights are full. The fares are also very steep. Why would tourists come at these rates?" said Rajeev Kohli, joint managing director, CreativeTravel. "None of our overseas partners have expressed any interest. Customers have choices and the other countries have been easing restrictions. They also want to rebuild their share of the travel pie."

Jyoti Mayal, president of the Travel Agents Association of India, said she will write a letter to the ministries of civil aviation, tourism, external affairs and three other ministries on Tuesday, urging them to resume scheduled commercial international flights. "Air bubble flights won't be sufficient and competitive enough. Essential travel will happen but tourism won't happen unless reasonable. Leisure otherwise," she said.

Rajiv Mehra, president of the Indian Association of Tour Operators, said that it would take months before the new arrivals would start making an impact on local economies. But he said that it was a sign of confidence in the country's vaccination rollout that visitors from so many countries will be allowed to come in without going into quarantine.



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PUBLIC EYE

What to expect at 36th IATO Annual Convention?

36th IATO Annual Convention will be a significant event for the industry, focusing on the latest trends and challenges in the market. The convention will be held in a premier location, offering attendees a unique experience. Key topics to watch for include digital marketing, customer experience, and sustainable business practices. The event will feature a mix of keynote speeches, panel discussions, and networking opportunities. Don't miss the chance to connect with industry leaders and gain valuable insights into the future of the industry.

Keynote Speakers:

- Dr. Rajesh Kumar** - Chairman, IATO
- Mr. Anil Sharma** - CEO, ABC Company
- Ms. Priya Singh** - Director, XYZ Organization

Workshops and Seminars:

- Digital Marketing Strategies for Growth**
- Customer Experience: From Theory to Practice**
- Sustainable Business: Opportunities and Challenges**

Networking and Exhibitions:

- Meet industry leaders and peers.
- Explore the latest products and services.
- Participate in roundtable discussions.

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Dr. Rajesh Kumar - Chairman, IATO

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Workshops and Seminars

Digital Marketing Strategies for Growth

Customer Experience: From Theory to Practice

Sustainable Business: Opportunities and Challenges

Networking and Exhibitions

Meet industry leaders and peers. Explore the latest products and services. Participate in roundtable discussions.

PUBLIC EYE

India: A Land of Diversity and Innovation

NEW DELHI

MUMBAI

HYDRABAD

CHENNAI

INDIA

India is a land of diverse cultures, traditions, and innovations. From the ancient ruins of Mohenjo-daro to the modern skyline of Mumbai, India has a rich and varied heritage. The country is home to a wide range of languages, religions, and customs, making it a truly multicultural nation. India's diverse landscape and climate offer a unique experience for visitors. The country's vibrant culture and rich history are reflected in its art, music, and cuisine. India is a land of endless possibilities and opportunities.

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IATO paves the way for 'Brand India- The Road to recovery'

Admin November 15, 2021 1.1K Views

At the interactive luncheon Meeting hosted on 18 November, IATO again saw a boost in the 10th IATO Annual Convention, being held in Gandhinagar, Jaipur from 15 to 19, December 2021 at The Leela Gandhinagar

Indian Association of Tour Operators

Shri Hardev Shukla, Secretary Tourism, Govt. of Gujarat was present at the event and invited the members to the state of Gujarat. He says, "Gujarat has developed an array of tourism products in the last few years and were very excited to showcase them to the members. Gandhinagar and Ahmedabad are the major tourist destinations but along with that there are going to be 4 pop-up convention centers, which will give members an opportunity to explore Gujarat in real."

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Voice of Media



IATO Maharashtra organised a networking dinner meet on 19th November at Sun-n-Sand Hotel in Mumbai for their members. The physical event was well attended by many members from the Mumbai region.

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Monday November 22, 2021

Tourism Breaking news

Philippines to welcome fully vaccinated tourists from India

Upon the DOT's request, the IATF-EIC of Philippines has approved the entry of fully vaccinated tourists from Green List countries. Only fully vaccinated individuals with vaccines recognized by the country's Food and Drug Administration under an Emergency Use Authorization (EUA) or those authorized by the WHO will be allowed entry to the country.

Austria Visit the capital

Kunsthistorisches Museum Vienna

22 Nov 8:30 PM to 8:30 PM IST

[Register Now](#)

India Tourism and IATO conduct roadshow in Pune

IATO Maharashtra holds first event in 2 years in Mumbai

Wednesday November 24, 2021

Tourism Breaking news

Reunite #INABUDHABI- Luxury webinar on 26th Nov at 11:30am IST

Department of Culture & Tourism (DCT) Abu Dhabi is organising Reunite #INABUDHABI- Luxury webinar on 26th November at 11:30am IST. Get a chance to learn more about upscale experiences, historical site options, world-class dining and entertainment options. To join the webinar, write to jojo@net.audible.com or call +91 9650196532.

'Wedding clients will spend more on entertainment as new concepts arise'

One of the eldest associates of non-veg dates for weddings, Agave Jain, MD, Esch Entertainment, believes that the Indian wedding industry will witness a significant rise as the pandemic eases. "I believe that by 2022 we will witness many international weddings. The client will spend more on entertainment as new concepts arise," he says.

Abu Dhabi E-Learning

IATO Maharashtra holds first event in 2 years in Mumbai

Indore tops list of Cleanest Cities in India for 5th year

जिससे सदा बढ़ेगा।

परेशानी ओमिक्रोन ने बढ़ा दी है पर्यटन कारोबारियों की घड़कने, विदेशी पर्यटक कर रहे थे दूर आपरेटर्स से जानकारी

भारतीय पर्यटकों के भरोसे आगरा का पर्यटन

जागरण संवाददाता, आगरा: केंद्र सरकार द्वारा 15 दिसंबर से इंटरनेशनल फ्लाइट शुरू करने की घोषणा के बाद ताजमहल के पर्यटन कारोबारियों को राहत मिलने की उम्मीद जगी थी। पर्यटन कारोबारी फ्लाइट शुरू होने का इंतजार कर रहे थे। विदेशी पर्यटकों ने जनवरी में आगरा यात्रा को जानकारी जुटाना शुरू कर दिया था। इस बीच ओमिक्रोन ने पर्यटन कारोबारियों की घड़कने बढ़ा दी है। उन्हें विदेशी पर्यटकों के आगरा नहीं आने की चिंता सताने लगी है। ऐसे में शहर का पर्यटन कारोबार, भारतीय पर्यटकों के भरोसे नजर आ रहा है।

कोरोना वायरस के संक्रमण काल में केंद्र सरकार ने पिछले वर्ष 23 मार्च से इंटरनेशनल फ्लाइट को स्थगित कर दिया था।

दो वर्ष से अधिक समय से विदेशी पर्यटकों के नहीं आने की वजह से आगरा का पर्यटन उद्योग बुरी तरह प्रभावित है। केंद्र सरकार ने 26 नवंबर को 15 दिसंबर से इंटरनेशनल फ्लाइट शुरू करने की



ताजमहल • जागरण

घोषणा करते हुए 14 देशों को एयर बबल में रखा था। इन्हीं देशों के पर्यटक ताजमहल देखने अधिक आते हैं। कारोबारियों को अमेरिका समेत अन्य देशों के पर्यटकों के आने की उम्मीद थी।

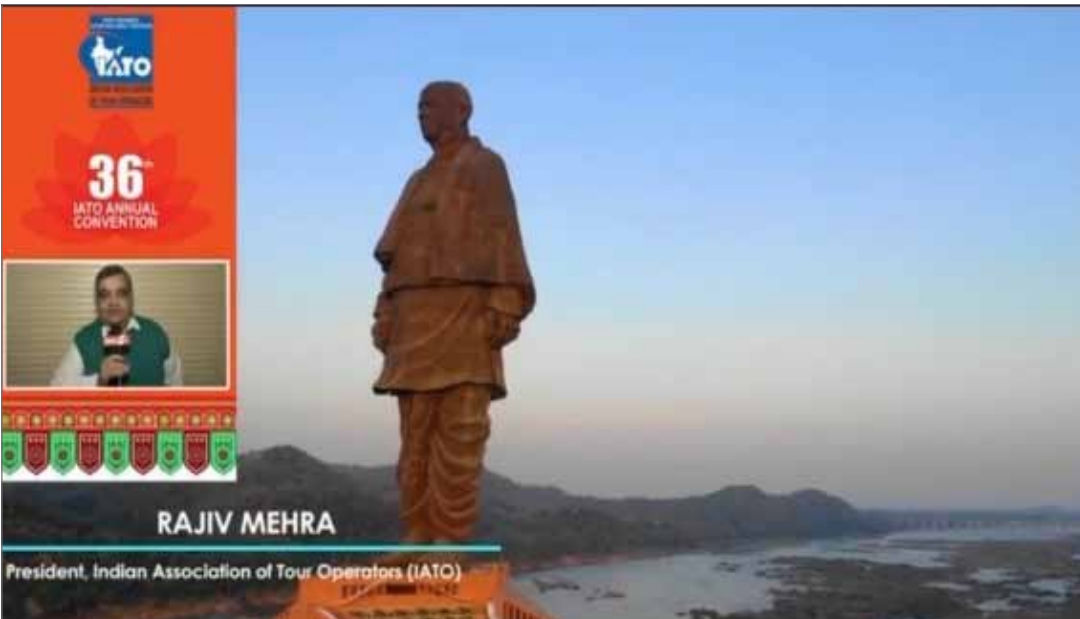
पर्यटकों ने जनवरी में आगरा की यात्रा के लिए दूर पैकेज आदि की जानकारी करना शुरू कर दी थी। इससे पर्यटन कारोबारियों को उम्मीद बंधने लगी थी, लेकिन ओमिक्रोन ने उनकी चिंता बढ़ाने का काम किया है। इस स्थिति में पर्यटक यहां आने से बचेंगे।

विदेशी पर्यटकों ने जनवरी में आगरा यात्रा के लिए जानकारी करना शुरू कर दिया था। ओमिक्रोन ने चिंता बढ़ा दी है। विदेशी पर्यटन से जुड़े लोग डेढ़ वर्ष से अधिक समय से खाली बैठे हैं। हालांकि, भारतीय पर्यटक इन दिनों अच्छी संख्या में ताजमहल देखने आ रहे हैं।

राजेश शर्मा, सचिव टूरिज्म गिल्ड अफ आगरा

पर्यटन कारोबार की स्थिति अभी डांवाडोल ही है। पर्यटन कारोबार हाल-फिलहाल उभरता हुआ नजर नहीं आ रहा है। पर्यटक सुरक्षित माहौल में घूमना पसंद करते हैं। ओमिक्रोन से विदेशी पर्यटन के साथ ही घरेलू पर्यटन भी प्रभावित हो रहा है।

सुनील गुप्ता, वेयरहेम नॉटर्स रीजन, इंडियन एसोसिएशन ऑफ टूर ऑपरेटर्स



IATO

36th
IATO ANNUAL CONVENTION

RAJIV MEHRA
President, Indian Association of Tour Operators (IATO)

... still to ... like the first and se ... old ... mal ... ging ... most ...

PRONAB SARKAR, Central Governing Council Member
Services Export Promollon Council (SEPC)

INDIA DEVELOPMENT DEBATE | **OMICRON SCARE FOR TRAVEL**
RESUMPTION OF INT'L FLIGHTS POSTPONED

NEWS NOW
Rural Development Ministry Entered Into Pact With Flipkart: Agencies

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COVID-19 UPDATE
UK Health Secy: 22 confirmed cases of Omicron & that will up

ET NOW 9:08 PM

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INDIA DEVELOPMENT DEBATE

OMICRON SCARE FOR TRAVEL
RESUMPTION OF INT'L FLIGHTS POSTPONED

UNCERTAIN TIMES FOR TRAVEL
Rajiv Mehra, President, Indian Association Of Tour Operators

People are worried about getting quarantined. They are asking if they are in transit, will they get quarantined or not.

Rajiv Mehra
President, IATO

FED CHAIRMAN
Policy has adapted to inflation, will continue to adapt

SCI 2.9m 150.60 ▲ 2.00 Sharda Cropchem 37

BUSINESS
Mahindra Logistics, Logos in pact to develop warehouses in NCR: Agencies

ET LIVE NOW 9:25 PM

Thursday December 2, 2021

Tourism Breaking news

Gujarat CM to attend IATO Convention; Reddy & Naik to be present for the valedictory session

EW Plus Resorts opens in McLeodganj, Charamula

No-need of being puzzled on your travel bookings, when you have India's Leading B2B platform with you.

Sambit Patra is the new ITDC Chairman, G Kamala Vardhan Rao continues as MD

AAI to invest ₹ 25,500 cr in 5 years development projects

Quarantine and travel bans aren't a long-term solution for COVID variant control: IATA

UNWTO launches Code for the full tourist protection

NON-STOP DELHI - MAALE FLIGHTS INR 73,338/-

Kochi to host 11th edition of Kerala Tourism Mart in March 2022



President meeting Shri G Kishan Reddy, Hon'ble Union Minister for Tourism, Culture and Development of North Eastern Region. at the distribution of loans cheques/sanction letters to Registered Tour Guides and Operators



President at the DD News

Tourism ministry extend relief & support to tour guides & operators

A. Murugeshan
New Delhi:

Minister G. Kishan Reddy, Union Minister For Culture, Tourism And Development Of North Eastern Region (DoNER), Government of India had distributed Loan Cheques/ Sanction Letters to Registered Tour Guides and Operators, at New Delhi, on Thursday.

Indian Association of Tour Operators President Rajiv Mehra expressed his concerns to save Tourism industry and the people associated with it. Since last two years the Tourism sector has been affected very badly due to the covid 19 Pandemic. The Livelihood of all the stake holders in this sector including the Government approved Tour guides and Tour Operators have been very badly hit. G. Kamala Varadhana Rao Director General M. O. T was also presided



tors. The Tourism Ministry Since 2014, approximately Rs. 5,500 crores has been sanctioned towards development of infrastructure in tourism destinations chosen by states through SWADESH darshan scheme with the aim of developing these destinations to international standards. More than Rs. 1,200 crores has also been sanctioned towards pilgrimage rejuvenation and spiritual heritage augmentation through PRASHAD scheme.

As part of Azadi ka

developed in coordination with the other ministries for facilitating the tourists. The destinations will be made accessible to the International tourists with infrastructure which includes International airports.

The Minister in his speech Highlighted about various initiatives and interventions made during COVID-19 to develop tourism. Around 5 lakh visas will be issued to the foreign tourists without any charges and 170 countries are now a part of the e-visa approval facility. The

20 missions abroad in countries such as Canada, United States, United Kingdom, France, Germany, Singapore, Korea, Japan.

The Minister also stated that the Ministry is working with other Ministries to collaborate on various tourist themes such as Wildlife Tourism, cruise and aqua tourism, eco and rural tourism projects. "In a short span with the coordination of various departments and ministries we are working towards the development of the sector", the Minister added. The Minister also stated that the Northeast region is unexplored and has a great potential for tourism, tourists from the various parts of the country and world should explore the beautiful destinations. The operators in the tourism sector and also

OMICRON का बड़ा खतरा द. अफ्रीका में एक हफ्ते में 403% तेजी

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11:47 82%

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04 Dec 2021

TWO APPS TRAVEL WORLD ONLINE
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IATO draws roadmap to revive travel biz, travellers confidence: Rajiv Mehra

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Thailand lauds its role in efforts to revive hospitality industry

Monday December 6, 2021

Tourism Breaking news

Switzerland Tourism to conduct webinar on Swiss Travel System updates for 2022 today at 3pm

Eros hotel, New Delhi celebrates 25 years of hospitality

India's Fastest Growing B2B Online Reservation System
tripmax

MOT plans to participate in Fitur and ITB, IATO members have shown interest: Rajiv Mehra

Rajiv Mehra, President, IATO, has said that the MOT has spoken about taking stalls at Fitur and ITB. "We have asked our members about the same and around 20 IATO members have expressed willingness to participate in these travel shows. Fitur is scheduled in January while ITB is scheduled in early March, 2022."

Rajiv Kumar (ex SBI) joins OYO's board ahead of IPO

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President and Vice President IATO talking about the upcoming IATO Convention for the Travel World Online Media

BOTT
Business of Travel Trade

HOME BOTT MAGAZINE HOSPITALITY HOTELS PEOPLE

'IATO Convention is offering the greatest opportunity to reunite together': Najeeb

The past one year has been emotionally tough for the tourism industry as many of its stakeholders lost their means of livelihood. Tourism was one of the first sectors to be hit and with many new variants, the situation worsened. In such a scenario, the upcoming IATO Convention, with the promise of finding a way forward for the tourism sector, has given a glimmer of hope to all. Mr. S.M. Najeeb, Senior Vice President, IATO shares his thoughts on IATO offering a wonderful opportunity to reunite together.

Source: BOTT

Sajjad Ahmad Najeeb

BOTT
Business of Travel Trade

HOME BOTT MAGAZINE HOSPITALITY HOTELS PEOPLE

'Less number of Business Sessions will ensure more interaction': Gosain

IATO conventions for over three decades now, have been the high point for the travel trade. It is a much looked forward to event for its content and presentation both. The association too, has seldom disappointed its persons and always left a glowing impression on most of them. Taking place after a hiatus of 18 months, the convention this year too, promises to be enlightening and insightful for its members. Mr. Ravindra Gosain, Vice President, IATO shares more in a chat with BOTT.

Source: BOTT

Ravindra Gosain

While celebrating the 20th Annual Convention, the IATO is immensely excited in the planning as well as execution of the event. Every IATO Convention is special but what we have done this time is...



Hony. Secretary talking about the 36th IATO Convention

17th December 2021

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36th IATO Convention inaugurated by Bhupendra Patel, CM - Gujarat

36th IATO convention kicked off at Look, Gandhinagar, Gujarat. Bhupendra Patel inaugurated the convention, G. Kishanrao Reddy, DG Tourism, Govt. of India, Haseet Shahji, Secretary, Gujarat Tourism, also graced the event.

All dignitaries received the IATO manual. CM also presented the Hall of Fame Award to Mr. Subhash Goyal and Mr. Maheshkr Singh Vaghela, former Chairman, IATO Gujarat Chapter.

The evening culminated with music and dance on the songs by Abhishek Sawant and group, the first inclusion winner.

Full Story: www.iato.in

Messe Berlin adjusts its concept for ITB Berlin 2022 due to pandemic

Developments surrounding the coronavirus pandemic prevent massive trade fairs for a long in person event - ITB Berlin is focusing on a hybrid format combining in-person and digital elements. In 2022 it will also incorporate ITB Berlin's virtual events during 2022 - live events, digital events and sustainability are key themes.

Single website iatob.com will be the entry point for exploring the whole range of ITB brands.

Full Story: www.iato.in

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Kulwant S Thilara
Global Head, Global e-Visa Service

Caesars Palace Dubai appoints One Rep Global as India representative

One Rep Global has collaborated with the iconic Caesars Palace Dubai as their India representative partner. The UAE has become and continues to grow as a key destination for Indian tourists. Caesars Palace Dubai recognises the importance of the Indian market to attract and welcome travellers, business professionals, family and friends for the ultimate luxury experience.

Positioned at the western edge of Burj Khalifa Island, the resort has the ambience of a relaxed, five-star gateway. Set on a pristine 500-meter private, white sandy beach with spectacular sunset views, Caesars Palace Dubai is surrounded by lush palm tree-lined grounds and temperature-controlled pools with views overlooking the Gulf Harbour.

Full Story: www.iato.in

Mahendra Singh Vaghela, aka M Vaghela, also received the Hall of Fame award.

For media coverage, mail to: info@travelworldonline.in
Anil Sharma - 9818079063

18th December 2021

TWO APPS TRAVEL WORLD ONLINE
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36th IATO Annual Convention
Opens Today at the Look Gandhinagar

BRAND INDIA - The Road to Recover

Kolkata's Durga puja secured its place in UNWTO's intangible heritage list

UNWTO has announced the heritage status of West Bengal's Durga Puja festival. The UN agency ranked it as the eighth intangible heritage for the world.

Full Story: www.iato.in

Amadus to update TAAI Members on Business potential through NDC

The Travel Agents Association of India has teamed up with Amadus to update its members on NDC, a new way for online bookings and to sell online content. The association will be providing its members for the latest technological changes in online booking and the business potential through the new Distribution Capability (DCO) along with Amadus 18 platform.

Full Story: www.iato.in

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Suman Billa
Chairman at IATA/ITC

Radisson Hotel Group launches its first bold and stylish Radisson RED hotel in Chandigarh Mohali

Radisson Hotel Group announced the new Radisson RED in Mohali with the opening of Radisson RED Chandigarh Mohali. The hotel is one of the most modern in the market and offers the best of both worlds - the best of both worlds - the best of both worlds - the best of both worlds.

Full Story: www.iato.in

Kerala Tourism Awarded 'The Leading Tourism Brand'

Full Story: www.iato.in

For media coverage, mail to: info@travelworldonline.in
Anil Sharma - 9818079063





Thursday December 16, 2021

Tourism Breaking news

Sixth edition of Travel MICE Show, commences today in New Delhi

The Travel MICE Show 2021 will host the perfect platform where leading suppliers will convene to Connect, Converse & Collaborate with regional buyers through pre-arranged business appointments. Attendees will walk away with critical insights on the latest industry trends, business deals, tactics, and strategies.

First charter from Kazakhstan by Capor Travels lands in Goa

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The 36th IATO Annual Convention opens today at The Leela Gandhinagar in Gujarat

The convention will be held from December 16 to 19, 2021, with theme "STRAND INCOM - The Road to Recovery". The delegates will deliberate on strategic issues that have impacted tourism in the past 18 months and have discussion with eminent experts on tourism and the nascent elements of the marketing mix.

Mumbai to now charge ₹ 1,875 for Rapid RT-PCR test



Srilankan Airlines

Want to indulge in culture?
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Dec 17, 2021

36th IATO Convention inaugurated by CM of Gujarat, Subhash Goyal receives IATO's Hall of Fame Award

Subhash Goyal, Chairman, Stic Travel Group and Mahendra Singh Vaghela, Managing Director, Vaghela Hospitalities, received the Hall of Fame award from Bhupendrabhai Patel, the CM of Gujarat. The convention inaugurated yesterday is underway at the Leela Gandhinagar till 19th Dec.



17th December 2021

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36th IATO Convention inaugurated by Bhupendra Patel, CM - Gujarat

36th IATO convention kicked off at Leela, Gandhinagar, Gujarat. Bhupendra Patel inaugurated the convention. G. Kamalavardhan Rao, DG Tourism, Govt. of India, Hareet Shukla, Secretary, Gujarat Tourism, also graced the event.

All dignitaries released the IATO manual. CM also presented the Hall of Fame Award to Mr Subhash Goyal and Mr Mahender Singh Vaghela, former Chairman, IATO Gujarat Chapter.

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Full Story : www.twotv.in

Messe Berlin adjusts its concept for ITB Berlin 2022 due to pandemic



Developments surrounding the coronavirus pandemic prevent making reliable plans for a large in-person event – ITB Berlin is focusing on a livestreamed convention and Digital Business Day in March 2022 as well as in-person ITB Berlin satellite events during 2022 – Resilience, digitisation and sustainability are key themes.

Single website itb.com will be the entry point for exploring the whole range of ITB brands.

For full Story : www.twotv.in



IATO conferred the "Hall of Fame Award" to Subhash Goyal

Indian Association of Tour operators honoured Mr Subhash Goyal with the 'Hall of Fame' award for his untiring efforts to boost tourism. Mr Goyal was the longest-serving president of IATO for 14 years. He was also the founding member and also the Hony. Gen. Secretary of FAITH. Mr Goyal played a pivotal role in setting up the India Tourism Mart, a B2B platform for promoting Indian Tourism to the World.



<p>Puneet Chhatwal MD & CEO The Indian Hotels Company</p>	<p>Anurag Bhatnagar Chief Operating Officer Leela Palaces, Hotels & Resorts</p>	<p>Nakul Anand Executive Director ITC Limited</p>	<p>Ajay Bakaya, MD Sarovar Hotels & Resorts</p>
--	--	--	--

Another crucial issue discussed at 36th IATO Convention
The relationship between hotels and agents
Hotels in the New Normal
 a subject which led to heated conversations and light-filled information.
Moderator : Homa Mistry

- Watch on Travel World online 23rd December at 3.00PM

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#18 December 2021

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Deal activity in global Travel & Tourism sector surges 9.7% in November

Deal activity in the Travel & Tourism sector continued to see an upward trend as further improvement in the global travel and tourism sector during November 2021, an increase of 9.7 per cent over the 12-month period in October.

Bengaluru to host next IATO convention in 2022

Overwhelmed with the grand success of the 36th IATO convention at the Sheraton Grand Bengaluru, IATO President Raju Mistry has announced the next two consecutive IATO events will be held in Bengaluru in 2022 and the 38th in Aurangabad in 2023. He has become optimistic as the effect from the global economic recession has been contained in Bengaluru. He also mentioned Bengaluru is the best place to host the convention and become more successful in the future years.

Riyaz Mumshi and team's term is extended by a year

The current term of Ombudsman, Raju Mistry, has got an extension of a year starting the December 30 meeting of IATO's India Executive Council. Commenting on the extension, Mumshi said, "Our aim is to contribute as it gets back to the normal way and did not get the opportunity because of the pandemic. I think it's the right time for decision. This is the time to work together."

Monday December 20, 2021

Tourism Breaking news

Travel MICE Show 2021 successfully concludes its 6th edition

The 6th edition of Travel MICE Show 2021 was held on 15th & 17th December 2021 at Surya Hotel, New Delhi. The 2-day event addressed a strong attendance from 25 agencies and 43 corporates, who forged long-term business associations through pre-arranged appointments.

IATO convention 2022 to be held in Bengaluru and 2023 in Aurangabad

Raju Mistry, President, IATO, during the 36th convention in Gandhinagar announced that their next convention will be held in September 2022 at Bengaluru. They have even finalized the 2023 convention in Aurangabad, Maharashtra. He also revealed that they have got offers from many other states.

ATOA elects Srikaran Balan as Chairman Tamil Nadu

Sapphire Ventures merged with Orulo DMC

DOP PUBLICATIONS

Monday December 27, 2021

Tourism Breaking news

MICETalk
Jan-Feb 2022
Convention Special

TAFI to take up the issue of non-refundable fares charged by some airlines with DGCA

At TAFI Western India's year end Chapter meet, members expressed their concern with airlines that have made fares, including Business Class, totally non-refundable-even disregarding the claims of people affected by COVID. President, Ajay Prakash said, "TAFI would take this up with the airlines and DGCA."



One in five testing COVID positive at Delhi airport



Indian airports are estimated to require \$77bn of capex over the next 20 years: CAPA India

There is a growing pool of #ESG financing available-estimated at \$3 billion-though Indian airports need to improve ESG risk rating to get such capital. They are estimated to require \$77bn of capex over 20yrs consisting of \$54bn debt & \$23bn equity. \$3.0-4.4bn of funding will be needed yearly till FY2042.



100 hour operations attend Odisha's roadshow in Bengaluru



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Vistadome services by Railways will boost tourism & connectivity in the NE region: Reddy

The vistadome train services in the NE region, will provide breath-taking views of the Brahmaputra River, the scenic views of the mountains and the Himalayan range. The trains pass through Bogbevel bridge, rain forests, tea gardens along the track. The routes shall also cover historic sites of the Assam state.



Omiconn doubles the risk of getting infected on planes: IATA



Marvel Tours get into the hospitality with Moksha Villas: Sejo Jose, MD Marvel Tours

Sejo Jose, MD, Marvel Tours and IATO Chairman-Southern Region, said that they have made new villas called Moksha Villas. "We have moved into the hospitality sector, too. Now we have several villas around Kerala, giving us lot of business. Hence, 2021 made us put a new hat to survive the crisis."



MTDC resorts record almost 90% occupancy for New Year



For more information contact harshini@dbop.com +91 96194 88142
arunika_puri@dbop.com +91 96503 89902
www.tourismbreakingnews.com

For more travel & updates please log on to



DOP PUBLICATIONS

30th December 2021

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Rajasthan puts in Rs 500 crore in tourism development fund

Against the backdrop of a significant rise in the connectivity of the state, the state govt. is planning to invest Rs 500 crore in the tourism development fund. The fund will be used for the development of tourism infrastructure and the betterment of tourism services. The fund will be used for the development of tourism infrastructure and the betterment of tourism services. The fund will be used for the development of tourism infrastructure and the betterment of tourism services.



Regional connectivity scheme RCS-UDAN has entered its fifth year.

Under UDAN 4.0 the year - which has been focused on covering under-served areas with better frequency and aircraft types - is being in full swing with 100 routes in 100 cities, which will be expanded to 120 routes in 120 cities by the end of the year. The scheme is being implemented by the Ministry of Civil Aviation.



Singapore's low-cost Scoot airline to connect with six Indian cities

Singapore's low-cost airline Scoot has announced its new route to connect with six Indian cities. The airline will be operating flights from Singapore to Delhi, Mumbai, Chennai, Kolkata, Hyderabad, and Bengaluru. The airline will be operating flights from Singapore to Delhi, Mumbai, Chennai, Kolkata, Hyderabad, and Bengaluru.



36th IATO Convention - Business Sessions WATCH on TWOAPP



EasyJet and Rolls-Royce to develop knowledge on sustainability solutions for aviation sector

EasyJet and Rolls-Royce have announced a partnership to develop knowledge on sustainability solutions for the aviation sector. The partnership will focus on developing sustainable aviation fuels (SAF) and other sustainable technologies. The partnership will focus on developing sustainable aviation fuels (SAF) and other sustainable technologies.



SATTO airline to resume direct flights between India and Switzerland from Jan 10



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Delhi announces yellow alert as fresh COVID cases spike

Delhi has announced a yellow alert as fresh COVID cases spike. The alert is in place as the number of COVID cases in the city has increased significantly. The alert is in place as the number of COVID cases in the city has increased significantly.



Amadeus reveals industry outlook and recovery strategies for business travel in 2022

Amadeus has revealed its industry outlook and recovery strategies for business travel in 2022. The company expects a strong recovery in business travel in 2022. The company expects a strong recovery in business travel in 2022.



Mumbai Announces 7 - Days Home Quarantine for Travellers from Dubai.

Mumbai has announced a 7-day home quarantine for travellers from Dubai. The quarantine is in place as the number of COVID cases in Dubai has increased significantly. The quarantine is in place as the number of COVID cases in Dubai has increased significantly.



MTDC resorts record almost 90% occupancy for New Year



Rashmiri 8715080403



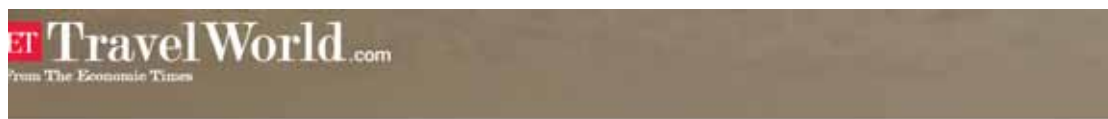
SHCL ties up with CII and EHL Switzerland to impart practical experience to hospitality students

SHCL has tied up with CII and EHL Switzerland to impart practical experience to hospitality students. The partnership will focus on providing practical experience to students in the hospitality sector. The partnership will focus on providing practical experience to students in the hospitality sector.



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IATO appeals to the government to implement One Nation, One Travel Policy for international travellers

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Tour operators' body urges govt to end cascading impact of multiple taxes

Wants govt to treat tourism sector on par with IT industry

OUR BUREAU

New Delhi, January 11

The Indian Association of Tour Operators (IATO) has urged the Centre to take measures to solve the challenges of multiple taxation faced by tour operators.

It demanded to either lower the GST charged from tour operators or allow input tax credit and end the cascading impact of multiple taxes.

"The tour operators suffer from multiple taxation at different levels as they offer multitude of services ...for which they have to pay GST at about 18-23 per cent. Further, on their total billing, they pay GST at the rate 5 per cent (without input tax credit). This compares unfavourably with neighbouring countries where GST rates of about 6-8 per cent are charged from tour operators," IATO said in a statement.



The IATO has demanded that lower GST be charged from tour operators

'One Country, One Tax'

The body asked the government to treat the tourism industry as a "deemed exporter at par with the IT industry." Stating that though the tourism sector earns valuable foreign exchange, it is not exempted from IGST even though it provides services to the foreign clients. "IATO recommends suitable amendments to correct this

anomaly which will not require inbound tour operators to charge GST from Foreign Tour Operators. This will conform with government's One Country One Tax objective too," the statement added.

Double taxation

It added that the impositor of IGST and TCS (Tax Collected at Source) should be removed from composite tours as tourists, in a bid to avoid this double taxation book tours in other countries leading to loss of business for Indian tour operators.

"With regards to Service Export From India Scheme (SEIS), IATO requests that benefit for 2019-20 be notified at the earliest and the benefit to be continued in new Foreign Trade Policy for 2021-25 at enhanced rate from the present rate of 7 per cent to 10 per cent," the industry body said in its budget representation to the government.

turtle

IATO writes to Prime Minister seeking his help to avert financial crisis facing the industry



IATO writes to PM Modi for announcement of SEIS benefits for 2019-20

All our members are reeling under the financial stress as it has become difficult for them to manage anymore and survive without any earnings in the past 7 months, IATO said in a letter to the PM Modi.

PTI | OCTOBER 27, 2020 / 05:14 PM IST





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BUDGET WISHLIST

IATO seeks PM Modi's help to avert financial crisis facing the industry

by Admin | January 14, 2022 | SHARE    



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Esquire Hospitality appoints Neha Rana Dutta as Chief Human Resources Officer

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Sheraton Grand Bengaluru Whitefield Hotel & Convention Center appoints Nitin Varshney as Director of Engineering



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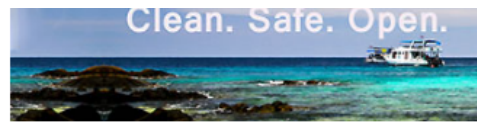
IATO seeks Prime Minister's help to prevent financial crisis facing the industry

The tourism body has asked for relaxation in travelling norms and financial aid to the tour operators till the revival of the industry

14 January, 2022
by BW Online Bureau

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GOVERNMENT TOP NEWS

Apex inbound tourism body seeks PM's intervene to avert unprecedented financial crisis

Indian Association of Tour Operators has asked for relaxation in traveling norms and financial aid to the tour operators to remain viable till revival of the industry

By News Desk - January 14, 2022



Hindi News / [Feedback](#)

दूर ऑपरेटर्स ने पीएम मोदी को लिखा पत्र, क्वारंटाइन छूट के साथ रखी ये मांगें

इंडियन एसोसिएशन ऑफ टूर ऑपरेटर्स (IATO) ने केंद्र से छुट्टे और सहाय्य दूर ऑपरेटर्स को वित्तीय सहायता प्रदान करने का भी आग्रह किया है.



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Economy

India Tour Operators Plead for Help Now with Financial Crisis

By Anil Mathur - eTN India

Gurpreet Matl

eturbonews.com 20 days ago

The Indian Association of Tour Operators (IATO) has written to India Prime Minister Narendra Modi seeking his help to overcome the unprecedented financial crisis facing the industry since March 2020, which has further been worsened by recent postponement of international flights on account of the recent COVID-19 wave. The...



INTALK

TOURISM IN UTTAR PRADESH

Though the pandemic had hit hard, but the last 2 years have highlighted the power of the domestic market and towards unlocking the full potential of domestic tourism. Uttar Pradesh is a favoured tourist destination in India with Taj Mahal, one of the eight wonders of the world, located in Agra. Before pandemic in 2019 the state had registered a robust annual in domestic tourist which reached 53.6 Crore and foreign tourist arrivals crossed over 47.5 Lakhs.

Alluring the domestic market and tapping the potential Safari Plus INTALK with Mr. Nishal Singh, Managing Director, Jatah Tours & Travels, Varanasi to get the insights of the local progress in terms tourism and how the travel trade and hospitality sector in the state are geared up to begin.



Mr. Nishal Singh, MD, Jatah Tours & Travels, Varanasi

Q1) Uttar Pradesh registered highest increasing domestic tourist in 2019. How do you see these changes in past years and the coming years?

UP is largest state of India and have all kind of tourist destinations except beaches. But major tourist attraction is pilgrimage sites, specially Varanasi, Ayodhya and Prayagraj. As per my opinion we have potentials to increase the incoming tourist to 30% growth every year.

Q2) 53.6 Crore domestic tourist visited the state in 2019 this was before Covid Pandemic, struck. What all factors according to you were the catalysts in the growth of Tourism in the state?

- Multiple factor played the role in the increased number of Domestic tourists -
- a. Closure of outland tourism
 - b. After long lockdown people are eager to go out according to age and time.
 - c. In UP construction of Kashi Corridor and Ayodhya Mughlan Three-Ram Temple.
 - d. Condition of roads are much better and Hotels offering

lower rates.

Q3) Uttar Pradesh can be the hub for promoting Buddhist Circuit and Ramayana Trails, your views on this?

Yes, UP is the hub for spiritual sector be it Hindu, Buddhist or Jain pilgrimage. Pre-Covid I was handling roughly 7000 Buddhist foreign tourists and 2000 Hindu tourists in UP and Bihar.

Q4) Your View - "Tourism in Uttar Pradesh, an economic driver of growth".

As per my view tourism specially domestic market will be a major economy generator in future. But the Government is not recognizing tourism as industry.

Q5) Are the Travel Trade and hospitality sector in the state prepared for the coming robust in Uttar Pradesh Tourism?

During the past several government and private sector are working closely in developing the infrastructure, airports (turning them to International standards) and also training the local who are direct or indirect connected to tourism. I am sure about in coming years we will be well equipped to welcome the international traveller. Though we are still having shortage of quality hotels and transports in many.

Q6) This year KashiKumbh Mela Convention Centre opened. How will this be an add-on to boost the Tourism in the MICE sector?

KashiKumbh could be a milestone for Varanasi. But as per the current situation, they have to reduce charges to tap the domestic market. And to host big conventions or events in KashiKumbh we are still having the number of hotel inventories to fulfil the requirement in Varanasi.

Q7) According to you, is Government also putting the same amount of effort?

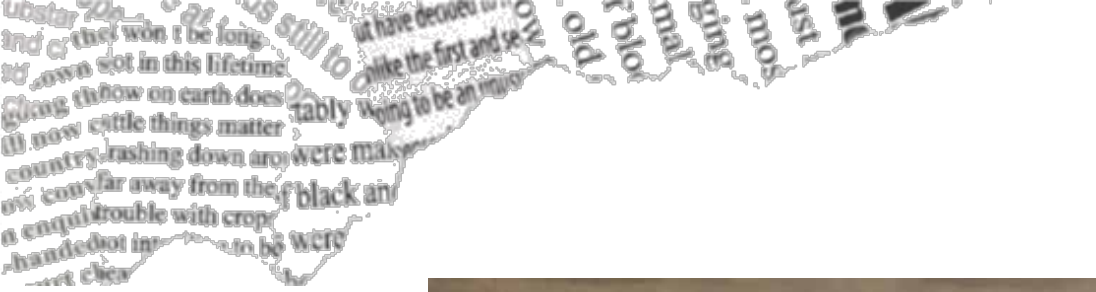
- Being a tour operator and having position in IATO - I can suggest few points to state Govt to boost Tourism in state -
1. UP govt should have Tourism policy
 2. All tour operators of UP should be registered under IAT (tourism) following the govt tourism norms and conditions which will improve the quality player in the industry
 3. Govt has to reduce Transport taxes and GST structure for 5 year to boost this industry. I am sure minimum 20 to 30 million people will get job via tourism in Uttar Pradesh.



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Jan - Feb, 2022



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ET TravelWorld News / Latest ET TravelWorld News / Events / International

India is a luxury destination by virtue: Prateek Hira at Tourism Fortnight in Expo 2020 Dubai

India is gearing up to position itself in the luxury travel market and has all the reason to do so, opined speakers at this session titled "Fascinating experiences of royal legacies".

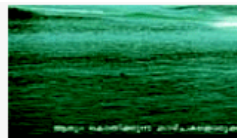
ETTravelWorld • January 07, 2022, 16:20 IST



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MASTERING FEARS AND FOLLOWING PASSION

Here is the story of **Jaya Avinash Singh** owner of travel agency in Varanasi. She was a homemaker and went on to become a successful lady entrepreneur, after the sudden demise of her husband. She speaks about ups and downs in her life in an interview to **Elina Satapathy**.



How and why how did you get into the Tourism business?

Following my husband's untimely death, I became acquainted with the tourism sector. The tourist business has enormous economic value for a country's economy and people, and it also benefits local communities by creating jobs with adequate salaries that do not exploit the community or the environment. Furthermore, helping my customers gives me a great deal of pleasure, making me work overtime.

Tell us about your journey as an entrepreneur? What is the name of your venture and why did you choose this name?

My entrepreneurial path has been uneventful and fruitful. I have had many ups and downs in business over the years, but I have never given up. The name of my company was inspired by Kashi, being eternal.

How has your business grown over the years? Why?

My business has grown to new heights thanks to word of mouth and exceptional customer service delivered by me and my staff. The safety and comfort of our customers is paramount to us, and we have given services throughout the year with this in mind.

When and who was your first client? Please share the story.

On October, 2014 I received a query which was of Two sisters from London and they turned out to be my first clients. I provided them with the best Services possible and made their tour to the holy city of Benaras more joyful.

What role do you see for yourself 10 years from now?

I want to be in higher management, using my skills to the best of my ability and giving excellent customer service.

Who do you believe to be your ideal or most powerful motivator?

My husband who was the core of this organisation and my company are my role models and the biggest motivator. He was the one who introduced me to this large and rapidly expanding industry.

Now that you are entrepreneur, how has it impacted your family and social life?

My social and family lives have changed dramatically. Word of mouth has propelled my company to new heights.

What impact has the pandemic had on your business? What are your plans to deal with it?

Many lives have been affected

”
As a woman entrepreneur, my greatest objective is to serve as a role model for other women in society
 ”



by the pandemic, particularly in the travel and tourist business. During these difficult times, we experienced certain challenges, but we used our resources to assist individuals in getting from one area to another while adhering to strict limits.

How can you make a difference in the industry as a woman?

I can make a difference in this profession and to this industry by taking the lead in organising safe travel for women in this society. We intend to expose more women to this travel and tourism sector, which is now dominated by male genres.

What would you do if you wanted to promote gender equality?

I would like to see more women involved in the travel and tourism business. I would like to open up new possibilities for young women who want to pursue tourism as a career.

As a woman entrepreneur, what are your key concerns?

As a woman entrepreneur, my objective is to serve be a role model for other women in the society, introducing them to the sector and helping them grasp the sector's scope, as we all know that this industry has huge potential.

What are some of your favourite pastimes?

Taking care of dogs is one of my favourite hobbies, and we also donate to animal rescue organisations because we believe in aiding all living beings. Since I feel the unspoken animals are completely dependent on us humans, I feel we should contribute for their protection and betterment.

What advice would you give to today's aspiring women entrepreneurs?

My only advice to the ladies of the your generation is, life is not a fairytale. When you hear about someone's Cinderella story, it is easy to believe that you can achieve success in the same way.

That is far from the fact, as practically every success story involves a significant amount of hardships and effort. It may appear difficult at first, especially for women seeking to establish themselves in male-dominated boardrooms. However, as clichéd as it may sound, there is no alternative to perseverance and hard work.

What are your main recommendations for the Indian Association of Tour Operators (IATO)?

I believe that IATO should take some bold efforts to promote, encourage, and develop tourism in small touristic towns and cities. Friendly feelings between tour operators and travel agents and agencies should be developed, promoted, and encouraged.

How can you contribute in making IATO stronger?

My past professional experience has included several innovative concepts, including collaborative strategies. I established ways and means to strengthen teamwork and communication among the members of my team (my employees) at my previous job. I can offer IATO not just my previous job's ideas, but also my overall zeal for innovation. ❖



”
I would like to open up new possibilities for young women who want to pursue tourism as a career
”

SECRETS OF MECHUKA VALLEY

Domestic tourism has increased since outbreak of pandemic and ensuing travel restrictions. North Eastern states are all gifted with natural scenic beauty as well as distinct historical, cultural, and ethnic history. Bengia Mrinal based in Itanagar, Arunachal Pradesh talks about states enormous tourism potential.

■ IATO Bureau (Sourced by Elina Satpathy)

Mechuka or Menchukha (In Memba dialect, 'Men' means Medicine, 'Chu' means Water (streams, rivers) & 'Kha' means Snow; meaning "the land blessed with

It is connected by air through helicopter service by the state government, and plans are on the anvil to start a small fix-winged aircraft soon.

The road from Aalo to Mechuka takes you through the land of the Galos and Adi tribes. Following the right bank of the Yomgo River, also known as Siyom by the Adi and Yargyap Chu by the Membas, one can stop and visit tribal villages and every village is set differently from one another. As you drive, the landscape, people, architecture, and culture change. That is why I called Arunachal Pradesh a "dynamic state where the land, the people, the culture, and the religion are so different and unique yet together make it the most unique, colourful state in India".

What is on the road?

Visiting the village on the way is a must, as many visitors have Mechuka in mind and do not stop by. Walking through any of the villages, you can ask people to let you visit their houses, which they often agree to, but only if there is a ritual being done, visitors are not allowed. You see people outside preparing local brew over an open fire, and children playing (unlike ours with mobiles and TV). Everyone is busy here. People going to fetch firewood,



medicinal snow-fed rivers and streams". It is one of the most beautiful valleys in eastern India, close to the border with China. It is situated in the Shi Yomi district of Arunachal Pradesh on the banks of the Yargyap Chu River.

Mechuka can be reached from the Pasighat-Aalo-Mechuka Tourist Circuit. It is well connected by a double-lane road from Aalo, which is 180 km and takes about six hours to drive. A double-lane road is under construction and should be completed in the next year or so. It has an advanced landing ground (ALG) manned by the Indian Army and is one of the highest airstrips in eastern India.





to the field, for fishing, the elderly making baskets and drying rice or millet.

You come across waterfalls, a hanging bridge which is unique



to the area, and one must try the adrenaline-packed walk over a roaring river. The journey to Mechuka is unique in every way where you cannot take your eyes off the window of the car.

As you enter the Mechuka Valley, the landscape changes completely, completely different from what you have seen all the way up. Then it opens up like a wide paradise with snow-clad mountains surrounding the whole valley like a crown or guarding the valley. The

view itself heals all your tiredness and exhaustion.

Mechuka is inhabited by the Memba, Tagin, and Adi tribes. Mechuka, or Menchukha, is situated in the Shi Yomi District of Arunachal Pradesh. It has a population of over 10,000 people. The Memba people follow the Mahayana Sect of Buddhism. Adi and the Tagins follow an indigenous faith called Donyi Polo and Christianity. Mechuka is a winter destination for now, but it can be a 10-month destination once the National Highway is completed. Mechuka is truly magical because it is surrounded by the high eastern Himalayas, which

is covered in snow in winter. The snow-clad mountain makes it look like it is crowning the whole valley.

It has so much to explore, from monasteries to rafting to festivals. Your visit is incomplete if you do not visit and explore the region. The best ways to explore are by hiking or cycling.

SAMTEN YANGCHA MONASTERY: The first you visit is the 400-year old Samtem Yangcha Monastery,

”

The journey to Mechuka is unique in every way where you can't take your eyes off the window of the car

”



Charms of India



which is the oldest monastery in Mechuka and, as per oral history of Membas, it is a contemporary of the famous Galden Namgyal Lhatse or Tawang Monastery. From here you get a panoramic view of the Mechuka Valley. The monastery is taken care

Interestingly, the big rock is marked with caves believed to be the turbans or hats of respective Gurus. The pilgrimage route takes you to a cave which has been turned into a prayer hall by the Sikh regiment of the Indian Army. It is believed that the water from the cave heals skin diseases, joint pain, and other ailments. People take this water back home in bottles. Here, a free meal (*langar*) is served to every visitor. It also has a museum.

DORJEELING VILLAGE

Dorjeeling village, 5 km away from Mechuka town across the river Yargyap Chu. On the way, you come across Salman Khan point, where actor Salman Khan cycled and stopped here, and hence the point is named after.

ADVENTURE AT MECHUKA

Adventure in Mechuka Valley is an annual event celebrating adventure sports in the state held between November and December. It is the birthplace of adventure sports in the North East region. Where the first Mechuka bike downhill championship was held for the first time and the second in India after Manali. Kayaking, paragliding, angling, and rafting among others.



of by the Nyingmapa Sect of Mahayana Buddhism. Losar is the major festival celebrated here by the Memba tribe.

NEH PEMSHUBU OR GURUDWARA

The Memba believed that the sixth birth of Guru Rinpoche (Guru Padmasambhava) meditated here and people go on pilgrimage every year in the month of March. Sikhs also believe that Guru Nanak Dev also meditated in this location.



MECHUKA ADVENTURE

PARK One of the best adventure parks in India with adventure sports activities. It has the twin longest ziplines in the country at 806 metres long. It has ATV rides, kayaking, river rafting and paragliding. It organises an annual MTB competition where professionals from all over the country and abroad participate.

ANGLING High-altitude trout fishing is another highlight that has not been explored much. The largest trout ever recorded was caught here.

BIRDWATCHING Mechuka is a birdwatcher's delight, especially in the winter months when all the high-altitude birds migrate down into the valley. Recorded bird species include Blood Pheasants, Himalayan Monal, Crested Tit, Himalayan Griffon, and more...

BIKING TOURS After the intensity of COVID-19 lessened, Mechuka has been mostly visited by bikers from across the country, making it a dream destination.

TREKKING IN MECHUKA It is one of the untouched areas that is yet to be explored. After all the visits, you need more time to go for trekking. There are a few identified trek routes.

MECHUKHA LAA TREKKING ROUTE This trekking route starts from Bumjipanga bridge and goes towards the Dorjeeling hilltop. It is a full-day hike to the hilltop where Mechuka is engraved. One can literally fly down paragliding from here. From the top, a visitor can have a view of Mechukha Town, surrounded by snow-clad mountains.

PASANG SNAM TSO (LAKE)

A moderate trek route takes you to Pasang Sonam Tso Lake, an overnight trek route. One can go for an excursion hike to Pasang Tso also.

LOCAL MARKET The local market area is very interesting. The streets and walls have



mural paintings, stupas, and handicraft shops where you get traditional wooden furniture, tangkas, wooden bowls, fabrics, traditional dresses, and jewellery, restaurant serving Thukpa and Momos.

CAFÉ LILO Café Lilo is a new place to hang out where you get the best coffee in town and multiple choices of cakes baked by trained bakers from the International Institute of Culinary Arts. You don't want to miss it while you are in town. It is open from 2 pm to 8 pm only.

PLACES TO STAY Mechuka is a homestay destination where culture meets people. The valley is dotted with homestays all around the



Charms of India



valley, with only one known hotel. To name a few:

1. Gayboo's homestay, run by the beautiful couple Gebu and Nana, a super guide and super-host, is situated in the heart of the town with all modern facilities. It has cosy rooms with a hot shower, a room heater and a well-heated kitchen for dining.

It has an outdoor fireplace as well. Gebu can guide and take you around the valley, and he is also the ground management partner of Mechuka Adventure Park, so he can help you access all the paid activities in the park.

cater to tourists visiting the valley, as the name suggests.

3. Yargyap Chu Homestay is right next to the river named after it and is one of the best home-stays in the valley. It is near the Adventure at Mechukha festival site and the next paragliding takeoff site which is a little away from the town.
4. Hotel Myst located next to New Gompa in Dongsor village. It is the best hotel in the valley with well-furnished rooms, room heaters, multi-cuisine restaurants, and a broad room.

It is a request that all visitors coming to the state must respect the land, its people, their heritage and culture. They should take care not to litter the places you visit. We do not want to be another over-crowded hill station in the Himalaya. Travel responsibly and travel respectfully. ❖



2. Almost Heritage: is an old traditional Memba house built on stilts with wood in traditional architecture without nails, which has been converted into a homestay to



UNLIKE RUN-OF-THE-MILL CREATION, VALUE ADDITION LEADS TO SUCCESS, HAPPINESS

Achievement rarely produces the sense of lasting happiness that you think it will. Once you finally accomplish the goal you've been chasing, two new goals tend to pop up unexpectedly. Here is an insight into some of the habits of successful and happy people.

■ **IATO Bureau** (Resourced by Mukesh Manra)

We long for new achievements because we quickly become accustomed to what we've already accomplished. This habit of success is as inevitable as it is frustrating, and it's more powerful than you realize.

The key to beating habituation is to pursue what the researchers call "enduring accomplishments." Unlike run-of-the-mill accomplishments which produce fleeting moments of happiness, the pleasure from enduring accomplishments lasts long after that initial buzz. Enduring accomplishments are so critical that they separate those who are successful and happy from those who are always left wanting more.

Researchers from the Harvard Business School studied this phenomenon by interviewing and assessing professionals. The researchers discovered that people who were both successful and happy in the long run planned their activities around four major needs:

Happiness: pursuing activities that produced pleasure and satisfaction.



Achievement: pursuing activities with tangible results.

Significance: pursuing activities with a positive impact on the people who mattered

Legacy: pursuing activities that could pass their values and knowledge on to others.

Lasting fulfilment comes when you pursue activities that address all four of these needs. When any one of them is missing, you get a nagging sense that you should be doing more (or something different).

The behaviour that follow are the hallmarks of people who are successful and happy because they address these four needs. Try them out and see what they do for you.

”
The key to beating habituation is to pursue what researchers call 'enduring accomplishments.'
 ”



Spiritual Fountains



”

Successful, happy people don't just have interests; they have passions, and they devote themselves completely to them

”

Successful, happy people don't just have interests; they have passions, and they devote themselves completely to them.

They swim against the current. There's a reason that successful and happy people tend to be a little, well different. Just think what the world would have missed out on, if Bill Gates or Richard Branson had played it safe and stayed in school or if Stephen King had not spent every free second he had as a teacher, writing novels. To swim against the current, you have to be willing to take risks.

**"To be normal is the ideal aim of the unsuccessful."
Carl Jung**

The most successful and happy people bring their ideas to fruition, deriving just as much satisfaction from working through the complications and daily grind as they do from

coming up with the initial idea. They are resilient. To be successful in the long term, you have to learn to make mistakes, look like an idiot, all without flinching.

In a recent study at the College of William and Mary, researchers interviewed over 800 entrepreneurs and found that the most successful among them tended to have two things in common: they were terrible at imagining failure, and they tended not to care what other people thought of them.

They make their health a priority. There are an absurd number of links between your health, happiness and success. The absolute essential health habits that successful and happy people practise consistently are good sleep hygiene (fights stress, improves focus, and is great for your mood), eating healthy food (helps you focus), and exercise





(great for energy levels and confidence).

They do not dwell on problems. Where you focus your attention determines your emotional state. However, by focusing on actions to better yourself and your circumstances, you can create a sense of personal efficacy that produces positive emotions and improves performance.

They celebrate other people's successes. Instead of insecurely focusing inward, confident people focus outward, which allows them to see all the wonderful things that other people bring to the table. Praise of people for their contributions is a natural result of this.

They live outside the box. Successful and happy people haven't arrived at where they are by thinking in the same way as everyone else. While others stay in their comfort-zone prisons and invest all their energy in reinforcing their existing beliefs, successful people are out there challenging the status quo and exposing themselves to new ideas. They keep an open mind. Every perspective provides an opportunity for growth.

A great way to keep an open mind is to try to learn at least one interesting or useful thing from every conversation you have.

They do not let anyone limit their joy. When your sense of pleasure and satisfaction are derived from comparing yourself to others, you are no longer the master of your own



happiness. When successful, happy people feel good about something that they have done, and they do not let anyone else's opinions or accomplishments take that away from them. While it is impossible to turn off your reactions to what others think of you, you do not have to compare yourself to others, and you can always take people's opinions with a grain of salt.

That way, no matter what other people are thinking or doing, your self-worth comes from within. Regardless of what people think of you at any particular moment, one thing is certain – you are never as good or bad as they say you are.

Bringing It All Together

Those people who are successful and happy, focus mainly on activities that address a variety of needs in the society and not immediate achievements. ❖

”

The most successful entrepreneurs put no time or energy into stressing about their failures

”





WORLD WAR II

BATTLEFIELD TOURISM

IN NORTHEAST INDIA

Yaiphaba Meetei Kangjam, writes on the significance of the battle grounds of the World War II, that can now be converted to tourist spots for history buffs. A tourist on a battlefield tour gets to engage with the local people, discover tribal culture, and many other interesting things on visit to these sites.

■ IATO Bureau

The Allies and the Japanese Army fought in the area of Imphal and Kohima in 1944. From March to July 1944, the Battle of Imphal raged over the state of Manipur, while the Battle of Kohima took place in and around the hill town of Kohima (now Nagaland) from April to June of the same year. It pitted the British-led Allies against the Japanese and the Indian National Army (INA) in some of World War II's bloodiest battles.

The main goal of the Japanese 'Operation U Go,' or 'Imphal Operation,' was to move beyond Burma's western border into British-India and prevent the British from launching an onslaught into Burma (present day Myanmar). The Indian National Army (INA) fought with the Imperial Japanese Army in this conflict, seeking India's independence. The Japanese anticipated that the presence of the INA would demonstrate to the Indian people that their operation was more of a 'liberation' than an invasion.

The Japanese operation's main goals were to overrun the British base at Imphal and the hill town of Kohima in the north, as well as to seize British supplies. Aside from them, the Japanese Army commander had another target in mind: Dimapur's massive supply base. With the loss of Dimapur, the defenders in Imphal and Kohima would be cut off from supplies. This would also make it easier for Subhash Chandra Bose and his Azad Hind Fauj (INA) to enter Bengal and launch the long-awaited anti-British insurgency.

The British-led Allies eventually succeeded in the twin battles of Imphal and Kohima, which were considered pivotal moments in World War II. The Allies eventually drove the Japanese out of Burma in 1945, ending the Japanese invasion of India and march through Asia. Indeed, it was the pivotal moment of the Burma Campaign, one of the war's most arduous engagements.

Imphal/Kohima was the biggest ground loss in Japanese military





history, with 30,000 Japanese men killed and another 23,000 injured. Although figures vary, it is thought that nearly a third of the 6,000 troops in the INA's 1st Division who participated in the Imphal Operation died, with another third being hospitalised. The British Fourteenth Army suffered nearly 16,000 casualties, with 12,000 of them occurring in Imphal.

The National Army Museum of the United Kingdom named Imphal/Kohima "Britain's Greatest Battle" in April 2013.

REMINDEERS OF WORLD WAR II IN MANIPUR AND NAGALAND TODAY

Today, Manipur and Nagaland are scattered with World War II-related sites. The following are examples of major World War II legacy and assets:

• Roads

The Imphal-Kohima fight saw some of the deadliest action on almost all of the important routes leading to Imphal and Kohima. The Imphal-Dimapur Road (previously Manipur Road), which runs through Kohima, is one of the most important roads in the state. Apart from their strategic importance, a trip from Dimapur in Nagaland to Moreh in Manipur via Kohima and Imphal may readily offer a sense of how historically rich these roads are.

• Memorials

In both Manipur and Nagaland, there are various World War II memorials. On the outskirts of Imphal, the India Peace Memorial and the earlier

Japanese war memorial in Maibam Lotpaching may be found. The war memorials at Shangshak and Kanglatongbi, for example, commemorate fights that took place in these



Manipur villages. The INA Memorial, which is part of the larger INA Memorial Complex, is also located in Moirang town. Finally, there are local war memorials in and around Imphal, with the one at Khurai Chingangbam Mandap being the most prominent.

The British 2nd Division memorial in Nagaland is the most visible of all the World War II memorials, with the famous epitaph:

When you go home,
tell them of us and say,
For your tomorrow,
we gave our today.

Inside the famous Kohima War Cemetery, this plaque with the very touching lines above is housed, together with other memorials devoted to many





Subcontinental Pearls



The National Army Museum of the United Kingdom named Imphal/Kohima "Britain's Greatest Battle"

British troops. Other memorials can also be seen in and around Kohima town.

• Cemeteries

Imphal is the only city in India with two Commonwealth War Graves Commission-managed World War II cemeteries (CWGC). The Imphal War Cemetery, for example, contains the graves of over 1,600 Commonwealth soldiers, including Indians, British, Australians, Canadians, and West and East Africans, among others.

The Imphal Indian Army War Cemetery is the second cemetery. There are 828 graves here, with the majority being Muslim troops from the Indian Army at the time. In this cemetery, there is also a cremation memorial for 868 Sikh and Hindu troops who were cremated.

The Kohima War Cemetery has a tennis court, which is unlikely to be found in any other cemetery in the world. There is also a cremation memorial in this cemetery for the Indian soldiers.

• Museums

In today's Manipur, there are two significant World War II museums. For a long time, the INA War Museum in Moirang has served as the state's only official war museum. It concentrates on Netaji Subhash Chandra Bose's role and activities, as well as the INA's ascension to power. There are also arms and ammunition, bayonets, and helmets on exhibit, as well as other battle relics acquired from other parts of Manipur.

To commemorate the 75th anniversary of the Battle of Imphal, a new museum, the Imphal Peace Museum, was opened in 2019. This museum, which was established with Japanese funds at the foot of the Red Hill battleground, is a welcome addition to Manipur's continuous attempts to preserve WWII memories and experience. It examines the post-war period as well as displaying information and artefacts relevant to the battle.

The Kohima World Military II Museum, located in Kisama Village, is without a doubt one of India's most remarkable war museums. It not only gives the visitor a detailed history of the battle of Kohima, but it tells the story of all the parties involved in the conflict, with appropriate artefacts, maps, etc.

• Battlefields

Manipur and Nagaland's World War II battlefields, where fighting took place in 1944, are among the two states' most prized World War II assets. Point 5846/Laimaton, Red Hill/Maibam Lotpaching,





Nungshigum, and the hills along the Imphal-Moreh Road, for example, haven't changed much in the last seven decades in Manipur. Others have grown larger, such as the then-villages of Potsangbam, Kanglatongbi, Ningthoukhong, Shangshak, and Sekmai, yet visitors can still see the dramatic events that transpired there during the war in some places and in their surrounds. These are invaluable resources that help us understand and envision the fighting and situations during the conflict in a way that no other medium can.

When visiting some of the old battlefields today, one can still see the remains of trenches and bunkers from the war. This is especially true near Shangshak, Laimaton, and Tengnoupal, but it can be expected that as more old battlefields are discovered and visited, more such relics will be found.

In Nagaland, the entire Kohima town and places such as Jotsoma, Viswema, Kigwema, Zubza, Mt. Puliebadze, etc. are places of great interest.

• **Airfields**

In 1944, there were six airfields distributed throughout the

Imphal Valley. The most prominent of these was Imphal Main or Koirengei Airfield, which can be seen almost all along the Imphal-Kohima road on the outskirts of Imphal. The present-day Imphal Airport is



Kohima War Cemetery

located at Tulihal. The Assam Rifles occupy a small piece of the ancient Palel Airfield, which still exists today. Other temporary or fair-weather airfields were constructed from paddy fields, which were later returned to the landowners after the war.

• **Slim Cottage**

Following the assault of Imphal in late 1944, the British Fourteenth Army relocated its headquarters from Comilla, Bangladesh, to Imphal to oversee the unfolding operations





Cemeteries



Battlefields

BATTLEFIELD TOURISM IN MANIPUR AND NAGALAND

All of the war's relics – battlefields, memorials, museums, airfields, local history, and so on – make for an enthralling storey and experience. Manipur and Nagaland have seen a considerable increase in the number of local and foreign tourists since the National Army Museum (UK) designated Imphal/Kohima as "Britain's Greatest Battle" in 2013. While the bulk of international tourists are from the United Kingdom, given the large number of British soldiers who fought in the Imphal/Kohima conflict, tourists from the United States, Japan, Australia, Canada, and other countries also visit.

Several of the visitors are relatives of soldiers who fought or died in the many conflicts that raged over Manipur and Nagaland. Other tourists include history aficionados, military historians, researchers, field trips and study tour groups of serving and retired army personnel, and students of battle and modern history, in addition to family members.

A tourist on a battlefield tour of Imphal and Kohima gets to engage with the local people, discover tribal culture, eat native food and drinks, see local festivals and customs, and many other interesting things while visiting war-related sites. After nearly 80 years, the Imphal/Kohima battlegrounds have been transformed into

in Burma. General (later Field Marshal) Slim's colonial-era residence, also known as Slim Cottage, is still visible today within the Kangla Fort Complex in Imphal.

• Kohima Cathedral Church

One of the most prominent buildings in Kohima is the famous Kohima Cathedral Church. Aradura Hill, where the church stands now, was the site of heavy fighting during the Kohima battle. Many years after the war, the Japanese contributed a significant amount of money to the construction of this church in memory of their fallen comrades.





gorgeous villages, tranquil hills, museums, memorials, football fields, and other attractions.

In India, the concept of battlefield tourism is still relatively new. Since 2013, Battle of Imphal Excursions (www.battleofimphal.com), based in Imphal, has pioneered and given thoroughly-researched World War II battlefield tours throughout Manipur, Nagaland, Assam, and other parts of Northeast India, as well as Myanmar. The Battle of Imphal Tours is a division of Imphal Walks, an inbound travel operator licenced by the Indian Ministry of Tourism.

INDIANS TO DEFEND INDIA

On the British side, Indian soldiers made up a large component of the combat forces. While Indians fought alongside the Allies in numerous theatres, including North Africa, Italy, and Burma, they fought in their own nation in Imphal and Kohima during World War II.

In current times, a visit to the Imphal Indian Army War Cemetery and the Kohima Cemetery provides insight into the troops who fought and died in and around Imphal and Kohima during the war II. The names of some of the regiments of the troops commemorated at the cemetery' cremation memorial provide additional clues. The Royal Garhwal Rifles, Rajputana Rifles, Punjab Regiment, Mahratta Light Infantry, Queen Victoria's Own Madras Sappers and Miners, Bengal Sappers and Miners, Jat Regiment, and Assam Rifles are

just a few examples, presented. Unfortunately, most of these soldiers' families have never seen where their loved ones heroically fought throughout



Battlefield Tourism in Manipur and Nagaland

the war. All of these heroic men, who are memorialised on the walls of cremation memorials and those who lie peacefully in cemeteries, are now forgotten and abandoned. After all, the British Fourteenth Army, which they all served in, was known as the "Forgotten Army."

INDIANS TO LIBERATE INDIA

Unfortunately, Indians were fighting against Indians in Imphal and Kohima and Burma. While Indians on the British side fought alongside the Japanese to 'liberate' India from the British rule, Indians in the INA fought alongside the Japanese side to 'protect' India from the British. It is also worth remembering and mentioning that the Indian populations in Southeast Asia





Indians to defend India



Indians to liberate India



provided Netaji Subhash Chandra Bose and the INA with a solid foundation of support. Many Indians from Southeast Asian countries volunteered to fight for the INA in addition to providing material support.

Although specific numbers are difficult to come by, anecdotal evidence shows that some of them served in the INA's 1st Division during the Imphal Operation. The INA Memorial Complex in Moirang, Manipur, is the world's

only one of its kind. The INA memorial, where the tricolour flag was first hoisted by the INA on India's doorstep in 1944, a statue of Netaji Subhas Chandra Bose, and the INA War Museum are all part of this complex.

BATTLEFIELD TOURISM IN NORTHEAST INDIA – THE WAY FORWARD

In the last 10 years, the interesting stories of the battles of Imphal and Kohima, the bravery of the seven Victoria Cross recipients, the thrilling stories of the INA, and many more have been a good 'pull motivational factor' for tourists in the states of both the Manipur and Nagaland.

As a result, if properly managed and promoted, the two states of Manipur and Nagaland stand a very strong chance of establishing themselves on the international battlefield tourism map. It might also serve as an excellent hook to attract tourists and then expose them to other Northeastern attraction of India.

Although the notion of building a Northeast India World War II regional tourism circuit has not been publicly considered at the government level, Battle of Imphal Tours has already tried and tested it multiple times in recent years, with positive results each time.

With a shared history of global World War II, Northeast India – particularly the states of Manipur and Nagaland – have a unique chance to work with the rest of India and the rest of the world to preach the message of peace and say no to future wars.

GUJARAT CHAPTER

On November 16, 2021, on behalf of IATO Chapter Chair Gujarat, the Parliamentary Standing Committee meeting was attended at the Statue of Unity-Kevadia and points raised in front of the committee as per the time slot given and requested them to take the same, further to the concerned authority.



KEY POINTS FOR GUJARAT

1. Flight connectivity needs to be improved to the state and in particular to the Bhuj sector, as the Rann Utsav Festival starts from November to mid February every year and this period is also for foreign tourist visits to the Kutch area. As there is only one flight from Bhuj to Mumbai currently and no flights are there to Delhi or any major cities of India. Requested them to look into it & if it is not viable for the airline to operate round the year, then they can at least try and operate for six months from October to March.

2. Porbandar port should be renovated to international standards to encourage cruise ships to visit Porbandar. Currently, ships arrive in the morning and depart before dark since Porbandar port lacks night berthing facilities. If cruise ships dock at Porbandar for the night, we can visit significant tourist destinations like as Sasan Gir, Somnath, and Dwarka, bringing mass tourism to the state.

3. Requested a one-year waiver of the ASI monuments fee, which would go a long way toward restoring tourism to normalcy.

NORTH EAST CHAPTER

Nirmalya Choudhury with the Minister of Ports, Shipping and Waterways, Sarbananda Sonowal earlier today aboard our cruise vessel at Guwahati, Assam.



ODISHA CHAPTER

EC Member at the Odisha Chapter Meeting



MAHARASHTRA CHAPTER

Hony Secretary at the Maharashtra Chapter Meeting



Award by GM Go Air for Chapter Chair Maharashtra



TS & AP CHAPTER

IATO TS & AP chapter chairman was invited by the Ministry of tourism, Govt of India,

Here are the points presented to him with full narration.



1. To restore Tirupati Darshan tickets quota to IATO
2. To restore boat service to Nagarjuna Konda (suspended nearly three years ago)
3. Buddhist circuit Mumbai - Aurangabad - Hyderabad - Nagarjuna Sagar - Amravati - Vijayawada and further



4. One India, One Road Tax

5. To remove two crore rupees cap to avail MDA

6. To remove 25 lakhs mandatory forex turnover per annum for inbound startups enrolled tour operators with ministry of tourism, govt of india

7. To restore RLG's operations area wise, not pan India.

8. To invite IATO members on a FAM tour to visit recently awarded UNESCO sites of Ramappa and Pochampally sites.

Informed that the next cabinet meeting has listed the "Tourism" in the 1st week of Jan 2022.

The Minister further invited to his place in Hyd, on 1st and 2nd Jan to discuss in detail and more matters.

KASHMIR CHAPTER

"On 5th January, the IATO AGM was held as per schedule despite heavy snow fall. We conducted the business



smoothly and meeting ended with a good spirit. IATO also recognised the work carried out by our senior members in the last four/five decades and they were Felicitated," said Nasir Shah.



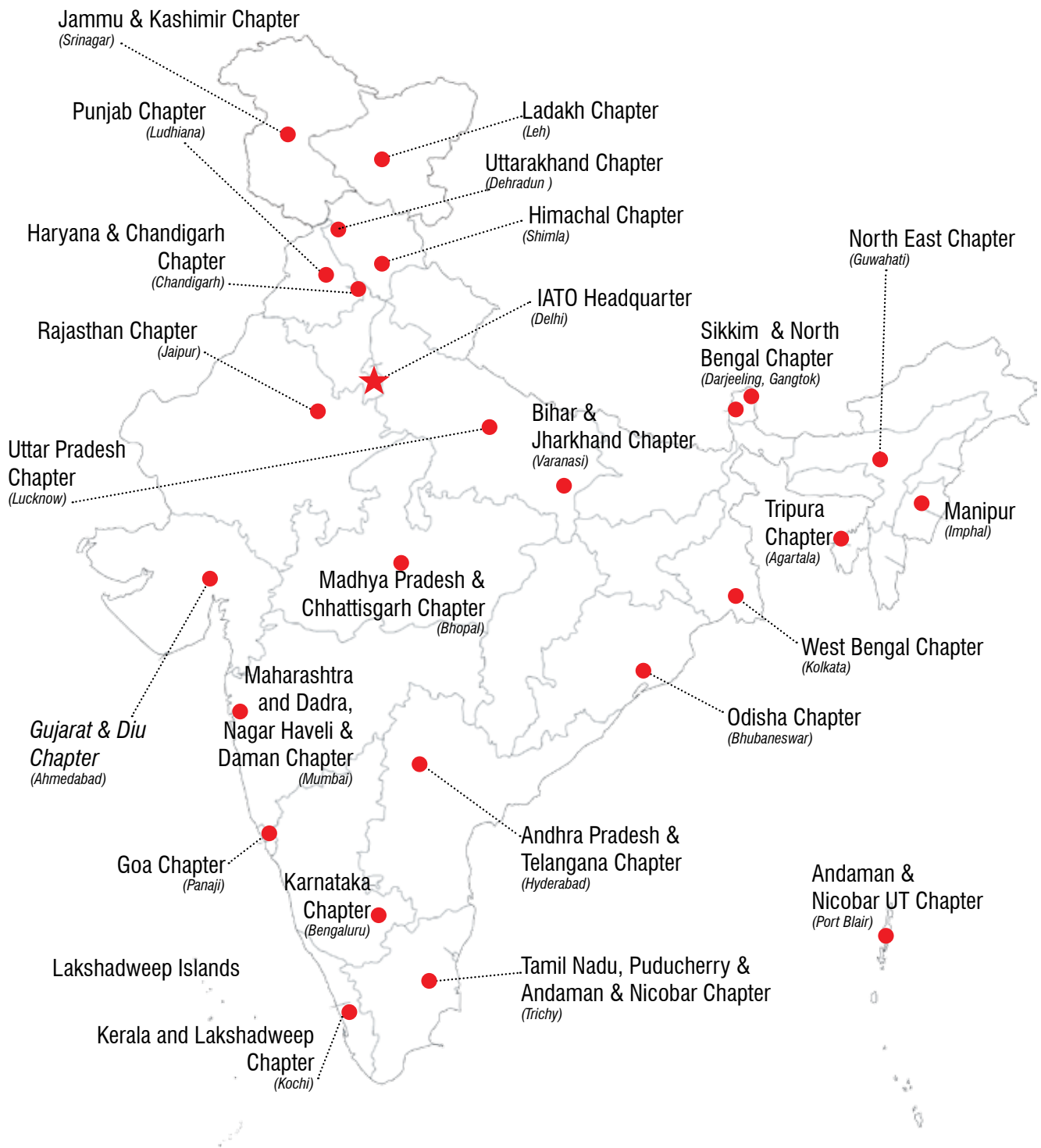
37th
IATO Annual
Convention
in
Bengaluru





INDIAN ASSOCIATION OF TOUR OPERATORS

Offices and chapters across the country



For reference list of Regional Chapter Chairmen, State Chapter Chairmen, Co-Chairmen, state-in-charge is available on: <https://iato.in/pages/view/14>