

Update on IATO Activities

Thursday, 16th September to Thursday, 30th September 2021)

Dear Members,

Greetings !

Please find appended relevant activities of our association for the period (Thursday, 16th September to Thursday, 30th September 2021)

Segments covered are

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

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

1. Communication / Letters that addressed key issues

**Segment 1 update sequence by date: 17, 18, 20, 21, 27, 30
September**

Friday, 17th September

- **IATO requested Dr. Abhay Sinha, Director General, Service Export Promotion Council to extend SEPC membership till 31st December 2021 for the financial year 2020-21**

IATO thanked SEPC for all the support with regard to SEIS for the year 2019-20 and that no sooner SEIS for the year 2019-20 is received, its members would pay the membership fee for the year 2021-22.

IATO made the aforesaid request keeping in view the financial hardship the tour operators were facing.

*A copy of the letter was marked to **A.** Chairman and **B.** Member - Central Governing Council, Service Export Promotion Council*

Saturday, 18th September

- **IATO requested Shri Hareet Shukla, IAS, Secretary (Tourism, Devasthanam Management, Civil Aviation & Pilgrimage) Gujarat for an audience to discuss about 36th IATO Annual Convention in Gujarat**

The 36th IATO Annual Convention was scheduled to be held in Ahmedabad from 17th to 20th September 2020 but could not take place due to Covid -19 pandemic. It was agreed by Gujarat Tourism on our request to postpone the convention to 2021 subject to prevailing favourable conditions and SOPs in place by the Centre and Gujarat Government.

With the conditions seems to be improving throughout the country and relaxations being made by the state government, IATO requested Gujarat Tourism to hold IATO convention in Ahmedabad from 16-19 December 2021 as IATO hoped that by that time 100 percent tourism professionals will be vaccinated with both the doses.

*A Copy of the letter was marked to **A.** Managing Director & Commissioner of Tourism, **B.** Manager Commercial – Government of Gujarat and **C.** Chairman IATO Gujarat Chapter*

Monday, 20th September

- **IATO invited Shri Bimal Bora Hon'ble Minister for Tourism, Sports & Youth Welfare, Cultural Affairs & Power Government of Assam for its Northeast Chapter meet on 26th of September, 2021**

The Meet was organized to interact with IATO Members of North East Region and the tourism fraternity of Assam. The venue was the Cruise Vessel MV Charaidew II at her mooring at the Pandu Port, Guwahati, within the IWAI Complex.

A separate letter of invitation was also sent to Shri Paban Kumar Borthakur, Addl Chief Secretary, Transformation & Dev, Cultural Affairs and Tourism Deptts., Government of Assam

Tuesday, 21st September

- **IATO wrote to Mr. Sanjay Singh, Dy. Director General, Ministry of Tourism on the issues to be taken up by the Ministry of Tourism with the concerned authorities.**

- 1. Removal of cascading effect of GST on Tourism Industry by charging GST on Deemed Value: IATO recommended:**

To remove the cascading effect of GST on tour operators, it was requested that GST on tour operators be charged on deemed

value. As in the case of Air Travel Agents, a deemed value of 10% of gross billing of the tour operator may be considered as the taxable value on deemed basis. This will allow the service to be taxed at 18% on 10% mark-up, which means effective rate of GST on the total package cost will work out to 1.8% of gross billing of the tour operator to his client with no ITC. It was submitted that the present rate of 5% GST on the gross billing was tax on tax creating cascading effect and in any case it did not represent taxation on value addition which was the backbone of GST system.

2. Request to withdraw Levy of Tax Collection at Source (TCS) on sale of overseas tour program package from 01.10.2020 for foreign tourists. IATO recommended that:

The new provisions of TCS exemption should not be made applicable to persons / companies who are non-resident foreign citizens/tourists/foreign tour operators located outside India for purchasing tour packages through an Indian tour operators for outside India specified clearly. The threshold limit of Rs.7 lacs for non-applicability of TCS may be made applicable for Indian Tour Operators as well as for authorized dealers even in the case of purchase/remittance of money for overseas tour package for Indian Tourists traveling abroad.

Monday, 27th September

- **IATO wrote to Mr. Amit Yadav, Director General of Foreign Trade, & Additional Secretary, Ministry of Commerce regarding the release of SEIS for the tour operators for the financial year 2019-20**

IATO expressed its gratitude for announcing release of SEIS for the financial year 2019-20 for the service providers including tour operators.

IATO appealed that SEIS @ of 7% was being given to the tour operators in previous years and this should not be changed now after the funds have already been spent by the tour operators on marketing, promotions and discounts to generate future business.

IATO urged that to kindly retain SEIS to 7 percent and remove capping of Rs. 5 crores at least for the tourism industry as tour operators were in dire need of financial resources. Funds to be received through SEIS scrips were very important for IATO members, which would help them to spend and restart/revive their business.

Wednesday, 29th September

- **IATO requested Mr. Amit Yadav, DGFT and Additional Secretary, Ministry of Commerce, Govt. of India for Clarification w.r.t. DGFT Notification No. 29/2015-20 dated 23.09.2021-Changes in the Service Exports from India Scheme (SEIS) for services rendered during the F.Y. 2019-20 by the Tour Operators**

It was notified that the facility to claim benefits under SEIS on payments in Indian Rupees shall not be available for services rendered in the FY 2019-20

This created utter confusion amongst IATO members' / tour operators and needed clarification.

Thursday, 30th September

- **IATO requested Mrs. Rupinder Brar, Additional Director General, Ministry of Tourism for Extension to the validity of MoT recognition for the tour operators till 31st March 2022 in the wake of Covid 19 pandemic**

IATO sought the extension based on the Ministry of Tourism, Govt. of India (HRACC Division) Office Memorandum dated 27th September 2021 wherein extension of the validity of hotel projects orders and classification/reclassification orders of hotels and other accommodation units such as motels, apartment hotels, IIB&B/homestay units, Convention Centres, Guest houses, timeshare resorts, standalone air catering units, standalone restaurants, etc. was extended till 31st March 2022.

Since there was no business, balance sheet, foreign exchange requirement and other documents of financial year 2019-20 may kindly be considered for granting extension.

*A Copy of the letter was marked to **A.** Director (TT) and **B.** Asst. Director General, Ministry of Tourism,*

- **IATO requested Mr. Maneck Davar, Chairman, Service Export Promotion Council for Clarification w.r.t. DGFT Notification No. 29/2015-20 dated 23.09.2021-Changes in the Service Exports from India Scheme (SEIS) for services rendered during the F.Y. 2019-20 by the Tour Operators**

It was notified that the facility to claim benefits under SEIS on payments in Indian Rupees shall not be available for services rendered in the FY 2019-20

This created utter confusion amongst IATO members' / tour operators and needed clarification.

A Copy of the letter was marked to A. Director General, SEPC and B. Member- CGC, SEPC

2. Webinars/ Panel

Discussions/Circulars/Meetings

**Segment 2 update sequence by date:16,20,22,23, 24,27,29
30 September**

Thursday, 16th September

- India Cruise Summit was held on Thursday, the 16 Sep 2021 at 1030 to 1400 hours

Monday,20th September

- An Appeal was made to all members to help the grieved family of one IATO members who lost his life due to Covid -19

Tuesday, 21st September

- Discover the UNESCO World Heritage Sites of Gujarat Webinar was organised at 11:00 AM, on 21 September 2021. All members were invited.

Wednesday, 22nd September

- A Virtual programme on Skill Development in Tourism Sector: The Way Forward, was organised on 22nd September, 11 am onwards. All members were invited.
- All Regional /State Chapter Chairmen were detailed on the facility of Applying online for IATO Membership

Thursday, 23rd September



Indian Institute of Tourism & Travel Management, Noida
(An Autonomous body under Ministry of Tourism, Govt. of India)

Inauguration Ceremony
TOURISM MAHOTSAV 2021

CHIEF GUEST
MR RAJIV MEHRA
PRESIDENT, IATO

23RD SEPTEMBER 2021
THURSDAY, 11:00 AM

75
WORLD TOURISM DAY 2021
TOURISM FOR INCLUSIVE GROWTH
Incredible India

➤ **All Members were informed on the Release of Service Exports from India Scheme (SEIS) Scrips for Services Rendered in the Financial Year 2019-20**

It was the result of aggressively following up by IATO for last one and half year with all the concerned government offices. IATO took up this matter at the highest level of Hon'ble Prime Minister of India besides taking up with Minister of Finance, Minister of Commerce, Minister of Tourism, DGFT, SEPC, Niti Aayog directly and through Ministry of Tourism, FAITH, FICCI, FIEO, ASSOCHAM, CII, PHDCII etc. IATO also raised this issue at every platform and through media campaign. Besides all these efforts, IATO also met our Hon'ble Finance Minister personally in her office on 16th July 2021 and raised this issue.

Though the percentage had been reduced to 5% but this has been done for all the services, though IATO insisted with the Government to increase SEIS to 10% and if it cannot be increased it should be retained to 7 % and there should not be any capping considering the hardship we are facing in Tourism sector due to pandemic. Government decided for a maximum of 5% and capping for all the services sector. However, IATO shall take up the matter with the concerned authorities to restore the percentage to 7 % and remove capping.

A copy of the Notification No. 29/2015-2020 dated 23rd September 2021 issued by Ministry of Commerce & Industry, Govt. of India was attached. The deadline for filing of application is 31.12.2021 and application shall get time barred after 31.12.2021.

Members were requested to follow the deadline and take timely action by filing their claims to avoid any financial loss.

➤ **President and the COO at the FICCI 6th National Tourism Investors Meet September 23-34.**





Friday, 24th September

- IATO Interactive Meeting to discuss Plan of Action for the Ministry about opening of tourism activities was held on Friday, the 24th September 2021 at 4.30 pm at The Park Hotel on Zoom



- Incredible Indian Adventurers: Experiencing Everest", Azadi Ka Amrit Mahotsav, Episode 2 was held on 24th Sept, 2021

Monday, 27th September

- Seminar - Assam as Ideal Tourism Destination Post Covid was held on 27th September 2021 at 1130 hours. All members were invited.
- Travel Turtle organised a Panel Discussion on 27th September 2021 at 6 pm. All members were invited
- Team IATO at the World Tourism Day at The Ashok New Delhi



Message from President on World Tourism Day was sent to all members

President shared Some good news that came in with Government announcing Release of SEIS for the tourism industry, though this was disheartening that Government had reduced the percentage of SEIS to 5% and also had put up a cap of Rs. 5 crores. IATO has taken up with the Director General of Foreign Trade immediately and have issued press release which was widely covered and was noticed by the different departments of the government.

IATO is looking for the government to announce resumption of e-Tourist Visa and International flight operations for which Ministry of Tourism is already in discussion with the other concerned Ministries and IATO hopes something will be announced soon.

Wednesday, 29th September

- IATO Annual General Meeting would be held on Thursday, the 21st October 2021 at 1130 hours on Zoom. All Members were informed.

Thursday, 30th September

- PATA India's Webinar: Destination India - A European Perspective & Opportunities was held on 30th September 2021, Thursday from 2:30 pm onwards. All members were invited.

- IATO One Way WhatsApp Group for Allied/Associate Members with Mobile no. 09643009939 has started

3. Media Coverage

Segment 3 update sequence by date:17,24,25,26,27 September

Friday, 17th September

- President IATO spoke to TravelTv



➤ Mr Rajiv Mehra, President IATO on SEIS

Friday September 24, 2021

DOP PUBLICATIONS

Tourism Breaking news

Thailand

Thailand's Tourism Authority of Thailand (TAT) has announced a contest to select the most beautiful woman in Thailand. The contest is open to all Thai women aged 18 and above. The winner will be crowned 'Miss Thailand' and will represent Thailand at the Miss Universe pageant. The contest is a collaboration between TAT and the Miss Universe Organization.



Switzerland Tourism to conduct webinar on Jungfrau Railways today at 3pm IST



Switzerland Tourism will conduct a webinar focusing on Jungfrau Railways. Jungfrau Railways provides travelers with access to popular excursions such as Jungfraujoch - Top of Europe, Grindelwald-First - Top of Adventure, Harder Kulm - Top of Interlaken and Schynige Platte - Top of Swiss Tradition. The brand-new Eiger Express trolley gondola further enhances the travel experience and enables visitors to ascend up to Jungfraujoch, 47 minutes faster!

World Tourism Day: MOT to sign MoU with UNEP & RTSOI, launch Nidhi 2.0 and annual statistics



Rupinder Brar, ADD, MOT, shares that on World Tourism Day, they will be signing an MoU with RTSOI and the UNEP, because responsible and sustainable tourism are essential for India and the world at large. Apart from that Nidhi 2.0, which is the next version of Nidhi scheme, will also be launched. Also the annual statistics of tourism are ready, and that also shall be brought in the public domain on 27th September.

Nepal removes quarantine for vaccinated tourists



Nepal on Thursday removed its mandatory quarantine requirement and resumed issuing on-arrival visas for foreign travelers provided they are fully vaccinated against Covid-19. In an attempt to revive its coronavirus-ravaged tourism industry, "We have approved removing the quarantine requirement for all vaccinated travelers arriving in Nepal from all international destinations and updated the travel procedures effective from September 23," Tarunesh Adhikari, spokesperson for the Tourism Ministry, told EFE.

Switzerland Tourism Webinar Series



Switzerland.

[Click here to register.](#)

South African Tourism's first virtual roadshow aims at mutually-beneficial trade partnerships



Sharing her thoughts on the idea behind organizing a virtual roadshow, Nelswa Nkomo, Hub Head - VEISA, South African Tourism, says, "The Virtually Yours South Africa roadshow in October is a testament of our unwavering commitment to the Indian market. We are excited to showcase the new, technologically-evolved, cutting-edge South Africa that still maintains its old-world charm, natural attractions and warm hospitality."

SEIS payments announced, stakeholders unhappy with percentage reduction & capping



Government has released the rates for SEIS claims FY 2019-20, and the industry is not happy. Rajiv Mehra, President IATO has said, "We welcome the gov't decision, but the percentage of scripts has been reduced from 7% to 5% and the capping of ₹ 5 cr; has put a dent to the bigger tour operators. Jyoti Majhi, President, TAAI, adds, "Despite regular recommendations, capping of SEIS rates between 3-5% will make it more challenging for the industry to survive."



Bihar's 11 Circuits identified for tourist destinations

Shri Narayan Prasad, Hon'ble Tourism Minister of Bihar in his address, at RICC's 6th National Tourism Investors Meet said, "Bihar has immense opportunity in travel and tourism. We have created Ramayan circuit, Buddha circuit, Gandhi circuit, Sufi circuit and many more circuits in Bihar". Bihar is also trying to promote state cuisine to all the plates of India under 'Har Thal Mein Bihar Vyanjan' campaign.

For more information contact harshal@tdppi.com +91 96194 99167
arumita.gupta@tdppi.com +91 96503 99908
www.tourismbreakingnews.com

For more news & updates please log on to





Travel & Tourism World of News & Views
25th Sep. 2021

IATO urges the government to restore SEIS to 7 percent

Indian Association of Tour Operators (IATO) welcomes the notification for the Release of Service Exports from India Scheme (SEIS) for the tour operators for the financial year 2019-20, at the same time it is sad disappointed that it has been reduced to 5 percent from 7 percent. "Last one and a half year has been one of the worst phases for the tour operators and in view of the debilitating hardship endured, it is urged that the government restores SEIS benefits to 7 percent as was valid a year before" says IATO President Raju Mishra.

FICCI's National Tourism Investors Meet infused new energy in the environment

To regenerate the ailing travel and tourism industry FICCI organized the 6th National Tourism Investors Meet. On the occasion Narayan Prasad, Union Tourism Minister, said, "While there are immense opportunities in travel and tourism, there is a host of travel circuits like Kanchenjunga circuit, Buddha Circuit, Gandhi circuit and Silk circuit, to name a few. Minister also took communion of Manda Hill with the mythological story of Sage Mandan.

TIT - BIT

Rejuvenating Tourism," virtual interaction on World Tourism Day: UFTAA

The WORLD TOURISM DAY is eagerly awaited globally. It is anticipated that this can be a huge beginning for the TRAVEL & TOURISM REVIVAL.

high-profile-celebrated global leaders – Fernando, – Convergences magazine Mexico, Patricia Perez Sahin, Latin plus DMC Group & Synergy connect LLC, USA, George Cao, Dragon Trail, China, from UFTAA, Yossi Fatael, vice president from Israel and Surek Kumar – President UFTAA from India will share with the attendees, the best ways forward.

Rudrabhishek Enterprises Limited is appointed as technical consultants for development of tourism in the Jammu region

No Negative RT-PCR required for fully vaccinated travellers: Andaman administration

Nepal resumes visa on arrival for fully vaccinated international tourists with no quarantine

Nepal has resumed Visa on arrival facility to fully vaccinated international travellers with no quarantine requirements for such visitors. Indian vaccines both Covishield and Covaxin are approved by the Registrar Authorities. Only condition is travellers should have received their last dose of Covid-19 vaccine at least 14 days prior to entering Nepal.

According to the new norms, fully vaccinated foreign travellers entering Nepal need to produce a negative Covid-19 RT-PCR (as per region) not older than 72 hours before departure.

For media coverage mail to: info@travelworldonline.in

- Government notifies SEIS at the maximum rate of 5%, travel industry cries foul

<https://travel.economicstimes.indiatimes.com/news/travel-agents/inbound/government-notifies-seis-at-the-maximum-rate-of-5-travel-industry-cries-foul/86459843>

- SEIS at maximum rate of 5 percent, says Government; travel industry not pleased

<https://hospitality.economicstimes.indiatimes.com/news/travel/seis-at-maximum-rate-of-5-percent-says-government-travel-industry-not-pleased/86473651>

- Travel and tourism industry seeks SEIS incentive at 7% to support pandemic-hit sector

<https://www.freepressjournal.in/business/travel-and-tourism-industry-seeks-seis-incentive-at-7-to-support-pandemic-hit-sector>

- Travel and tourism industry seeks SEIS incentive at 7% only - New Delhi News

<https://latestnews.fresherslive.com/articles/travel-and-tourism-industry-seeks-seis-incentive-at-7-only-283474>

- Travel and tourism industry seeks SEIS incentive at 7% only

<https://indiaupdates.in/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

<https://ommcomnews.com/business-news/travel-and-tourism-industry-seeks-seis-incentive-at-7-only>

<https://telugustop.com/stories/travel-and-tourism-industry-seeks-seis-incentive-at-7-only-business-latest-eng-news/?ampstory=yes>

<https://menafn.com/1102857701/Travel-and-tourism-industry-seeks-SEIS-incentive-at-7-only>

<https://www.daijiworld.com/news/newsDisplay?newsID=876699>

<https://yespunjab.com/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

<https://www.sarkaritel.com/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

<https://www.socialnews.xyz/2021/09/24/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

<https://www.mangalorean.com/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

<https://newsroomodisha.com/travel-and-tourism-industry-seeks-seis-incentive-at-7-only/>

- IATO urges the government to restore SEIS to 7 percent

<http://www.travelworldonline.in/tour-operators-news-detail.aspx?news=IATO-urges-the-government-to-restore-SEIS-to-7-percent>

<https://www.traveltrendstoday.in/news/india-tourism/item/10225-iato-urges-government-to-restore-seis-to-7>

- Authorities notifies SEIS on the most charge of 5%, journey trade cries foul – ET Travel World

<https://times-us.com/authorities-notifies-seis-on-the-most-charge-of-5-journey-trade-cries-foul-et-travelworld/>

- Government notifies SEIS at the maximum rate of 5%, travel industry cries foul – ET Travel World

<https://uaebulletin.com/government-notifies-seis-at-the-maximum-rate-of-5-travel-industry-cries-foul-et-travelworld/>

<https://newsclimb.com/government-notifies-seis-at-the-maximum-rate-of-5-travel-industry-cries-foul-travel-news-et-travelworld/>

<https://www.netindia123.com/netindia/showdetails.asp?id=3825538&cat=Business>

Sunday, 26th September

Services exporters flag SEIS denial, rates

Cargo handling among sectors dropped; pandemic-hit tourism's benefit cut to 5%

SPECIAL CORRESPONDENT
NEW DELHI

Several services sectors are fretting about being excluded or given lower incentive rates under the Service Exports from India Scheme (SEIS), whose benefits for 2019-20 were notified on Thursday, even as exporters voiced concern about the ₹5 crore cap on entitlements.

The tourism sector has been granted a 5% benefit on net foreign exchange earnings as opposed to 7% earlier, while some sectors like management consulting and cargo handling have been excluded altogether.

"Services such as management consulting services, technical testing and analysis services, support services for maritime transport and



No smooth sailing: The tight December 31 deadline for firms to claim benefits would also cause inconvenience. •R.R. DEBNAI

cargo handling services, which were eligible during earlier periods, are excluded now," T. Viswanathan, principal partner, Lakshmikumaran & Sridharan Attorneys, told *The Hindu*. "Moreover, the rate of SEIS benefit has also been reduced by 2%

from earlier specified rates." The tight December 31 deadline set for firms to claim their benefits would also cause inconvenience, Mr. Viswanathan said. On the ₹5 crore cap on benefits, he noted that a similar value cap of ₹2 crore had been

placed under the Merchandise Exports from India Scheme as well, which was under challenge before various High Courts.

The Indian Association of Tour Operators (IATO) said it was 'a tad disappointed' about the cut in the SEIS benefits, especially since the industry had faced one of its worst phases over the past year-and-a-half and endured 'debilitating hardship'.

"Inbound tour operators had almost zilch income with several of them folding up their businesses," said IATO president Rajiv Mehra. "So the SEIS benefit was awaited as it would provide some financial succour and help tide over this crisis," he said, stressing that tourism was a major employer.

Monday, 27th September

- Hony Secretary was on Zee TV business news at 5 PM. He panned down in clear words about less SEIS with Capping and help from govt in future by way of RoDTEP, MDA.



link of Zee business news TV interview

<https://fb.watch/8hHDxoDQcC/>

RESTARTING TOURISM
with Regional Collaboration

Organised by **wtn**
World Tourism Network

Supported by **ATM**
The Association of Tourism Marketers

Latest update in Tourism Industry
Bhutan
India
Nepal

30th September 2021
11 to 12 AM
(GMT+5:45) Kathmandu

Host
Mr Deepak Raj Joshi
Founding Executive Member
World Tourism Network

Special Guest
Mr Juergen Thomas Steinmetz
Chairman
World Tourism Network

Guest Speaker
Mr Ashok Pokharel
President
Nepal Association of Tour Operators

Guest Speaker
Mr Rajnish Kalshtha
Honorary Secretary
Indian Association of Tour Operators

Guest Speaker
Mr Damcho Rinzin
Chief Marketing Officer
Tourism Council of Bhutan

Register in advance at <https://zoom.us/meeting/register/tJAqfuChqjopG9Ou056H8y0zfv4iCYsy-znR>

4. Chapter News

**Segment 4 update sequence by date:16,17,21, 25, 26,27,29
September**

Thursday, 16th September

- Co-Chair Rajasthan Chapter spoke at the meet.





Saturday, 25th September

- Congratulations Chapter Chair Karnataka for runner up award for best Gujarat inbound tour operator outside Gujarat



Sunday, 26th September

- Congratulations Chapter Chair Maharashtra



- IATO NORTH EAST CHAPTER MEETING



- Mr Rajiv Mehra in conversation with Tourism Minister Assam Honble Mr Bimal Bora at Gauhati





Monday, 27th September

- Mr Mehra addressing the WTD gathering of the stakeholders of tourism in Assam



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CENTRAL UNIVERSITY OF KERALA
Department of Tourism Studies

Ministry of Tourism
Government of India

Celebrates

WORLD
TOURISM
DAY 2021

TOURISM FOR
INCLUSIVE GROWTH

WORLD TOURISM DAY 2021
Webinar on

Leave No One Behind: Tourism's Role on Inclusive Recovery
'An industry - student interface'

Monday, 27 September 2021 (04:30 - 06:30 PM)

ZOOM 8417 3936 956 (Passcode: 373750) [JOIN US](#)

E-Certificates will be provided to all participants

Expert Panel



Prof. Dr. V. Balachandran
Dean, School of Business Studies
Central University of Kerala



Mr. Abraham George
Tourism Advisory member, Kerala
CMD, Intersight Tours & Travels



Mr. James Kodianthara
MD, Concord Exotic Voyages India Pvt Ltd.
Chairman, MITD, Kerala Chapter



Mr. George Scaria
Guest lecturer, management centre
Innsbruck(MC) Austria,
Travelife Sustainability Manager



Mr. Prasad Manjali
MD & CEO at Citrine Hotel & Resorts
Citrine Hospitality Ventures Pvt Ltd



Mr. S. Swaminathan
MD, Grandlion Trails Holidays
VP, Kerala Travel Mart

Moderators



Dr. Dileep M.R.
Associate Professor
Travel and Tourism Management
Pazhassi Raja College
(Calicut University)



Ms. Sandhya Haridas
Manager, Indiatourism, Kochi
Ministry of Tourism
Govt. of India

- Mr Partik Hira Chapter Chair Uttar Pradesh being acknowledged by the Hon'ble CM of Uttar Pradesh for his contribution to tourism.





- Chapter Chair Telangana receiving the Telangana State Tourism Excellence Award.





➤ IATO Bihar and Jharkhand celebrated world tourism day



7:55 AM Tue 28 Sep

प्रभात खबर

देवघर आसपास

होटल महादेव पैलेस में मनाया गया पर्यटन दिवस

संवाददाता, देवघर

होटल महादेव पैलेस में सोमवार को विश्व पर्यटन दिवस मनाया गया. इस अवसर पर आइएटीओ बिहार-झारखंड चैप्टर के चेयरमैन सुरजीत कुमार सिंह ने देवघर के सभी पर्यटन से जुड़े लोगों को आमंत्रित कर बताया कि हाल के समय में नये पर्यटन लक्ष्य तक पहुंचने के लिए सभी को प्रेरित किया. एमटी महादेव पैलेस श्री रीज भी कम से कम 25 फीसदी लक्ष्य प्राप्त करने के लिए भूनीति ले रहे हैं.

बिहार झारखंड चैप्टर चेयरमैन के टूर ऑपरेटरी का भारतीय संघ हमेशा केवल पर्यटन के लिए सभी टूर ऑपरेटरी व होटल व्यवसायियों को प्रोत्साहित करते रहे हैं.

STAKEHOLDERS' RECIPES TO BOOST TOURISM IN STATE

KEEP IT ECONOMICAL, PUBLICISE YOUR UNIQUENESS

**SMITA
BHOPAL**

From constructing washrooms at regular intervals on highways to rationalising charges for wildlife safaris to improving publicity and infrastructure - stakeholders in the hospitality, tour and travel sector offered a wide range of suggestions on boosting tourism in the state.

Free Press talked with them on the sidelines of a brainstorming session organised by MP Tourism Development Corporation at Minto Hall on Monday, which was World Tourism Day. Excerpts:

Exorbitant charges

Wildlife is the mainstay of tourism sector in the state. But the charges for wildlife safari are exorbitant. Why will a tourist pay through his nose in Kanha when he can have a darshan of a tiger at Sariska or Corbett at a much lower price? Secondly, we need washrooms at every 50-60 km on highways. Also, the guides should be well-versed in the history and the culture of the places concerned. There is another issue. We are talking of inclusive tourism and rural tourism and charging Rs 6,500 per day for homestays! Can a middle-class family afford it?

**- Gopal Rai, Director,
Rai Travels Pvt Ltd, Bhopal**



Hidden jewel

Madhya Pradesh continues to be a 'hidden jewel'. We have not been able to adequately publicise our heritage, our culture, our places of interest in the country as well as abroad. That is why, when you talk of tourism, Kerala and Goa spring to mind, not Madhya Pradesh. Another thing is that people want to directly reach their destination. They don't want to switch from air to train to road and so on. So, places of tourist interest should be provided air connectivity under the UDAAN scheme.

- Hemendra Singh Jadon, director, Overseas Travels, Indore



Local culture

Our USP should be local culture and regional specialties, for instance the cuisine of Malwa. The road infrastructure has improved considerably. But we need better air connectivity. Also, the dates of the various festivals like Khajuraho, Mandu and Jai Utsavs should be fixed. Presently, dates change every year for political reasons. Foreign tourists plan their trips several months in advance and they need to know dates of the events they want to attend. Films are being shot in the state but the problem is that a scene shot in Maheshwar is shown in the film as a ghat in Varanasi. This should



change. The involvement of private sector in tourism-related activities should be increased.

- Samit Suri, chairman, MP Committee, Hotels and Restaurants Association, Western India

Disposable income

The problem is that the people are still scared. I hope things will settle by January - by that time we will know whether the third wave is coming or not! Another problem is that the pandemic has hit the economy severely and people are short on disposable income. Anyone will spend money on tourism only when he is left with cash in hand after meeting his essential requirements. As for infrastructure, there is no limit to its improvement.

- Pratyul Trivedi, secretary, Domestic Tour Operators of India



Women's safety

Women tourists must not only be safe but they should also be made to feel safe. They should be confident that nothing untoward will happen to them in Madhya Pradesh. So, more events like a recent women's bike rally should be organised to instill confidence among them. Also, we need to make tourist places accessible to differently-abled people. After all, tourism is for everyone.

-Priya Tiwari, business development manager, Salkanpur, Sehore

