

1 IN CIRCULATION & READERSHIP

SOUTH ASIA'S LEADING TRAVEL TRADE FORTNIGHTLY

ddppl.com

TRAVTALK

travtalkindia.com

INSIDE

Canada  keep exploring

Win
a trip to the
Canadian Rockies!

Turn to Page #6

Published from : ★ India ★ Middle East

Tag the Bag

+91-22-2497 5225/7 www.karvatgroup.in

TrawlTag


Luggage Tracking System • Travel Insurance

spicejet.com

BEAT THE MONDAY MORNING BLUES.

Enjoy unbelievably low fares on flights to Kathmandu.

The mountain kingdom of Nepal could well be the cure for your blues. SpiceJet now flies you to Kathmandu via New Delhi.

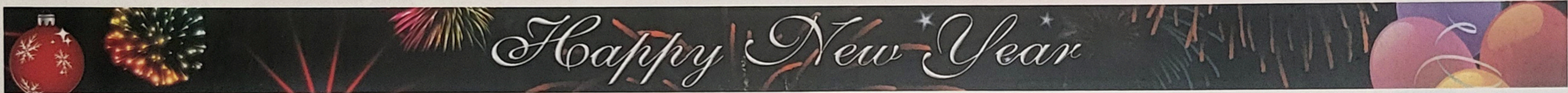


GET MORE WHEN YOU FLY

spicejet


1-800-180 3333/0987 180 3333

Flying for everyone.



Growth on fast track

As stakeholders strive to transform tourism as one of the main drivers of the Indian economy, the growth story will only keep getting better in 2011.

 VIVEK SETHI

Lauding the theme of the recently held LWTTTC, India Initiative seminar on 'Economic Imperative of Tourism' in New Delhi, Kumari Selja, Union Minister of Tourism spelt the future of tourism sector, while touching upon all key factors which will have bearing on the travel trade. Here are the selected excerpts from her address:

New engine for growth: Tourism, as we all know, is an economic activity that provides jobs for millions within the industry and outside. Globally, tourism grows faster than GDP, doubling the jobs created every 10 to 15 years through its multiplier effect.

Today, considering the benefits of tourism, various governments are giving it a high priority on their political and economic agenda. For such initiatives of the governments to be successful, it is imperative that all stakeholders, including the common man, understand the

employment generation and social up-gradation potential of the tourism industry.



Kumari Selja
Union Minister of Tourism

Worst is past: Due to the global financial meltdown, the tourism industry world over saw a decline. India was no exception. While the growth rate in terms of foreign tourist arrivals during the year 2008 was only 4 per cent in 2009, it actually declined by 3.3 per cent.

Though Indian growth rate in terms of Foreign Tourist Arrivals during 2008 and 2009 was higher than the world growth rate but it still remained a cause of concern for us. During the lean period, we sustained the momentum due to aggressive marketing, close interaction with the industry and maintained increased spends on tourism infrastructure.

Today, things are looking up and travel is happening in India. We have seen a growth rate of more than 10 per cent in terms of foreign tourist arrivals and more than 27 per cent in terms of foreign exchange earnings during the first 11 months of current year when compared to the corresponding period last year.

Future of Tourism: My Ministry has no doubt that tourism is going to be one of the main drivers of

Contd. on page 22 ►