

# COVER STORY

## Growth on fast track

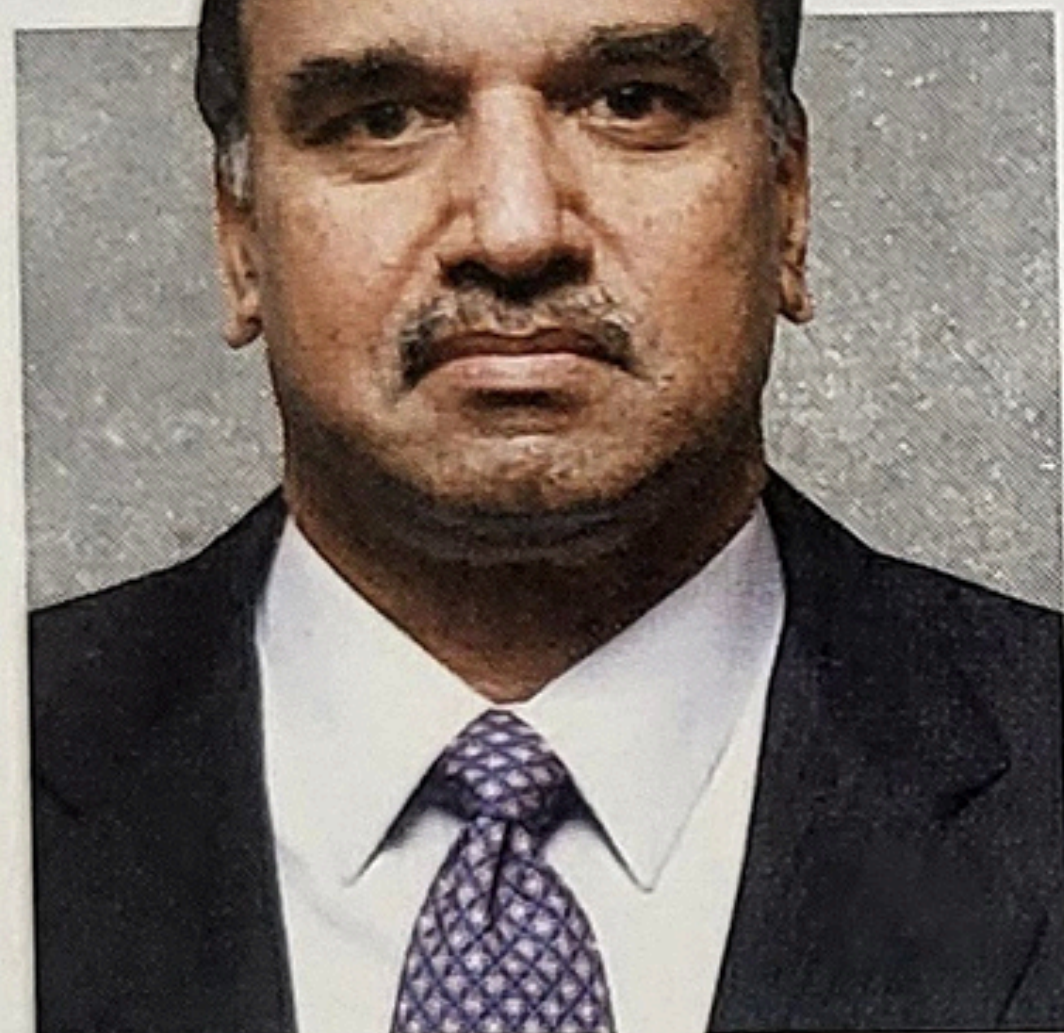
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Indian economy in the years to come. We, in the Ministry, are trying to create a competitive framework with strong public private partnership, which can stimulate innovation, cooperation, capacity building and attract private investment and remove existing obstacles.

The key in the future for development of tourism, in my opinion, would be research, cooperation, convergence, innovation and collaboration. In line with the global tourism trends to maintain our competitiveness, we are increasing our collaboration and improving information exchange mechanism with the industry, international organisations and educational institutions.

Innovation can play a leading role in the growth of tourism by introducing new products, adapt to new economic conditions, improve resource management and introduce new technologies for service improvement like introduction of e-visas.

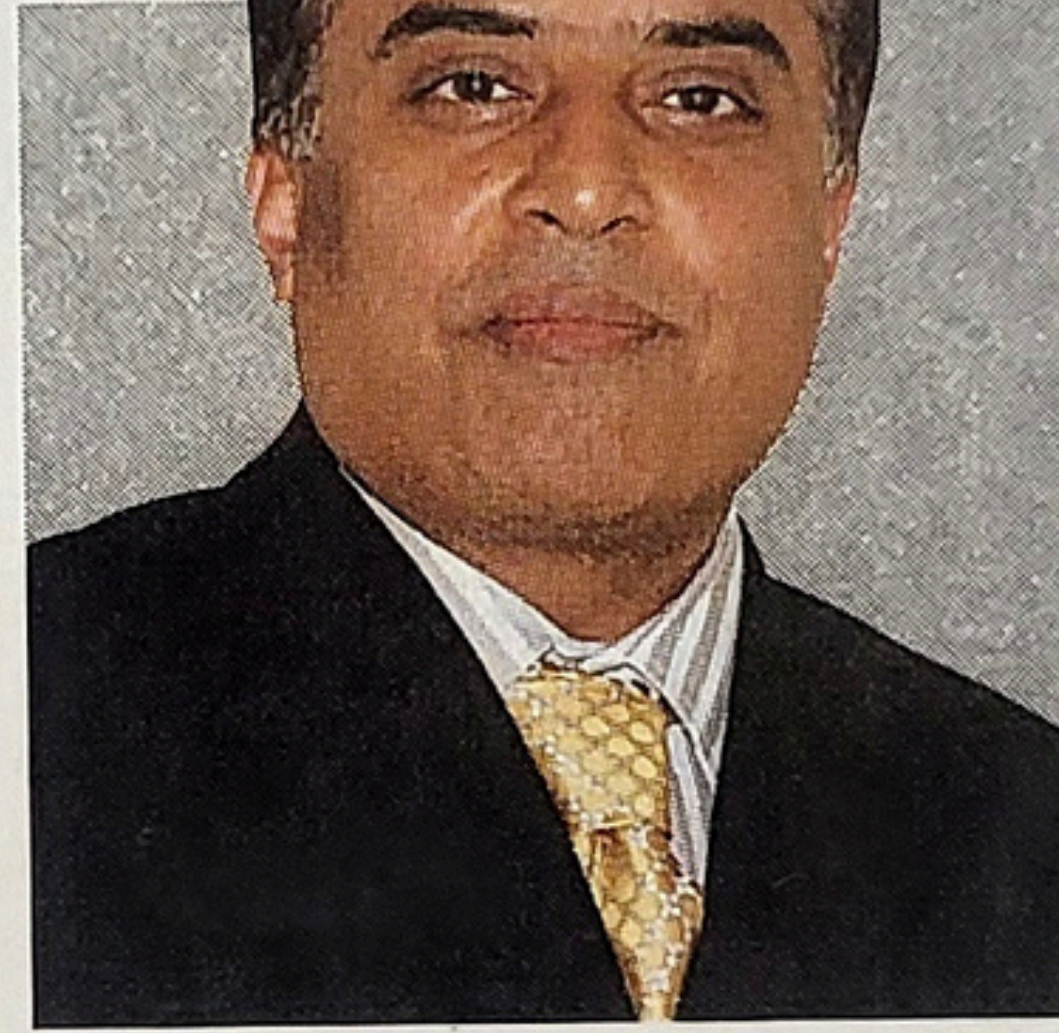
**Responsibly taking the community along:** The tourism development policies



**Vivek Nair**  
Chairperson  
WTTCII

I commit to work closely with all stakeholders for the benefit and development of tourism in India

and framework must respect environmental integrity and fight against climate change challenges. One of the key challenges for development of



**Arjun Sharma**  
Former Chairperson  
WTTCII

CITTI is a dream platform that is all set to see the light of day very soon. We look forward to being part of its think tank

tourism in future would be to take community along. Unless community realises and recognises the benefits of tourism and becomes an active partner

in tourism promotion and development, the whole effort can be brought to naught.

**India in the new world order:** While culture and heritage is going to remain as mainstay of India tourism, the world is going to find our new products like Wellness and Medical Tourism, MICE (Meetings, Incentives, Conventions and Exhibitions) Tourism, Adventure and Sports Tourism including Golf and Polo very attractive.

After having hosted Commonwealth Games successfully, India is ready to play host for Cricket World Cup 2011. India is also gearing up to organise its first Formula 1 Race in October 2011 in Uttar Pradesh.

The strategy today is to promote India as 365 day destination both in Indian and international market with aggressive marketing under 'Incredible India' brand. In fact, we are now debating upon the idea to hold the first ever National Tourism Mart in the year 2012. 🌟