

IATO

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

SPEAKS





Indian Association of Tour Operators (IATO)
310, Padma Tower II, 22,
Rajendra Place, New Delhi - 110 008
Tel : 91-11-25750028, 25754478, 25738803
E-mail: iato@ddppl.com; admin@iato.in;
iato@airtelmail.in

EC LIAISON
Mr. Harish Mathur

Newsletter Committee

Mr. Rajnish Kaistha
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Ms. Elina Satapathy
Mr. Tapas Banerjee
Mr. Abraham George
Mr. Mukesh Manra
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COMMITTEE CONVENOR
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'AYODHYA TO BE POPULAR TRAVEL DESTINATION'

Rajiv Mehra, President, IATO, expresses his gratitude to **Yogi Adityanath**, the Hon'ble Chief Minister, UP for providing Lucknow as venue for IATO convention. He also appreciates **Arvind Singh**, Secretary, Ministry of Tourism, and **Mukesh Kumar Meshram**, Director General, Tourism & Culture, Uttar Pradesh for their assistance in making Convention possible.



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Our members will recover the spiritual and religious backdrop of UP from Sadna to Ganga Aarti to Kashi Vishwanath Corridor to the breathtaking city of Ayodhya to the legacy of Varanasi, Lucknow, and Agra
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Speaking at the IATO convention, Rajiv Mehra, President, IATO expressed gratitude, especially to the govt officials for making IATO convention a success. I would want to express my gratitude to Rakesh Kumar Verma, Additional Secretary, Ministry of Tourism, Ashwini Kumar Pandey, MD, UPSTDC and Mukesh Kumar Meshram, Director General, Tourism & Culture, Uttar Pradesh for their invaluable assistance. This season, there were 17

participating states along with Ministry of Tourism and Uttar Pradesh Tourism. We are all grateful to the Hon'ble Prime Minister of India for the unprecedented and international immunisation effort that promotes India as a safe tourist destination and for the utmost attention given to hygiene and security procedures by the stakeholders around the country,” added Mehra.

Mehra continued, “Our members will recover the

spiritual and religious backdrop of Uttar Pradesh from Sadna to Ganga Aarti to Kashi Vishwanath Corridor to the breathtaking city of Ayodhya to the legacy of Varanasi, Lucknow, and Agra. We promise to reinstate Ayodhya as a popular travel destination, just as we did with Varanasi, and in the next two to three years, Lucknow will also receive due attention of yours and a lot more jobs will be created in the tourism sector as a result.”

The new tourism strategy had a significant positive influence on investors in tourism infrastructure that emphasised on eco logy, wildlife, river growth, Buddhism, the Ramayana, and the Mahabharata in terms of both substance and incentives.

“In 2025, Vande Bharat, the most esteemed train in Indian

Railways, will connect travelers from all over the world to the legendary Kumbh Mela. In order to obtain a two-minute halt at Tundra Railway Station, we shall ask the Principal Secretary, Tourism to coordinate with the Railways,” said Mehra.

“We are grateful to the Ministry of Tourism, Finance, Commerce, Home, Health and Family Welfare, External Affairs and tourism and the state governments for promoting tourism in all respects,” added Mehra. The 37th Convention's topic is “Inbound Tourism - What Lies Behind” and we are all prepared to use the idea and roadmap that will result in illuminating the success story of Uttar Pradesh even more. Let us make a commitment to securing business for India, particularly for Uttar Pradesh, and to once more putting Ayodhya on the tourism map of the world.



Rajiv Mehra
President, IATO



LUCKNOW HOSTS 37th IATO CONVENTION

The 37th IATO Annual Convention, which was held in historic city of Lucknow from December 16 to 19, 2022, **Ravi Gosain**, Chairman, IATO began by addressing **Yogi Adityanath**, the Hon'ble Chief Minister of Uttar Pradesh, for organizing Convention in this state, which is at the forefront of Indian tourism.



Ravi Gosain
Chairman, IATO

Ravi Gosain speaking at IATO convention applauded Ashwini Kumar Pandey, MD, UPSTDC, Mukesh Kumar Meshram, Director General, Tourism & Culture, Uttar Pradesh and Jaiveer Singh, Minister of Tourism, Uttar Pradesh for their collaboration, thoughtful assistance, and insightful advice. He expressed his gratitude to Arvind Singh, Secretary, Ministry of Tourism, for his support to IATO.

Gosain said, "I extend a warm welcome to the media and tourism stakeholders who have traveled from across the nation to participate in this Convention and contribute their knowledge. I would like to mention the names of Ladakh and Tripura, especially as they are participating for the first time in the Convention. It is wonderful to see you ready to promote tourism. We have had an unprecedented and very positive response from our members at this Convention."

A special session on Uttar Pradesh and presentations by participating state governments were held to develop the network and the framework to push tourism forward.

"We are organizing five post-conventional tools. These will usher in the much-needed onsite marketing of the destination. It will offer the desired momentum and

exposure to the tourism canvas of the state of Uttar Pradesh. There will be a Travel Mart as well and it will be of great interest to our members," said Gosain.

The 37th Annual Convention was thought-provoking and challenged the creative minds of the stakeholders. It proposed tourism strategy that is the need of the hour.



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The 37th annual convention was thought-provoking and challenged the creative minds of the discerning stakeholders. It certainly presented an all-encouraging and proposing vehicle strategy that is the need of the hour
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UP SECURE & SAFE FOR TOURISTS: YOGI ADITYANATH

The Convention's main draw was **Yogi Adityanath**, the Hon'ble Chief Minister of Uttar Pradesh, who was present as the chief guest during the Valedictory Session. Yogi Adityanath spoke to over 1,000 delegates in attendance about the UP Government's plans for tourism development and the incentives that have been announced for the development by the UP Government.

Asserting that Uttar Pradesh is now the safest state in India for tourists, UP CM Yogi Adityanath placed more focus on the safety and security of visitors. At the Valedictory Session were Dayashankar Singh, Minister of Transport, Uttar Pradesh, Arun Kumar Saxena, Minister of Environment, Forestry & Climate Change, Uttar Pradesh, and Mukesh Kumar Meshram, Director General, Tourism & Culture, Uttar Pradesh.

Adityanath, spoke as the chief guest during

the Valedictory Session, outlining the state's plans for the development of tourism and highlighting the many incentives that have been announced by UP government. His presence was the highlight of the Convention.

Adityanath stressed the need for security and safety of visitors in his speech and asserted that Uttar Pradesh was the safest state in India for tourists. Additionally, Adityanath unveiled the IATO Manual 2022-23 and a coffee table book on Bundelkhand. At the Valedictory Session, Singh,



Saxena, and Meshram, also participated.

Tourism has a crucial linking effect on many economic sectors of our country thanks to its significant contribution to the GDP and employment. Trade, tourism, and technology have been cited by India's Hon'ble Prime Minister as the three pillars for exponential growth. India is among the most popular tourist destinations in the world thanks to its diverse

tourism landscape. Cultural tourism is the main focus of Uttar Pradesh's tourist strategy. The State has been a pioneer in Buddhist and spiritual tourism. Uttar Pradesh, home to Lord Buddha, Lord Ram, and Krishna, is determined to realise its enormous tourism potential. Hon'ble Prime Minister gifted the nation with the Kashi Vishwanath Corridor and the Kushinagar International Airport recently.

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Cultural tourism is the main focus of Uttar Pradesh's tourist strategy. The State has been a pioneer in Buddhist and spiritual tourism
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Yogi Adityanath
Hon. Chief Minister, Uttar Pradesh



'INDIA HAS EMERGED AS SAFE TOURIST DESTINATION'

Arvind Singh, Secretary, Ministry of Tourism says it is indeed a source of pride for us that the Indian Association of Tour Operators (IATO), which promotes travel and tourism in India, has sent so many of its members to Convention. He discusses Government of India's policies as well as the opportunities presented by holding the G20 presidency in 2023. He also thanked the UP government for its assistance in planning IATO convention.



Arvind Singh
Secretary of Tourism, Ministry of Tourism

“We have noticed that this is a sector with incredible resilience and that it has recovered from different setbacks and catastrophes in the past. I concur with Meshram's assessment of Varanasi's high visitor volume”

Arvind Singh, Secretary, Ministry of Tourism speaking at the IATO convention stressed that India will emerge as tourism hub of the world. “I congratulate Meshram and the state government for stepping up and supporting IATO. It is because of their efforts that this Convention is taking place. We are aware that tourism creates unique opportunities, particularly for women and young people, and contributes to socio-economic development, helps to bridge gaps between countries, and benefits both visitors and local communities,” said Singh.

Singh continued, “We have noticed that this is a sector with incredible resilience and that it has recovered from different setbacks and catastrophes in the past. I concur with Meshram's assessment of Varanasi's high visitor volume. The last week of last year, when the Hon'ble Chief Ministers paid a visit to the Kashi Tamil Sangam and a movie was being filmed there, I travelled to Varanasi to attend. The springs were

full, there were no hotel rooms available, and the local guides informed me that the earlier reliance on foreign tourists for business and employment was completely faded out because domestic tourist numbers have increased to such an extent that the majority of foreign guides are now dependent on the domestic tourist numbers.

“Meshram should also take into consideration the reality that some foreign tourists are unable to visit because they simply do not have access to hotel accommodations in Varanasi. Therefore, given the significant influx, it is evident that the infrastructure needs to be expanded. This has been made possible in large part by the efforts of the UP government and, of course, the Member of Parliament from Varanasi, under whose leadership we witnessed a highly effective vaccination programme,” said Singh.

In India, approximately 2.2 billion vaccination doses have been administered. The government had promoted India as a secure tourism destination that was



resistant to the COVID threat. According to Singh, “Recently, we saw that our Prime Minister Narendra Modi launched Mission Life, and it is expected to be an India-led global mass movement that nudges individual and collective action to protect and preserve the environment.

Singh also discussed that the Mission Life should be embraced since it holds a lot of importance for travel and tourism. “Therefore, by embracing ethical tourist practises, we all, all the stakeholders present today, can contribute to Mission Life. We started the domestic campaign known as Dekho Apna Desh after realising that domestic travel would be the proper focus of the revival. More than 150 webinars have been held, and this helped stakeholders show interest,” noted Singh.

In order to promote tourism in the future, we will encourage measures that can shape a more resilient, sustainable, and inclusive tourism sector. “Our key emphasis going forward

will be on sustainability, shift to renewable resources, job creation, and encouraging green and sustainable tourism packages,” stated Singh.

This will hasten its rehabilitation and the creation of viable lifestyles. The Ministry of Tourism would place more emphasis on sustainable and responsible tourism in addition to promoting normal attractions. The emphasis would be on promoting unusual locations and areas that encourage social segregation such as ecotourism, wildlife, wellness retreats, mountaineering, and trekking, as well as India's gift to the world, Yoga.

The route between Delhi and Mumbai, which used to be the busiest, did not see expansion. Growth was seen in airports such as Ranchi, Bhubaneswar, Guwahati, and Bagdogra, all of which are showing 29 per cent growth. This was speculated to be the result of an expansion of airport infrastructure, as well as the connectivity offered by low-cost airlines.

“The emphasis would be on promoting unusual locations and areas that encourage social segregation such as ecotourism, wildlife, wellness retreats, mountaineering, and trekking, as well as India's gift to the world, Yoga”

UP IS LEVERAGING SPIRITUAL TOURISM: MESHRAM

At the 37th IATO Convention's inauguration, **Mukesh Kumar Meshram**, Principal Secretary & Director General, Tourism & Culture, Uttar Pradesh notes that state of Uttar Pradesh is quickly becoming well-known and well-liked tourist destination both inbound and outbound.



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In the recent past, Kashi Vishwanath has received one million tourists each month. Currently, four million people visit Kashi Vishwanath on an average each month. Occasionally, like in July, we attracted 6.2 lakh visitors
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Speaking at the inauguration of 37th IATO Convention, Mukesh Kumar Meshram, Principal Secretary & Director General, Tourism & Culture, Uttar Pradesh said that Uttar Pradesh has become the hub of spiritual tourism. He added that the state is home to three UNESCO World Heritage Sites. Along with other internationally significant religious heritage sites, like Varanasi and Ayodhya because they draw the most tourists worldwide.

“Uttar Pradesh is the most popular spiritual tourism destination, which is why I indicated that Kashi Vishwanath has undergone significant development. In the recent past, Kashi Vishwanath has received one million tourists each month. Currently, four million people visit Kashi Vishwanath on an average each month. Occasionally, like in July, we attracted 6.2 lakh visitors,” said Meshram.



There are six main tourist destinations for Buddhists in Uttar Pradesh, says Meshram. At Sarnath, Buddha gave a sermon. We shall conduct Maha Kumbh in 2025. 40 million visitors are anticipated at Mahakumbh in 2025. That is Uttar Pradesh's potential, and our objective is to convert it into a responsible, international tourism destination while guaranteeing a variety of options and a positive guest experience.

“The seven S, are the guiding principles of our roadmap for the next five years. Suvidha stands for amenities, Suchna for awareness, Suraksha for safety, Swachta for cleanliness, Sarathna for infrastructure, and Sahyog for assistance. Swagata means welcome. Therefore, using these seven as a guideline, we will undoubtedly turn it into a popular tourist destination globally,” stated Meshram.

“A new tourism policy was developed by the tourism department and will take effect in 2022. It is an extremely appealing and profitable policy. Additionally, it can accommodate a wide range of amenities and risk stakeholders. Therefore, the main points of our system policies are to present ideas for film subsidies in addition to what the state government is providing; we will provide any film with a 2 per cent additional subsidy if they are shooting at tourist locations.”

“There are so many waterfalls in the area,” Meshram continued. Foothill Himalaya, Lakhimpur Kiri, Dudhwa, and other less well-known locations are full of eco-tourism options. In Uttar Pradesh, there is the oldest fossil park, in Salkhan which is 1.4 billion-year-old.”



Mukesh Kumar Meshram
Principal Secretary and Director General,
Tourism, Government of Uttar Pradesh

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A new tourism policy was developed by the tourism department and will take effect in 2022. It is an extremely appealing and profitable policy. Additionally, it can accommodate a wide range of amenities and risk stakeholders
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AYODHYA TO HAVE INTERNATIONAL AIRPORT: MINISTER

Asim Arun, Minister of Social Welfare, Uttar Pradesh states tourism as a very sensitive sector. It was first one to get hit by recession during COVID and there was no bigger recession than what COVID resulted. Travel sector and entire tourism sector were hit very badly but at the same time, when the time came back to bounce back, the bounce back happened, said Arun.



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UP has put a lot of effort into enhancing capabilities and processes. The best example is Kashi
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At the IATO convention, Asim Arun, Minister of Social Welfare, Uttar Pradesh spoke about various initiatives the state government is implementing. “UP has put a lot of effort into enhancing capabilities and processes. The best example is Kashi. On the ground, right from the core where the temple is, a beautiful corridor has been built and if you look at the entire city, the airport, everything has become better as a result and Varanasi is no longer as reliant on foreign visitors as it once was. Therefore,

we have a pretty consistent influx of local tourists, which is wonderful, added Arun.

Arun continued, “I believe it was the first time requests from people began flooding in asking if we might prolong the Kumbh’s duration. That is not conceivable since it is a ritual, it depends on other rituals, and it depends on particular dates, but it happened as though it were a normal fair with people begging for an extension. Consequently, the experience was excellent, the

preparation was excellent, and the execution was impeccable. We were working to improve it more and raise it to new heights. Now that we have more experience, we know how to expand the operations. I am sure more experience has passed for tour operators like yourself. It is time to take a closer look at the home experience and adapt it to fit a variety of budgets. We did this last year, but I am confident that this year we can do even more. We will complete it when we have the time.”

“The intersection of the east-west and north-south freight lines is close to the airport. As you can see, a number of businesses have already sprouted up. There is no doubt that it will lead to lot of business travel. Therefore, we should concentrate there as it presents a significant opportunity,” noted Arun.

Ayodhya is lovely, and the biggest Hindu temple will eventually be built there. A number of other facilities as well as the international airport will soon

be built. He further stated that short-distance travel and weekend tourism should be promoted in order to create new locations, some of which might later develop into very desirable tourist destinations that can draw visitors from far away or abroad.

The next policy has been prepared by the tourism department. “In addition to encouraging all of our tour operators to adopt this, I must commend your efforts and those of the entire sector. The policy focuses more on the orderly handling of matters. By developing systems, we must improve our ability to solve problems, asserted Arun.

Arun continued, “Agra and Kashi, two of Uttar Pradesh’s most significant tourist locations, do not have even a single well-organized walk trip that is reasonably priced. I cannot think of even one thing that should be used as the main instrument to draw in visitors and give them a positive impression of Lucknow. There are a few you may reserve online, but they are rather pricey.”



Asim Arun
Member, the Uttar Pradesh Legislative
Assembly stated Tourism



'ODISHA HOLDS ENORMOUS TOURISM POTENTIAL'

Ashwini Kumar Patra, Minister, Tourism, Government of Odisha says that Odisha will hold Hockey Men's World Cup in Jan 2023 thereby drawing large number of domestic and foreign tourists to the state.



Ashwini Kumar Patra
Minister of Tourism, Govt. of India



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Through this massive event, we present products and services related to Odisha tourism that will support the growth of India's tourism industry. I appreciate you taking the time to learn about Odisha's tourism offerings
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Ashwini Kumar Patra, Minister, Tourism, Government of Odisha, said that the Hockey Men's World Cup would be held in Odisha in January. Both domestic and foreign tourists are anticipated in large numbers in Odisha. The fourth eco-retreat edition, a seasonal camping event that offers a MICE lifestyle experience at an exotic site, is also being held at the same time.

The fraternity of tour operators and travel agents plays a key role in promoting the best

of what Odisha has to offer internationally. This is an opportunity to resurrect India's best kept secret to the globe.

“Through this massive event, we present products and services related to Odisha tourism that will support the growth of India's tourism industry. I appreciate you taking the time to learn about Odisha's tourism offerings. Your participation in this event will open up a lot of business prospects and provide the travelling public with top-notch tourist locations and experiences,” Patra stated.

REUNION TO REMEMBER

The 37th IATO Annual Convention, which took place in Lucknow from December 16–19, 2022, marked a turning point for the organisation as more than 1000 delegates from throughout the nation attended.





APPRECIATING TALENT

IATO presented the Hall of Fame award to **Late Badri Nath Bajaj**, Founder, Perfect Travels & Tours, and **Sunil Gupta**, Director, Travel Bureau, Agra, at its 37th annual conference, which was held in Lucknow. **Arvind Singh**, Secretary, Ministry of Tourism, and **Ashwin Kumar Patra**, Minister of Tourism, Government of Odisha, presented the prizes.



“When I look around, most of the members present in this room today are my patrons but more importantly, most patrons are now my friends and this friendship and goodwill for me is my lifetime achievement”

Sunil Gupta, Director, Travel Bureau, won Hall of Fame award and was felicitated at the 37th IATO Annual Convention. Receiving this honour was remarkable since he has had the honour of serving the IATO members for over 42 years.

In order to assist tourism to reach its full potential, Gupta said, “I wish to continue serving and partnering with all the stakeholders. I want to express my gratitude to the Ministry of Tourism,

Government of India, and the state tourism boards, particularly those in West Bengal, MP, UP, and Bihar, where we have operations. When I founded the travel agency in 1979, I never would have dreamt that I would stand in front of the biggest names in the industry and receive such support, love, and respect.”

“When I look around, most of the members present in this room today are my patrons but more importantly, most patrons



are now my friends and this friendship and goodwill for me is my lifetime achievement,” said Gupta.

The founding father of Perfect Travels & Tours, Late Badri Bajaj, who started his journey in the year 1981, was presented with the IATO Hall of Fame Award for 2022 for his commitment and upbeat outlook. Bajaj had travelled extensively in India and abroad and had over 40 years of expertise in the travel industry. He

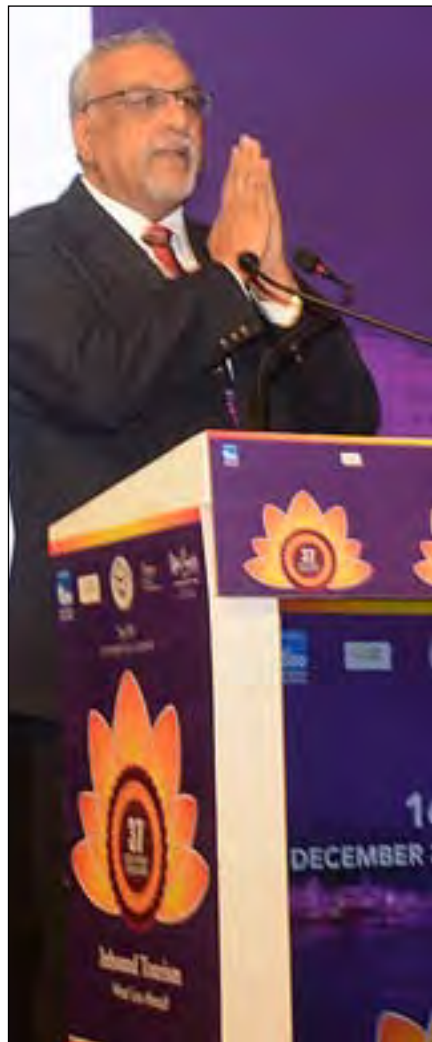
was well-versed in all facets of the industry. Before creating Perfect Travels, Badri spent more than 20 years overseeing the inbound tours department of the American Express travel office in India. In the travel industry, Badri, a past President of the national body of the Indian Association of Tour Operators, was well-liked and well-respected. Raj Bajaj, son of the Late Badri Bajaj, received the Award on his father’s behalf.

“The founding father of Perfect Travels & Tours, Late Badri Bajaj, who started his journey in the year 1981, was presented with the IATO Hall of Fame Awards for 2022 for his commitment and upbeat outlook”



'INBOUND TOURISM SOARING TO PRE-COVID LEVELS'

SanJeet, Director, DDP Group, moderated first business session, featuring speakers **Rajiv Mehra**, Director, Uday Tours & Travel Pvt. Ltd., **Mukesh Kumar Meshram**, Principal Secretary and DG, Tourism, Government of Uttar Pradesh, and **Rakesh Kumar Verma**, Additional Secretary, Ministry of Tourism, Government of India.



SanJeet
Director, DDPPL



In the first business session at IATO convention, **SanJeet**, Director, DDP Group said “we want to look at what lies ahead from a tour operator’s point of view”. That is what we intend to do, and if I may say so, I have urged all of my officials to refrain from making choices based on considerations of the consumer and instead focus on the tour operator’s perspective, as doing so will improve the situation.

He started the session with **Rakesh Kumar Verma**. The first question posed to Verma by SanJeet was, “What role do you see for the Indian tour operators to help and work with you to promote tourism? After all,

we all know that the tour operators are the ones who translate all of your efforts.” What do you think about how and what a tour operator should be doing now that COVID has passed?”

Before COVID in 2019, Verma continued, “The foreign exchange was 2 lakhs 11 thousand crores, and if you look at 1.7 billion population, it was not really a crystal ball, but a clear prediction by the ministry because we were aiming at tripling that number by 2030.”

India is a nation that deserves far better. Therefore, it is obvious that the ministry has the responsibility



to grow its market share internationally. The modern world is aware of India. What the ministry has to provide, whether it be in terms of connectivity, infrastructure, whether in terms of the city getting better infrastructure, whether it is about visitors or connectivity, is “and on the supply side is where I have scored extremely well,” added Verma.

India has a bright future thanks to the supply side’s overall strengthening and development. So inbound tourism has a bright future ahead of it.

“Prior estimates stated that the entire recovery might not occur until 2024. But today I think the majority of the industry sees who are hopeful that by 2023 we may be recovering from pre-COVID level another property moving forward,” continued Verma.

SanJeet moved to **Meshram** and asked, “How do you wish to approach them through the tour officers here? What are you preparing that these tour operators ought to be doing? Do you provide them with support or assistance? Do you collaborate with them to advance this and bring in these foreigners to India?”

Meshram replied, “We have Sarnath, and the Ganga River is the longest one. There are many destinations, therefore. We are creating every destination. In UP, we have earmarked 5,000 such locations. We have already begun building infrastructure on 750 of those. In all these tourist destinations, we have finished building a lot of infrastructure during the past five or six years. So, we are prepared. You guys are our Sarthi,” Meshram stated.

He said, “I request all the tour operators to guide UP and for that, you will undoubtedly need to tailor-make the packages for the requirements of the tourist’s inbound destination. There is a sizable market.”

“One of the best and most well-liked things that all of us have ever done in terms of domestic tourism, but when it comes to international policy. What are you observing? most significantly, how you interact with the trip providers,” enquired SanJeet.

Replied **Sheo Shekhar Shukla**, “Additionally, the inbound tourism is a very substantial industry in our opinion. It is simpler to say than to do. The first measure we need

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In the first business session at IATO convention, **SanJeet**, Director, DDP Group said “we want to look at what lies ahead from a tour operator’s point of view”
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For inward tourists, first, we consider that international events and accolades greatly add value to our commercial operations abroad. In addition, we include in our delegation any private parties with whom we are conducting business in MP

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to set in motion is foods, therefore Madhya Pradesh is very deliberately working toward a very well-chartered, multifaceted plan. In this entire endeavour, the tour agents and tour operators are the primary protagonists in bridging the gap.”

There are numerous schemes in which we are collaborating with tour operators, as they had inquired about how we were aiming to do so. For inward tourists, first, we consider that international events and accolades greatly add value to our commercial operations abroad. In addition, we include in our delegation any private parties with whom we are conducting business in MP, Shukla stated.

Shukla added, “We also perform some type of recce with our foreign partners to filter out the proper kind of tour operators who are working in other countries, who sell in India, who sell in Madhya Pradesh and figure out the correct ones and we have one on one sessions with them. We also encouraged the outbound travel brokers of those nations to include Madhya Pradesh in their brochures by interacting with them through our team, consisting of other stakeholders.

SanJeet continued by asking Shukla, “Can any of the tour operators join you on the roadshow and in

your booth when you undertake a roadshow or when you exhibit at an international exhibition? They may also accept the MDS team that you and MP are providing for them.”

“Absolutely. What I am saying is this. We will not finish the chain up until you get there. The alternative can always be done. Understanding the requirements, the gaps, and the posture of the state in relation to those source market countries are all necessary to prevent inbound tourism in the state, whether these are related to human resources or anything else. However, individuals like you have stood to fill the void,” continued Shukla.

We are providing this with an open heart, said Shukla. The majority of us in our delegation welcome anyone who wants to join MP’s delegation as well as participants from inside and outside the state who want to sell MP so they can get in touch with you. As a newspaper source, we prefer to be up-forward about this. Anyone who wants to join the delegation is welcome to apply. Of course, we choose and conduct our research.

I suppose you are a late entry into tourism as far as international tourism is concerned, SanJeet asked **Sachin R Jadhav**, the following

speaker.” What do you think about the fact that you appear to have a lot on your plate? What are you doing right now to help travel agencies promote Odisha around the world and convince Indian tourists to visit Odisha?”

“It is a fantastic learning opportunity for my job at me. We officers come and go, but you are still around, this profession has improved your life, and there is much we can learn from you. Regarding your remark, I would want to take it with a grain of salt and as a left-hand compliment in the sense that you acknowledge the presence of Odisha,” said Jadhav.

Jadhav continued, “About 20–25 years ago, today’s Odisha was recognized for natural calamities, and today, as you correctly noted, Odisha is recognized for the sponsorship of India’s hockey team.

As a result, throughout the year, if you look at Odisha’s budget allocation for tourism in 2018, it was 80 cr, and for 2023, I have just completed an exercise and recommended a budget for the next year. We have provided a budget outlay of 600 per cent.

In 1960s, Odisha was one of the first states in the country to have tourism development corporation.

In a state with a few commercial establishments, particularly for the hospitality industry. Now that the private sector has developed and we are allowing private businesses to operate on their own.

Abhay Sinha, Director General, Service Export Promotion Council, said, “I believe there are some issues that we are attempting to synchronise with better synergies, and we are the platform where we would like India to be seen as one country bringing the perceptual changes in the minds of the tourists.”

There are several activities and events. Together with the Ministry of Tourism, we have planned with their assistance. We have also received monetary help from the Ministry of Tourism, albeit only in part. Whatever we accomplish, we represent it in India as a single story with numerous supporting narratives.

“We all were talking about one goal, one object. I think better synergy can be evolved and at the end of the day, since the sector had gone through, you know, one of the toughest times in terms of the core challenges, there also everybody who could look at NCPC only as a gateway for SCI that about the result of this value chain,” said Sinha.

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About 20–25 years ago, today’s Odisha was recognized for natural calamities, and today, as you correctly noted, Odisha is recognized for the sponsorship of India’s hockey team
–Jadhav

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HOTELS PUSHING FORWARD SUSTAINABILITY EFFORTS

Homa Mistry, CEO, Trail Blazer Tours, moderated the second business session, "Building Relationship Between Hotels and Tour Operators" featuring speakers **Parveen Chander Kumar**, Executive Vice President, Sales & Marketing, IHCL, **Lakshyaraj Singh Mewar**, CMD, HRH Group of Hotels, **Vikramjit Singh**, President, Sales, Lemon Tree Hotels, and **Pronab Sarkar**, MD, Swagatam Tours.



Homa Mistry
CEO, Trail Blazer Tours (I) Pvt. Ltd.



In the second business session moderated by Homa Mistry, CEO, Trail Blazer Tours asked, "We all know that without the cooperation between the tour operators and hotels there could not be a better business for mutual benefits. I would want to talk about some current COVID-related difficulties here in the hopes of finding some solutions and improving business connections."

Pronab Sarkar replied, "We look forward to assisting the industry for improved business and cooperation. I would like to explain some of the locations where tour operators are encountering issues. The first is that the inbound business is still not fully recovered. However, domestic tourism is generating

excellent revenue for all hotels. We are all aware that booking hotel rooms is difficult since we frequently do not receive timely confirmation. The sales crew is occupied with domestic business, thus there is a difference."

"The room increase structures are numerous. The high season for festivals, exhibitions, events, and blackout days is now being offered by hotels in addition to the winter season. Due to the diverse room structures for each date, we are no longer able to obtain special dates without a date in modern times. Without a date, it is very difficult for us to quote our international operators," added Sarkar.

The hotel credit policy has undergone a significant



adjustment since COVID outbreak, and the majority of hotels now accept upfront payments. However, the two operators have welcomed back visitors and foreign tour guides.

"So as you can see, the business has grown, but we still have numerous challenges, particularly with the inbound proposal. What better opportunity could there be than the many challenges we present to you? Do any of you wish to take that power? Even if you could just look at or address a few of them, that would assist us to influence others more," Sarkar said.

Mistry asked Lakshyaraj Singh Mewar, "What are the various legends associated with historic properties? What are the impressive spectacles that it is offered to a foreign tourists? I want to know if we are moving things forward now in this regard. Because when you reach a point where you want to stay, this is a terrific story to improve. You have reportedly promised to pay all your properties' operating costs. How do you feel about this? And perhaps you desire our assistance? How can more arrayed circuits be made? How do we gain control of this? I would like to pick this up as a question."

Mewar replied, "So one thing I think is especially important to add here is that it is not only me that you have called and honoured, let me also tell you from the bottom of my heart that every heritage has been honoured by you in the IATO convention today. We are therefore utterly humiliated. I believe the first thing you can do is give us a voice and the opportunity to speak on your platform. I consider it a successful start to the trip to have a heritage property here at this time."

"Today, I am very happy to attend this beautiful platform this year as we are completing 50 years of togetherness," he continued.

Mistry further asked, "What are you doing over here, and how can we also talk about it so that the clients arriving know that this country, these food officers, and this hotel here are doing something for sustainability. Therefore, if you can explain everything, it would be great because most people today are very conscious of the environmental impact when they travel."

"This represents a carbon footprint since travel leaves a sizable carbon imprint. As

“So as you can see, the business has grown, but we still have numerous challenges, particularly with the inbound proposal. What better opportunity could there be than the many challenges we present to you?”

“The room increase structures are numerous. The high season for festivals, exhibitions, events, and blackout days is now being offered by hotels in addition to the winter season”



operators advance, many individuals are interested in going to locations with sustainability. We must all take action in this matter,” Mistry continued.

“Additionally, there is a strong emphasis on sustainable procurement, which is crucial for the kinds of demands that we address. We also pay attention to business governance, which has always existed. We are also concentrating on things such as offering a means of subsistence and continuing to construct workshops. We are working with UNESCO, and we promised to take care of any hotel that is located within the periphery of UNESCO historic site. It is a daring move. Only 20 projects are now underway across the nation’s sites and different zones,” replied Vikramjit Singh, President, Sales, Lemon Tree Hotels.

Beyond sustainability, Lemon Tree has advanced. They also take care of people, including disabled individuals. Please watch this video with consideration and some free time. It is educative and eye-opening video. Can you then play the video there? In four

minutes, something happens. Just wait and see what transpires. Intensify the sound, volume, Mistry stated.

“I want to emphasise that every individual you saw in the video and every action they took were true. Modules are not present. Every single day, continuously, they carry out this activity. When they arrive at a hotel, this is what they do as part of their daily work. This was a project that our Chairman initiated as a very little venture back in 2007,” added Singh.

Singh continued, “The goal is to reach 30 per cent by FY 26. We will succeed if we follow our model and take on our tasks. Utopia would exist once we built a hotel, which is what my colleagues with disabilities 80 per cent intended. I employ a General Manager who has special needs. Therefore, that is what we are examining and this what we intend to do and I sincerely hope I have everyone’s support because every time you give me business, you are also helping out these folks who might not otherwise be able to find work.”

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UP TO FOCUS ON SUSTAINABILITY AND EXPERIENTIAL TOURISM

The third business session was moderated by **Prateek Hira**, Managing Director, Tornos, and featured **Ashwini Kumar Panday**, Special Secretary, Government of Uttar Pradesh and MD, UPSTDC, **Vishal Singh**, Vice Chairman, Ayodhya Development Authority, **Raj Singh**, Chairman, Antara Luxury River Cruises, **Chef Rajeev Goyal**, Founder, Solutions Unlimited, and **Eva Sharma**, IFS, Government of India, from the forest department.



“the river was not even considered a mode of transportation. The government did recognize the enormous potential and gave push to riverfront development programme”

Prateek Hira, MD, Tornos moderating the third business session in the IATO convention said that experiential tourism is another area that the Government of Uttar Pradesh and the business entities are focusing on. In our times, the river was not even considered a mode of transportation. The government did recognize the enormous potential and gave push to riverfront development programme.

“In order to better understand how we carried out that development effort, what was the guiding principle, and what our Hon’ble Prime Minister thought about the Kashi Vishwanath corridor, we would first like to hear from Vishal. He was handed control of the Ayodhya corridor after successfully putting all of these ideas into practice. Vishal is here to explain that to you so that we may comprehend. What did you experience over the course of the last year?” inquired Hira.



“I remember when I was posted there back in February of 2018, I was told that something has to be done here and believe me, for almost a month and a half I was just wandering around the place trying to feel that place, those small so standing in the middle of all that, it was so difficult to conceive of something that can be done here and I remember for the first time, I thought of getting a drone survey done and developed a 3D map of that area,” said Vishal Singh. There was not a single inch of gap between residences when we performed it for the location geography.

“I received full backing from both the central and state governments. It took me about three and a half years to alter and demolish all those structures,” Vishal stated. “We had to remove everyone who was present, and everything had to be done without using any form of force.”

Hira continued, “How has the journey been from the first

voyage to now? What did you think of this lengthy cruise? What thoughts did you have, what challenges did you face, and how is it developing right now?”

Raj Singh replied, “I am aware that one aspect of inbound tourism is the requirement that we exhibit fresh products and innovative methods of representing our nation. A new industry is river cruise tourism. Cruises are currently operational on the Ganga. You will be astonished to learn that Ganga is now a major river cruise destination.”

“The minimum stay for travelers is seven nights. So, that is a component. Since there are various factors involved, we kept that in mind as we began to consider ways to improve the entire aspect. This is one example of river cruise tourism,” Vishal Singh continued.

Today, there are numerous sustainability-related things. Sustainability is a major issue.

“Today, there are numerous sustainability-related things. Sustainability is a major issue. Furthermore, river cruises have been engaging in sustainable practices for the past seven to eight years. When it comes to sustainability, you are aware of the discussions on how to lower your carbon impact”



Furthermore, river cruises have been engaging in sustainable practices for the past seven to eight years. When it comes to sustainability, you are aware of the discussions on how to lower your carbon impact. The fact that we use local foods and veggies when it comes to river cruise tourism is another part of sustainability,” added Vishal.

She serves as the Eco-tourism Board’s chair. What is this now? I have always believed that tourism and the forest are incompatible fields. What has occurred is solely as result of tourism. What is it then?

People frequently confuse tourism and eco-tourism, however, according to Eva Sharma, they are comparable but distinct. Eco-tourism is responsible tourism in which we raise awareness of the conservation, and preservation of biodiversity, flora, and wildlife, as well as the improvement of local populations by producing jobs in those places.

In just two districts, Lakhimpur Kheri and Dudhwa National

Park, the state of Uttar Pradesh began promoting eco-tourism in 2014. The number of visitors was far less, with a maximum of 450-500 people visiting us in a single year. Although we only made a small amount of money, after three to four years the feedback started to come in, and we became inspired to create another eco-tourism destination in 2017, said Eva.

“Rajeev Goyal, who conducts food tours and conducts extensive research on the subject, was instrumental in helping to develop food tourism as one of the trust areas, which has now gained the attention of the central government, which is always happy to consider food tourism as one of the subjects,” averred Hira.

“The largest difference we perceive is that we do not comprehend how diverse culture presents opportunities for the most important, fundamental things you can conceive, and we must not forget that history began when we added the word. We can say that it predates the concept of history,” added Goyal.

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'INDIA HOLDS HUGE POTENTIAL FOR ADVENTURE TOURISM'

Rajnish Kaistha, Honorary Secretary, IATO, moderated the fourth business session, titled "Need of the Hour - Tourism Marketing and Promotion", which featured several eminent speakers, including **Padmashri Ajeet Bajaj**, MD, Snow Leopard Adventures, **Kapil Goswamy**, MD, Bigbreaks.com, **Manan Mahajan**, MD, Orange Tours & Trips, **Abinash Manghani**, CEO, WelcomHeritage Hotel.



Rajnish Kaistha
Honorary Secretary, IATO



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With regard to adventure tourism, I believe it is high time for our nation to take this seriously. Adventure tourism had a global market value of US \$683 billion before COVID, and it is expected to reach US \$1 trillion by 2024
”

Rajnish Kaistha, Honorary Secretary, IATO in his opening remarks said that travel industry has suffered badly due to COVID and appropriate measures should be taken by the industry stakeholders to recover the lost ground.

“I want to start by saying that after 30 months, the travel industry has been left mostly high and dry, with inbound operators receiving little more than guarantees and loan offers. I must mention this here. Tourism Ministry, Secretary, and additional DG Secretary have

made every effort, but it seems that the government was not in the mood,” said Kaistha.

Kapil Goswamy, MD, Bigbreaks.com, said, “Unfortunately, the narrative of India has changed in the last two-and-a-half years. It had been awful in every Western market. Despite the government’s best efforts and the fact that we Indians unanimously believe that we managed COVID really well, the global story was bad.”

He added, “In order to correct that narrative, we must inform them that we are open. We



need to advertise that we are a secure location. Social media advertising is necessary. We must be always clearly visible. We must let folks know how many people we immunized. We must let them know that we are prepared for business, which has regrettably not happened.”

Ajeet Bajaj was queried by Kaistha for his opinion on the adventure tourism businesses. “What are your thoughts about that? How we approach it in terms of the government’s marketing initiatives because we entrepreneurs go and bring visitors to India, but it is the individuals who have to project the image and carry out the marketing as a brand in India,” Kaistha asked.

Replying to his query, Bajaj said, “With regard to adventure tourism, I believe it is high time for our nation to take this seriously. Adventure tourism had a global market value of US \$683 billion before COVID, and it is expected to reach

US \$1 trillion by 2024. With the COVID-related cabin fever, they are now predicting a trillion-dollar market by 2026. The National Board for Adventure Tourism has, therefore, been established. Two meetings have already been taken place. We are developing a ton of original concepts, and I must thank Rakesh Kumar Verma,

Additional Secretary, Ministry of Tourism, and Arvind Singh, Secretary, Ministry of Tourism for that. They have advanced at a breakneck pace. Adventure tourism, I believe, has become more widely recognised in our nation.”

Asking Manan Mahajan, Kaistha said, “You have your own list and conduct a lot of business from Europe and America. What we talked about yesterday were the difficulties, the shortfalls we have had over the past few years, and how India’s reputation as a desirable travel destination has been somewhat damaged. More so, given how widely disseminated negativity was throughout the previous year. What are your thoughts? And now we reach pre-COVID levels. I must mention something that you may have heard this morning: India is likely to be one of the countries with the fastest post-COVID inbound tourism growth.”

Manan replied, “You see, the world of travel is incredibly sensory. Our Incredible India campaign ran in 2002. In Australia, the United States, Europe, and Africa, we were conducting a fantastic campaign that was running across all media platforms with great success. Since Incredible India’s campaign ended there, the state tourism boards have taken over successfully. Incredible India has not run a campaign since.”

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The leisure tourism industry in India has always placed a strong emphasis on the inbound tourism market during the past five to ten years. As far as I can recall, domestic tourism received relatively little attention or effort from hoteliers
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INDIA: FASTEST-GROWING MARKET FOR CIVIL AVIATION

Naveen Kundu, MD, EBIX Travel & Holidays Ltd. moderated Business Session 5 titled “Last Mile Connectivity - Air, Rail, and Road”. Eminent speakers included **Rajeev Bansal**, Secretary, Ministry of Civil Aviation, **SP Singh**, Joint Secretary, Ministry of Road Transport, **Sunit Kothary**, Chairman, Civil Aviation & PR Committee, **Santosh Kumar Sharma**, CEO, Foresee Aviation, and **Madhav Oza**, Director, Blue Star Air Travel Services.



Naveen Kundu
MD, EBIX Travel & Holidays Ltd.



“The list is endless. We are where we are in terms of tourism and connection because of the work that has been done over the past 75 years, but we are aware that much more needs to be done”

Everyone is aware that last-mile connectivity is treated like an adventure game in India. Everyone is involved, yet nobody succeeds. In India, there are 406 unmaintained airstrips. We have 67 hill station visits and are in close proximity to roughly 19 national parks in India where a strip, an airline strip, or a landing strip is available. However, we don't have a single scheduled flight to any of these locations, said Naveen Kundu, MD, EBIX Travel & Holidays Ltd.

“The list is endless. We are where we are in terms of tourism and connection because of the work that has been done over the past 75 years, but we are aware that much more needs to be done. And one of the government's plans, even though we all agree that the private sector must make significant contributions to the development and promotion of Indian tourism. But for the respected panel to know what is in store for us, we must still be alive today,” Kundu said.



The past, the present, and the future are the three stages in which we might define our approaches. The strategy used to launch this national highway building programme was planned testing and anything less than the current motorway. The upgrading of the writing surface, the realisation enlargement of the lane, and the many refrigerators of this hydro development process were all given priority, according to SP Singh, Joint Secretary, Ministry of Road Transport.

“The first thing I want to know is what the connectivity on aeroplanes has in store for all of us. How can we ensure that this code governs the service sector, and how can we change this industry in general?” Rajeev Bansal, Secretary, Ministry of Civil Aviation.

“So that is roughly nine to 10 airports annually. In reality, we have built 70 airports in the past 70 years. That is the rate at which the job has been progressing. The Udan Scheme, which you just highlighted, is a fantastic initiative that connected 450 roads, as you correctly stated. The 2016 debut of the Udan Scheme. If the two COVID washout gears are removed, we have completed around 450 trips in five years. What is the goal?” Bansal continued.

“We still have 550 routes to travel. Therefore, it follows that increasing infrastructure is the only way to link people, as well as to expand the economy, reduce avoidance, and boost tourism. And if you look at what's occurring in India, we are expanding airports to that goal. Large airports are expanding here. Large airports are expanding. The size of Delhi Airport is 65-70 million. The capacity will increase to 100 million,” Bansal added.

“We had the inauguration of a second airport in Goa. We have more charter flights coming from Russia, London, We have airports coming in at very small bases,” replied Bansal.

“I would like you to elaborate on the difficulties we encounter in connecting individuals using them with the experts and how we could lower the cost because people's access to science is currently a luxury that is out of reach. What should I do about this promotion then?” questioned Kundu.

“We are able to obtain information the majority of the time, but it takes a long time. Why is it impossible to have a single window permission? For example, writing to certain people allowed us to quickly and easily request their

“We still have 550 routes to travel. Therefore, it means that increasing infrastructure is the only way to link people, as well as to expand the economy, and boost tourism”



approval. Additionally, it used to cost 8000 staff. So many are unstructured. If you could simply have one tour window authorization process where we just write one way and we get the permission,” Santosh Kumar Sharma, CEO, Foresee Aviation.

“Now for my tour operating, people all want to give invisible as if you know, as they say, something you have to make mistakes faster. Now you have taken those initiatives that you’ve done exemplary work in one of those areas. First, I like what you have done. Second, what is your message to your fellow operators and the consumer?” asked Kundu.

“What might one anticipate from this airline? India is the world’s fastest-growing market for both travel and

civil aviation, if the business is improving, which it is. The first-largest travel market that we have is for people under the age of 55. I would like to hear your opinion as to what you would expect from aviation, from the rate, from the road, in terms of connectivity, in terms of enhancing your business as a consolidator-based travel agent,” Kundu asked.

“The future of aviation is quite fascinating, and although it is not my profession, the next ten years of Indian civilisation will be explained. India will begin to emerge, which is one of the significant events that will take place in the next five years or even fewer. India will regain its proper position as one of the Southeast Asian countries and one of numerous Middle Eastern countries replied Madhav Oza, Director, Blue Star Air Travel Services.

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FARM TOURISM: LEEWAY FOR INBOUND TOURISM

Sanjay Razdan, Director, Razdan Holidays, moderated the business session, titled “Explore the Unknown: Rural, Agriculture, Responsible and Sustainable Tourism” which featured speakers **Debjit Dutta**, Director and CEO, Impression Tourism, Kolkata, **Shoba Rudhra**, Member, Governing Council, Responsible Tourism Society of India, **Pandurang Taware**, Agri Tourism Development Corporation, Harkirat Ahluwalia, Farm Tourism, Hoshiarpur, **Kumar Anubhav**, Founder NotOnMap.



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Bengal has adopted a more assertive stance. Six of our sub-committees on tourism were established in conjunction with the corporate sector. Six main focal points are highlighted by the private sector expert in the relevant field. Rural tourism is one of them

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A few years ago, sustainability was a new buzzword, but today, especially in the wake of the global crisis, it is a new reality. When choosing a place in the past, clients would prioritize issues such as cost of the visa, accommodation, among others, said Sanjay Razdan, Director, Razdan Holidays.

Razdan continued, “Rural tourism showcases the distinctive experience of Indian communities, and this field of niche travel encompasses eco-tourism, farm and equity tourism,

adventure travel, among others, and offers a tremendous opportunity to promote sustainable and responsible travel. Rural tourism can kill international arts and crafts and keep people from being uprooted from thriving traditional occupations. Additionally, it will help revitalize rural life and shrink rural areas. Their knowledge and horizons will also widen as a result of their interactions with the tourists.”

“My first question is addressed to Rani Sharma, Director, Tourism



Cultural Affairs, Punjab Heritage and Tourism Board, who will provide the government’s perspective on the topic of exploring the unimproved. What are the government’s priorities with regard to the promotion of new and undiscovered locations in your state of Punjab in rural tourism?” Razdan asked.

Sharma replied, “The subject of ruralism and ethicism, is at the core of the Punjabi conversation, since, more than 60 per cent of people live in rural areas and agriculture is the mainstay of the state’s economy. Because Punjab has green mountains, a variety of jobs, and various seasons at steam and the market. We have a lot to showcase in terms of alluded tourism, agriculture, and tourism.”

“Let me now hear a tour guide’s perspective. Debjit Dutta is an authority in the field of ethical travel. He also serves as the chapter’s trainer for tourism. Bengal is renowned for its beautiful, energetic villages as well as its distinctive, intangible cultural heritage. What is the state’s policy and plans to promote rural,” asked Razdan.

Dutta replied, “India emerged as the greatest market for India. Cities are establishing themselves as the primary source market for nearby businesses. As a result, the state of Bengal has adopted a more assertive stance. Six of our

sub-committees on tourism were established in conjunction with the corporate sector. Six main focal points are highlighted by the private sector expert in the relevant field. Rural tourism is one of them. This committee currently meets once a month to design extremely thorough, effective, meaningful, and result-oriented rural tourism policy.”

“Let me introduce Pandurang Taware. He is a farmer and an entrepreneur of the first generation. In the state of Maharashtra, he has introduced agritourism in 628 farms, in more than 300 villages and 29 districts. What are the specific activities, and how do you think corporate entities can sell them to inbound customers?” Razdan asked.

Pandurang replied, “Rain, produce, and pricing for the products are



Sanjay Razdan
Director, Razdan Holidays

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Rural tourism showcases the distinctive experience of Indian communities, and this field of niche travel encompasses eco-tourism, farm and equity tourism, adventure travel, among others, and offers a tremendous opportunity to promote sustainable and responsible travel

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the essential three major things we want to take responsibility for, as the consumer is also a visitor. There are currently 628 farmers in 29 districts across Maharashtra, and their income was 53 crore. We want the market to come to us. Through the tourists, the farmers obtained sustainable tourism and received sustainable employment. 16 May has been designated as World Agritourism Day, and UNWTO has officially recognized it. In about seven to ten partner nations, we will launch the Global Agricultural Network in February. We want to maintain the farm in the family, and the labour you do is part of the family.”

“Our next panelist Shobha Rudhra is here today to speak on behalf of the Responsible Tourist Society of India, a non-profit group that works to advance and guarantee sustainable standards in the travel and tourism sector. What do you believe is the level of sustainability knowledge among individuals working in the field generally and those who actually travel?” Razdan said.

Even in the freight business, anything you take sustainability is a topic, Rudhra said. Even if you

consider rural tourism to be a form of travel. However, if you take the same ideas, the things you are using in other tourist destinations, and go to a rural region and do what we have been doing in urban destinations, it is neither sustainable nor responsible tourism in many ways. I want to concentrate on the concept of responsible tourism because it places responsibility on all parties involved, including the government, businesses, escorts, drivers, and eventually, tourists and hotels, stated Rudhra.

This is the first-ever integrated tourist initiative in Punjab, and my next panelist is Harkirat Ahluwalia, said Razdan.

Razdan further enquired, “Currently, it includes nine luxurious tents with five beds. They have been able to incorporate neighbourhood farms and train people from those farms to work in the hospitality sector, preserving sustainable growth. Because agricultural tourism is so new. Given that we are all primarily inbound tourists, what do you think the future holds for farm tourism and what proportion of domestic and international visitors really remain with you?”

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In about seven to ten partner nations, we will launch the Global Agricultural Network in February. We want to maintain the farm in the family, and the labour you do is part of the family
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'INNOVATION IS CRUCIAL FOR TOURISM INDUSTRY'

The seventh and final business session, "What Next" featured **Aashish Gupta**, Consulting CEO, FAITH, and **Harish Khatri**, MD and Founder, India Assist, which works with emergency services. The discussion was moderated by **Ravi Gosain**, Managing Director, Erco Travels Pvt. Ltd.



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The Taj Hotel's business model was transformed from an asset-based one to a management fee-based model when the current search leadership took over about five to seven years ago
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In my opinion, a business must evolve and transform at all times and the travel industry is no exception since we often discuss what next and similar topics. As a result, our approach should be what we are doing needs to be unconventional. As we become older, everything becomes dated, said Ravi Gosain, Managing Director, Erco Travels Pvt. Ltd in the seventh and final business session "What Next". Experiences are helpful, of course, but in order to succeed at work, we also need to have some new energy, said Gosain.

"Let me just start by asking Ashish about your experience dealing with various companies and giving them advice on their management or policy plans. What do you intend to impart to this audience?"

"Relationship-based innovation is crucial, and I will give you some instances of how I have used it in my own firm. You have your own firm, your own organisation, and you are seeing your head of verticals," Gupta remarked.

"So, the Taj chain of hotels is the first example," Gupta



stated. They have implemented a managerial business model innovation, in my opinion. The Taj Hotel's business model was transformed from an asset-based one to a management fee-based model when the current search leadership took over about five to seven years ago. The company now has more opportunities, more cash flow, and a far higher reputation in the market as a result.

The second illustration is Vistara, which we have all seen flying. Vistara's catchphrase, "fly with feeling" was created when the airline was introduced, and you constantly see it. I am not sure how much longer we can say that, but when we attempt to compute an experience for various types of scenes, for various types of configurations, for various types of service experiences, it is what I refer to as a service operation study and an innovation by of service operation study and once more, you ask yourself, "Does my firm have the capacity to innovate, utilising a different kind of service or anything which can separate from other pools of travel agents?" asked Gupta.

In his third example, Gupta said, "As we all know, McDonald's is present in the majority of the nations. Even if at 8:00 a.m. when nothing is open, people can enter a McDonald store and order coffee, pancakes, and hamburgers. McDonald's innovation is based on a market sector. Everyone was aware of a section, but nobody gave it credit for their business expansion, therefore you have to question yourself again whether there are several segments in two places."

Gosain said, "There are four things that come to mind. I see the four points to be product improvement, diversification, technology use (innovation), and marketing strategy. I will only accept Harish's comment about how technology can innovate more broadly than just in the tourism industry."

"It offers so many things and so much of an idea in terms of the safety and security compared to any other place," Harish said and when we take a closer look, these characteristics – whatever you want to call them and find them to be – play a significant role in why I am moving to India and in the migration of others.

”
McDonald's innovation is based on a market sector. Everyone was aware of a section, but nobody gave it credit for their business expansion, therefore you have to question yourself again whether there are several segments in two places
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THANKSGIVING BY THE CO-CHAIRMAN, CONVENTION

Sunil Mishra, Hony. Treasurer and Co-Chairman, IATO, was honoured to offer a vote of gratitude to everyone for their kind attendance and blessings as to the outcomes of the 37th IATO Annual Convention.



Sunil Mishra, Hony. Treasurer and Co-Chairman, IATO, thanked the UP government for providing IATO with a venue to host the event. He expressed his profound gratitude to Arvind Singh, Ministry of Secretary, Tourism for attending

the convention and the assistance provided by him to make the convention a success.

“The convention was a successful run, thanks to the excellent coordination and day-to-day management of all connected

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Mishra expressed his profound gratitude to Arvind Singh, Secretary, Tourism, Government of India, for attending the convention and the assistance provided by him to make the convention a success
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activities by our devoted Secretary and Director General, Tourism. Because of Mukesh Meshram and his team's honest efforts, along with those of our chapter in Uttar Pradesh, we are able to be here today,” said Mishra.

He said, “Bihar, Goa, Gujarat, Jammu & Kashmir are among the 70 states that are taking part. Along with these states, Punjab, Manipur, Ladakh, Rajasthan, Tripura, and Karnataka also taking part in the convention to make it a huge success, for which I would like to thank the state government. This demonstrates how important IATO is and how important its members are. Their role in advancing our nation is important. We must convey our gratitude to the additional sponsors we have. We sincerely appreciate your consideration.”

He also expressed his gratitude to the UP Chapter Chairman, Prateek Hira, for working with the Uttar Pradesh Tourism and other agencies. He also thanked all the delegates and visitors for their participation.

“All of our former presidents who are present tonight deserve our gratitude too. We appreciate the participation from the media. We trust that they will adequately cover this convention,” Mishra added.

Mishra concluded by saying, “I will be failing in my job if I forget to thank all of our chapter chairmen and the members of the IATO executive committee for their assistance to make this convention a huge success. Finally, a great thank you to the IATO team for working tirelessly to make the convention a huge success.”



Sunil Mishra
Hony. Treasurer and Co-Chairman, IATO

THE GRAND WRAP-UP

Yogi Adityanath, the Hon'ble Chief Minister of Uttar Pradesh, released the Coffee Table Book on Bundelkhand and the IATO Manual 2022-23 during the Valedictory Session on December 18, 2022, the third day of the convention.



The UP Chief Minister Yogi Adityanath conferred Marketing Innovation Competition awards to states. The awards for various categories were given to: Best Booth – Uttar Pradesh Tourism; Best Digital Marketing by State Government – Madhya Pradesh

Tourism; Best Poster by State Government – Manipur Tourism; Best Brochure by State Government – Maharashtra Tourism, and Best Video CD – Ladakh Tourism.

This was followed by awards to the Winners and Runners of

Marketing Innovation Competition Awards

- ❖ Best Booth – Uttar Pradesh Tourism
- ❖ Best Digital Marketing by State Government – Madhya Pradesh Tourism
- ❖ Best Poster by State Government – Manipur Tourism
- ❖ Best Brochure by State Government – Maharashtra Tourism
- ❖ Best Video CD – Ladakh Tourism

the IATO Run for Responsible Tourism, which was organized on 18th December 2022. Many door prizes were announced during the business sessions and during the award presentation ceremony.

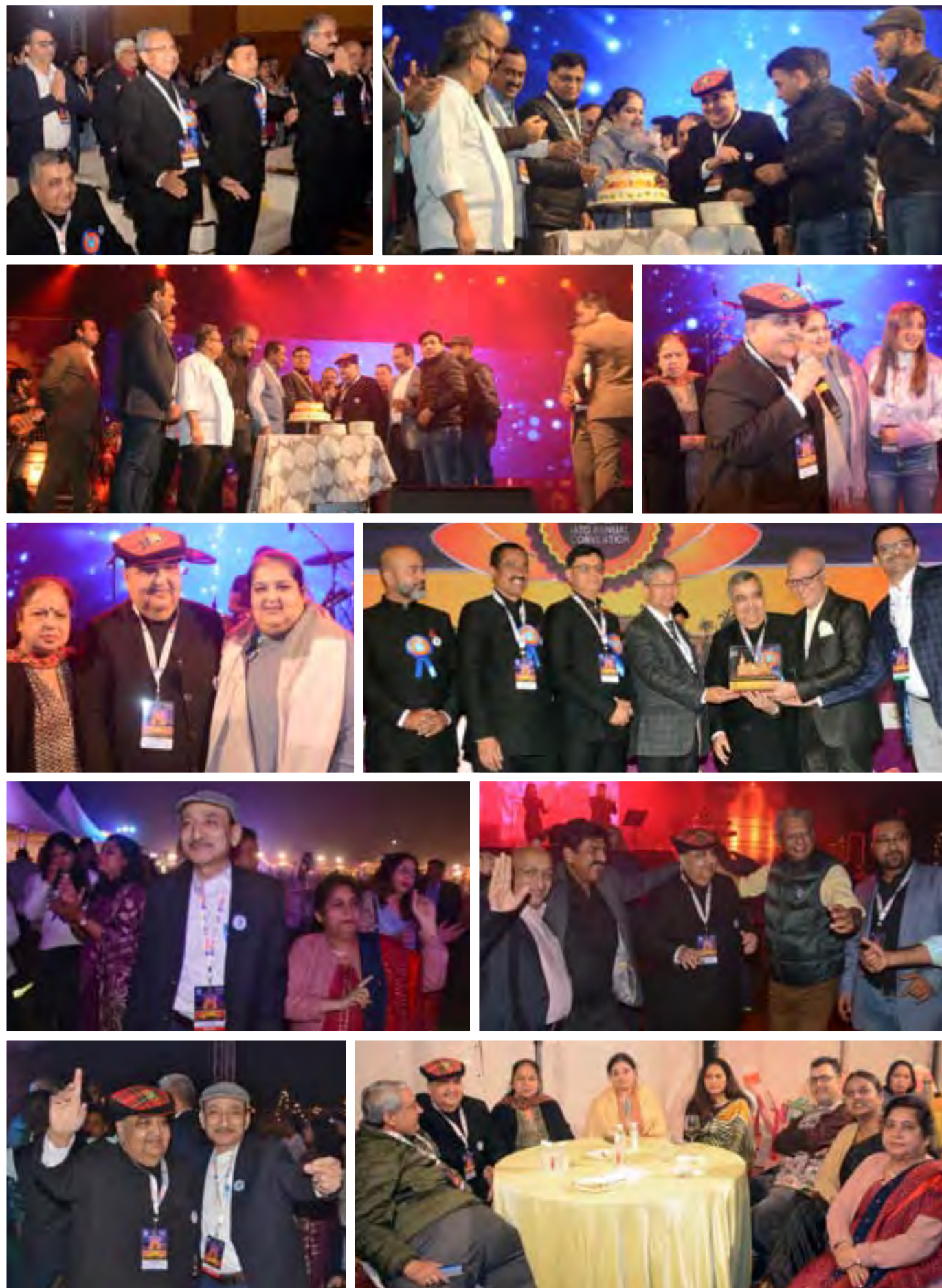
With more than 1,000 delegates from across the country attending the 37th IATO Annual Convention, it was a spectacular success. The Government of India and the Uttar Pradesh Tourism Ministry endorsed the event. The UP Tourism Ministry, along with the Government

of India and 17 other states and Union Territories, including Bihar, Chhattisgarh, Goa, Gujarat, Karnataka, Jammu & Kashmir, Kerala, Ladakh, Madhya Pradesh, Maharashtra, Manipur, Odisha, Punjab, Rajasthan, Tamil Nadu, Tripura, and Uttarakhand participated in the convention.

On December 17, 2022, a karaoke singing competition was organized in the evening to entertain the participants. It was highly appreciated by the attendees.

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STATE PRESENTATIONS ADD GLORY TO CONVENTION

With over 1,000 delegates from across India, the 37th IATO Annual Convention was a spectacular success. Bihar Tourism, Chhattisgarh Tourism, Goa Tourism, Gujarat Tourism, Karnataka Tourism, were among the other 17 states that took part in the convention.

Punjab: The state of Punjab made its maiden presentation, "Punjab, the country of bliss", which portrayed Punjab as a place with unique customs, culture, and festivals that have been developed over the years. Transportation and travel are highly seamless due to the extensive connectivity via air, train, and road. Punjab is home to several important cities, including Amritsar, Patiala, Gurdaspur, Anandpur Sahib, and Kapurthala. Punjab also boasts of wetlands such as Ramsar Sites, Harike Wetland, Keshopur Wetland, Kanji Wetland, and Nangal Wetland.



Uttarakhand: Uttarakhand, the land of Gods is every traveler's fantasy. Pristine nature, the High Himalayas, the confluence of rivers, spiritual centres, yoga resorts, and vibrant fairs and festivals are some of the unique experiences. With festivals held all year long, including traditional celebrations such as Phool Dei, Bat Savitri, and Harel, tourists may experience the lively culture. Fairs such as Bissu Mela, Nanda Devi Mahotsav, and Bikhauti Mela, among others, bring villages to life. Many areas in Uttarkhand have clear air, a serene atmosphere, and low human density.

Chhattisgarh: Chhattisgarh has excellent airport connectivity at Raipur, Bilaspur, and Jagdalpur, as well as well-connected by roads and rail systems. 2021 saw the highest tourism traffic (1.16 million), followed by 1.94 million tourists. There are more than 200 destinations with a wide range of tourism-related offerings, including Chitrakote Waterfall, Mainpat, Danteshwari Temple, Rajim, and Sirpur. There are 16 CTB Resorts in the area, each with beautiful views, a waterfall, and a valley facing view.



Odisha: Utkala, Kalinga was renamed as Orissa on 1 April 1936. With over 4.6 crores of people, it is the eleventh-largest state in India. Some of India's most pristine beaches are located along a 482-km stretch of its coastline, and 62 tribes make up 22 per cent of Odisha's population. It has been one of the top three investment destinations for the past 15 years and was leading in attracting investments in 2019. In India, 54 per cent of aluminium and 20 per cent of steel is produced in Odisha.



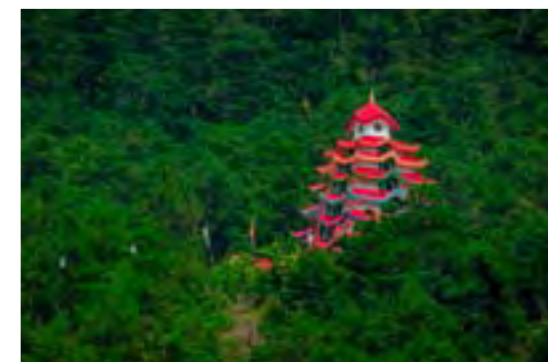
Madhya Pradesh: Madhya Pradesh has 12 national parks, six tiger reserves, and 24 wildlife sanctuaries. It also has the largest forest cover in India (77,493 sq km), the highest tiger population in India (526 tigers), the highest number of leopards (3421), the highest gharial population, the highest number of national parks (12), and the highest number of tiger reserves (6). The White Tiger Safari in Mukundpur (Rewa) is the first of its kind in the world, and Panna National Park has the highest concentration of vultures in entire India. Two monuments in Madhya Pradesh have also been selected by UNESCO as World Heritage Sites.

Jammu & Kashmir: Jammu & Kashmir has 75 offbeat new destinations. There are 75 new trekking routes with premier adventure and skiing destinations. Additionally, it encourages Experiential Tourism. The Home Stay Experience is lovely because of the warm hospitality, the state offers. J&K also focuses on the pilgrimage and spiritual tourism circuit with capacity building for sustainable tourism nestled in the lap of the magnificent Himalayas. For lovers of adventure, it is a haven. There are over 100 high-altitude alpine lakes, several snow-fed rivers, the most gorgeous hiking trails, among others.



Kerala: Kerala, God's own country is India's only tourism Super Brand. According to TIME Magazine, it is one of the best locations to visit in the world and the top luxury tourist attraction in India. Kerala has four international airports that connect to the Middle East, South-East Asia, and all of India's major cities. It has excellent rail and road connections to India's largest cities, and a complex network of highways and canals which connects even the most isolated areas.

Maharashtra: Maharashtra, known as the Land of Unlimited Opportunities, is located in western India's coastal region. With a population of 12.50 billion and a 15 per cent GDP contribution, it spreads across 3 lakh sq km. It is the most developed industrial state in India. The goal of Maharashtra is to become the most popular tourism destination in the planet. Maharashtra is the easily accessible state in India, offering excellent air, water, and road connectivity. With more than 500 Yoga and wellness centres and a total of 6 UNESCO World Heritage Sites, it is one of the top three destinations for medical tourism in India.



Manipur: Manipur is the ideal escape from the hectic city life. A subtropical climate prevails in the Manipur Valley, but a temperate climate prevails in the higher elevations of the mountains that surround it. It is a picture-perfect location which is rich in natural beauty, with hills, meadows, magnificent lakes, only floating fauna, among others. It is situated on the northeastern most point of Myanmar's border. It is home to a diverse indigenous population, each of whom is unique in their culture and dialect.

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