

Incredible!ndia

INDIA

TOURISM MART
18th - 20th February
2021

Knowledge Partner



INDIA TOURISM MART - 2021

TOURISM LEADERSHIP CONCLAVE

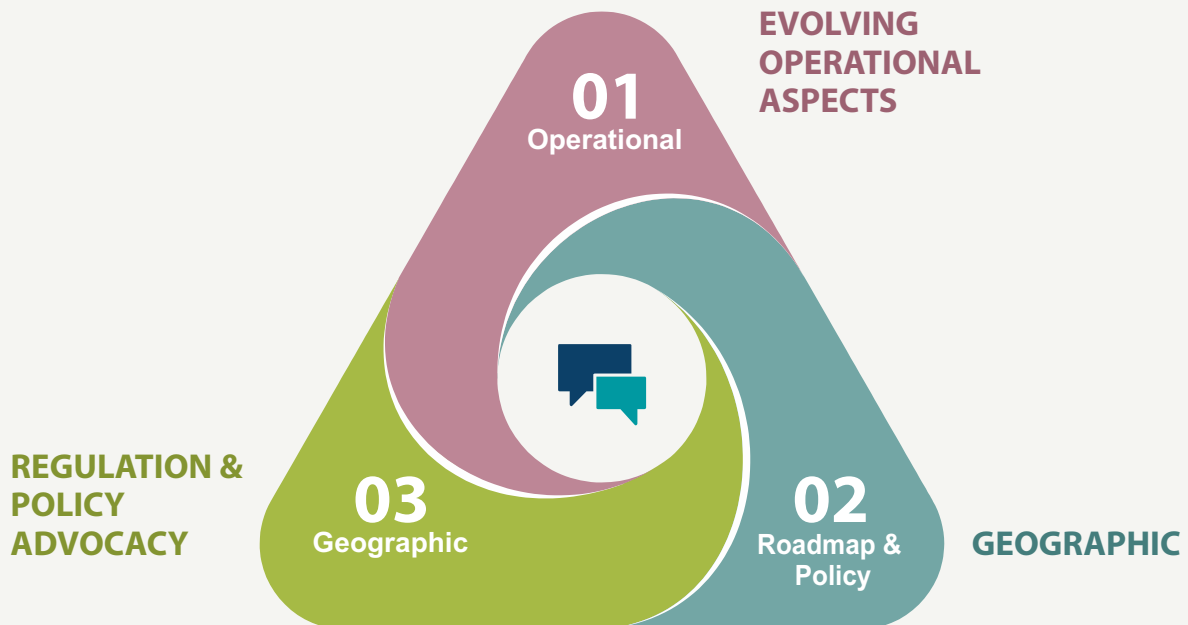
VIRTUAL

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INCREDIBLE INDIA LEADERSHIP CONCLAVE



TOPICS PROPOSED HAVE THREE PRONGS OF



KEYNOTE SESSION

(360 mins)

Topics associated with policy advocacy for reforms and strategic policy rethink

SECTORAL SESSIONS

(780 mins + 90 mins

strategic summary)

Topics highlighting innovation, or focus areas or areas undergoing change in view of the pandemic

STATE SESSIONS

(180 mins & with extension possible)

Topics focused on learning on potential areas of growth for geographic clusters



Day **01**

SESSIONS & SCHEDULE

 **18th Feb, 2021**

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INAUGURATION

 **TIME: 10:00 AM TO 01:00 PM**

TOPIC: STATE OF PLAY & COMPETITIVENESS FOR INDIAN TOURISM - TRAVEL & HOSPITALITY INDUSTRY

 **TIME: 1:50 PM TO 2:50 PM**

In the Post Covid Scenario, tourism in all countries is at ground zero. This session will address the once in a century opportunity for Incredible India to take a pole position, leveraging all its natural, cultural and economic strengths

TOPIC: INDIAN MICE ON MISSION MODE

 **TIME: 3:35 PM to 4:35 PM**

This session will address the opportunity of leveraging India's destination variety & its diverse economic & technological sectors for promoting both domestic & international MICE in India across the year.

TOPIC: VOCAL FOR LOCAL: DEKHO APNA DESH

 **TIME: 5:20 PM to 6:20 PM**

This session will address the opportunity for unlocking the tremendous potential domestic tourism has while creating new products and infrastructure amidst a favorable tax regime and leveraging our unique advantages in rural tourism

Note: ALL TIMINGS IN IST

The time gap between each Module is designed to include a Keynote Speaker and/or a State Session on the module topic

Day 02

SESSIONS & SCHEDULE

 **19th Feb, 2021**

TOPIC: HEALING THE WORLD IN INDIA – MEDICAL TOURISM



TIME: 10:20 AM to 11:20 AM

This session will address the opportunity of capitalizing on conventional, modern and alternate healing therapies for tourism prevailing in India while also building on the new title of being the largest vaccine manufacturer of the world.

 **19th Feb, 2021**

TOPIC: RIVER AND SEA CRUISE – EMBRACING THE NEW NORMAL



TIME: 12:05 AM to 01:05 PM

India is one of the few countries in the world with a rich mix of coastlines, rivers and inland waterways. This session will address the opportunities in cruise tourism through integrated development of infrastructure, services, taxation and branding

 **19th Feb, 2021**

TOPIC: INDIA'S NATURAL & RESPONSIBLE TOURISM



TIME: 1:50 PM to 02:50 PM

This session will address the opportunity and the challenges to leverage and convert India's immense natural heritage into creating a globally competitive adventure tourism sector.

 **19th Feb, 2021**

TOPIC: INDIA, THE NEW AGE TOURISM & AVIATION HUB OF ASIA



TIME: : 3:35 PM to 4:35 PM

This session will address the immense opportunity that can immerge for Indian Tourism when India is positioned rightfully as the aviation hub of Asia connecting the Eastern and the Western world.

TOPIC: THE UNTOLD STORY OF INDIAN CULTURAL HERITAGE

TIME: 05:20 PM to 06:20 PM

This session will address the opportunities and the challenges of leveraging India's 5000 years of built & intangible heritage for contemporary hospitality and service products while fully utilizing the cause of public private partnerships.

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Day **03**

SESSIONS & SCHEDULE

 **20th Feb, 2021**

**TOPIC: THE FUTURE
 COMPETITIVENESS OF PACKAGE
 TOURISM IN INDIA**



TIME: 10:00 AM to 11:00 AM

This session will address the opportunity of making Indian packaged holidays globally competitive while addressing the challenges of taxation, branding and global reach of Indian Tourism.

 **20th Feb, 2021**

**TOPIC: CONVENTIAL HOSPITALITY
 AND THE BALANCE OF ALTERNATE
 ACCOMODATION**



TIME: 11:25 AM to 12:25 PM

This session will address the challenge of creating contemporary hospitality infrastructure in India which is balanced with well-regulated alternate accommodation formats.

 **20th Feb, 2021**

**TOPIC: INDIAN CUISINE - THE
 EMERGING BALANCE OF POWER &
 TASTE**



TIME: 01:30 PM to 2:30 PM

This session will address the diverse opportunities emerging for Indian Food & Beverage Service businesses while addressing the challenges posed by the food technology models and taxation

 **20th Feb, 2021**

**TOPIC: WAY FORWARD FOR TRAVEL
 INTERMEDIARIES IN THE CONNECTED
 & CONTEMPORARY ECONOMY**

TIME: 2:35 PM to 3:35 PM



This session will address the challenges arising for travel intermediaries in the emerging connected world & the risks to their business models therein and its possible solutions.

 **20th Feb, 2021**

**TOPIC: JOYS OF INDIAN JOURNEY –
 SAFE & SEAMLESS TRAVEL**



TIME: 04:00 PM to 05:00 PM

This session will address the challenges of making travel seamless for Indian Tourist Transporters by eliminating connectivity bottlenecks through policies, services & improved transit infrastructure thereby enhancing the tourism experience of India.

 **20th Feb, 2021**

NEXT STEPS & STRATEGIC SUM UP



TIME: 5:05 PM to 6:35 PM

This module will summarize the way forward for Indian tourism at a macro-level and for each of the key verticals at a micro level their opportunities and next steps

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THANK YOU!

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