

### Global Travel Mart India

If the Incredible India campaign alone could spur such great excitement about destination India among the people, imagine the scale of urge to promote destination India in an international travel trade show and how it will generate tourism business for India in the global market.

It isn't a distant dream anymore as it has been announced by the Union Tourism Minister during the PATA Travel Mart in New Delhi on September 8, 2011 at the PATA Travel Mart 2011.

At the Global Travel Mart not only several foreign countries will participate, it will also help in showcasing India's Tourism potential to the world. It will be held either in New Delhi or Hyderabad and can debut as early as 2012-13.

### Hoteliers should embrace HDPB

Destination India is looking at doubling the inbound arrivals in the 12<sup>th</sup> Five Year Plan period. With the present shortage of hotel accommodation, policymakers have no choice except to ensure that all hotel projects in the country are fast tracked.

Fortunately, the Hospitality Development and Promotion Board (HDPB), which the cabinet had recently approved, will shortly go online. Surprisingly, not many hoteliers had come forward to make use of this platform, which will now be available online as well, to facilitate time-bound approvals for hotel projects across all the categories.

It's time for hospitality players to come forward and help destination India by helping themselves - by getting time-bound approvals for hotel projects. The leading hotel trade associations here can spearhead a paradigm change. Are they listening?

## PATA TALK

# Expectations, anticipation and aspirations for PATA 2011

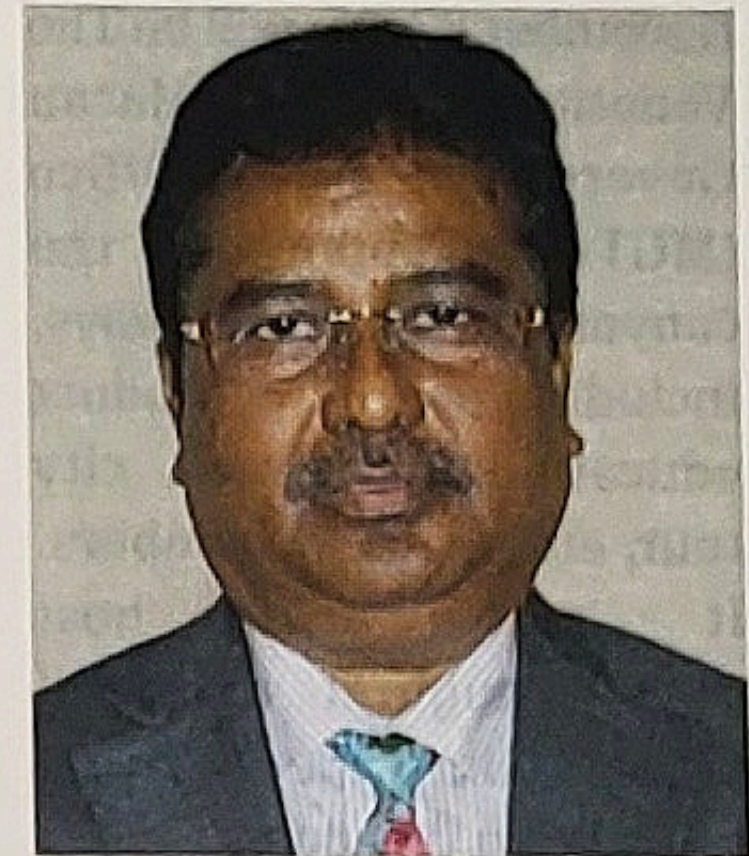
While many expressed satisfaction with PTM 2011, there was an underlying tone to explore further possibility to improve the show. Some suppliers rued lack of quality buyers, fewer footfalls and no-show; while the buyers, on the other hand, felt that they should have been allowed to do away with the appointments, they knew, they wouldn't need.

PATA Travel Mart is a great opportunity to showcase the destination India. The dual nature of the mart to promote India as an incredible destination and strong source market is the USP of the show.



Arjun Sharma  
Vice Chairman  
PATA India Chapter

PATA has done a professional job with PTM 2011. However, there has been a lack of business activity. My suggestion to PATA is to publicise the vent more, especially in the host market. And also the cost of participation needs to be reduced.



Iqbal Mulla  
President, TAAI

We have witnessed good interest in Bhutan and have been able to do good business here. However, co-ordination of the private contractor, I think, was needed to improve the show. But other than that it was well organised.



Damcho Rinzin  
Marketing Officer  
Tourism Council of Bhutan

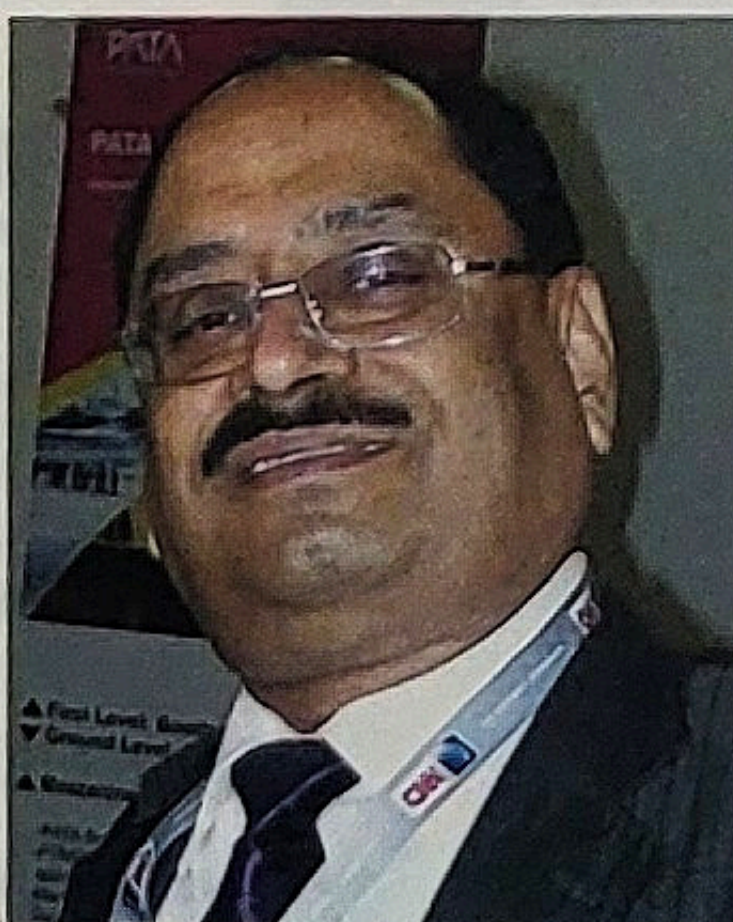
The buyers we are meeting here are all target market for us more so as we are present in 12 countries, including India, Canada, Hong Kong, China, Singapore, Malaysia etc. This platform helps us reach the right audience.



Liberatha Kallat  
Assistant General Manager  
Plaza Premium Lounge

I would have liked to see more buyers.

I am looking at expanding our B2B network to promote more number of Indian visitors to UAE. I had renewed some old contacts and look forward to attaining new B2B partners.



T Prahlad  
General Manager  
DBA & Sons Travel & Tours

We had been participating at the PATA Travel Marts for last four years as a buyer. On this occasion, we are participating as an exhibitor, as the mart is being held in India.



Jaal Shah  
Founder and Managing Director  
Rezlive.com

Contd. on page 40 ▶



DURGA DAS PUBLICATIONS

Vikramaji  
Chairman  
Sanjeet  
Publisher  
Rupali Narasimhan  
Editorial Director  
Deepa Sethi

Editorial  
Shayan Mallick  
Branch Manager  
Navek Paul  
Vivek Sethi  
Anita Jain  
Justin J. Thomas  
Desk-Editor  
Archana Sharma  
Sub-Editor  
Raina Mandal

Advertising  
Gunjan Sabkhi  
General Manager  
N. Sanjiba Singh  
Sr. Manager Marketing  
Manish Mangla  
Asst. Manager-Marketing  
Amit Sarkar  
Sr. Marketing Co-ordinator

Advertising (Mumbai)  
Suchita Saran  
Branch Manager  
Harshal Ashar  
Sr. Manager Advertising

Advertisement  
Vikas Mandotia/Nitin Kumar  
Renuka Malhotra  
Design: Nityanand Misra / Sudhir Mudgal  
Production: Anil Kharbada  
Circulation: Ashok Rana

TRAVELTALK is a publication of Durga Das Publications Private Limited. All information in TRAVELTALK is derived from sources, which we consider reliable and a sincere effort is made to report accurate information. It is passed on to our readers without any responsibility on our part. The publisher regret that he cannot accept liability for errors and omissions contained in this publication, however caused. Similarly, opinions/views expressed by third parties in abstract and/or in interviews are not necessarily shared by TRAVELTALK. However, we wish to advise our readers that one or more recognised authorities may hold different views than those reported. Material used in this publication is intended for

advice before acting on information contained in this publication which is provided for general use, and may not be appropriate for the readers' particular circumstances. Contents of this publication are copyright. No part of TRAVELTALK or any part of the contents thereof may be reproduced, stored in retrieval system or transmitted in any form without the permission of the publication in writing. The same rule applies when there is a copyright or the article is taken from another publication. An exemption is hereby granted for the extracts used for the purpose of fair review provided two copies of the same publication are sent to us for our records. Publications reproducing material either in part or in

The publisher assumes no responsibility for returning any material solicited or unsolicited nor is he responsible for material lost or damaged.

This publication is not meant to be an endorsement of any specific product or services offered. The publisher reserves the right to refuse, withdraw, amend or otherwise deal with all advertisements without explanation.

All advertisements must comply with the Indian and International Advertisements Code. The publisher will not be liable for any damage or loss caused by delayed publication, error or failure

MUMBAI:  
504, Marine Chambers, 43, New Marine Lines, Opp. SNDT College, Mumbai - 400 020, India. Ph: +91-22-22070128; 22070130  
MIDDLE EAST:  
Durga Das Publications Middle East (FZE)  
P.O. Box 9348, Saf Zone, Sharjah, UAE. Ph: +971-6-5573508  
TRAVELTALK is printed and published by Sanjeet on behalf of  
Durga Das Publications Private Limited  
72, Todarmal Road, New Delhi - 110 001  
Ph: +91-11-23710793, 23716318  
E-mail: sanjeet@ddppl.com  
Printed at Citrus Graphics Pvt. Ltd. B-62/14, Phase-II, New Delhi - 110 028

# Tourism is a bigger opportunity than Information Technology

Tourism has the same potential as the IT industry, perhaps much more. Time has come for the industry to introspect and find out why neighbouring countries are getting higher number of foreign tourists, and then quickly eliminate the bottlenecks.

**VIVEK SETHI**

Indian Association of Tour Operators in their XXVII convention in Gujarat at Mahatma Mandir Convention Centre, Gandhinagar have a major agenda to push. They were happy about the mandate set by the Ministry of Tourism and had set their eyes on the 12 mn foreign arrivals target for the 12<sup>th</sup> plan period.

"Our theme of the XXVII convention is in perfect harmony with the direction shown by the MOT. Incredible India amidst several unique tourist attractions encompassing all genres manages to get a miniscule 0.5 per cent share of the global travel market," said **Vijay Thakur**, President, IATO.

"We need to introspect and find out the reasons behind our neighbouring countries getting higher

number of foreign tourists. Hence, we'll deliberate on all crucial issues to ensure that the target

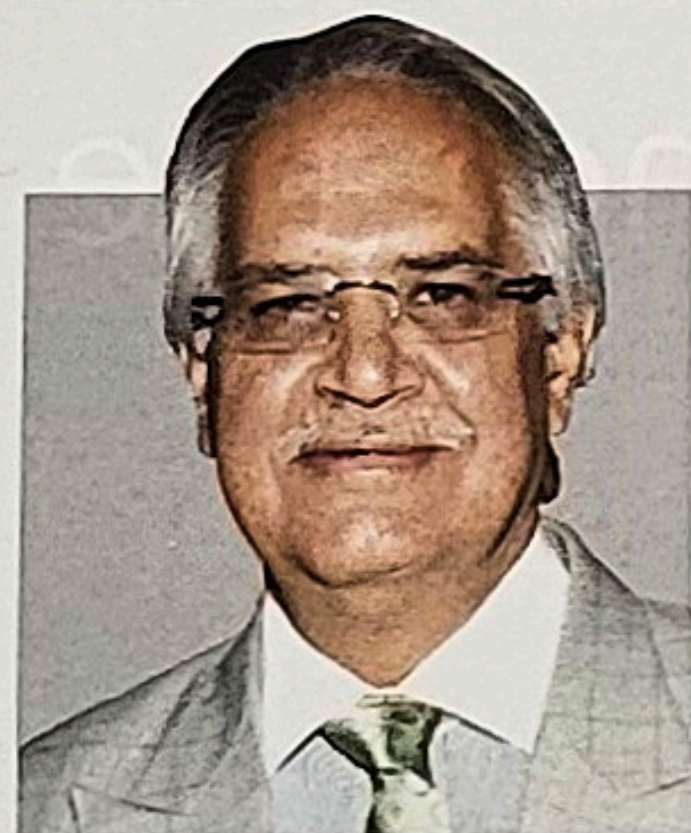
promote India in strategic overseas markets.

"We get a lot of support from the Ministry of Tourism

Therefore we need to work hand in hand and not compete with them. We complement each other," said **Arjun**

mandate of doubling its share in the global market from .5 per cent to 1 per cent in the global travel market. It

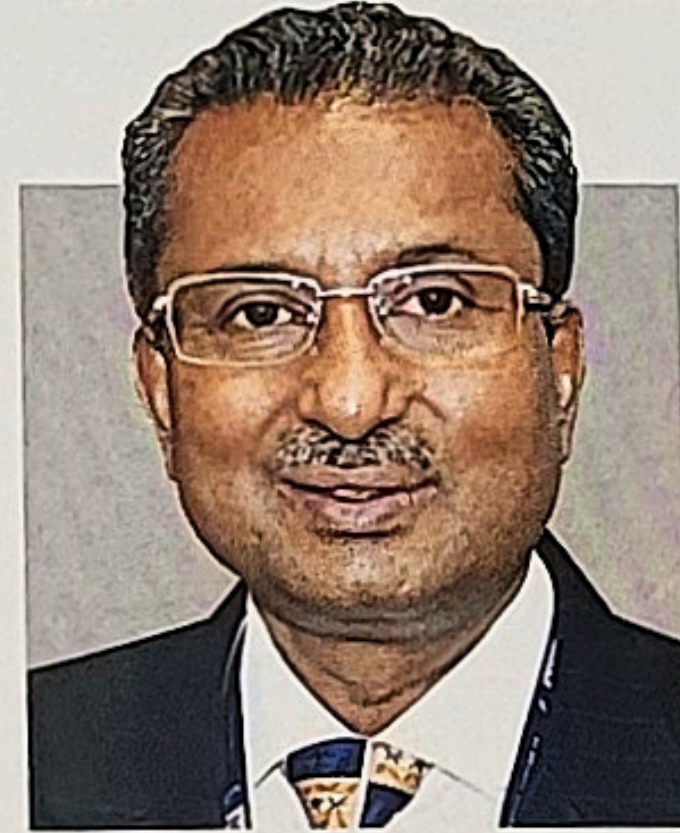
impediments that had thwarted the growth of inbound industry including lack of tourist infrastructure, arbitrary taxations, limited hotel and air inventory to name a few," he added.



**Vijay Thakur**  
President  
IATO



**Arjun Sharma**  
Senior Vice President  
IATO



**Pronab Sarkar**  
Vice President, IATO and  
Convention Chairman 2011



**Rajesh Mudgill**  
Hony Secretary  
IATO

the Ministry of Tourism had set in the 12<sup>th</sup> plan period is comprehensively met," he added.

One way of promoting the destination is for the private sector to work closely and complement the efforts of the Ministry of Tourism to

and work together with them to look forward for opportunities and to address points related to marketing, safety and projecting India. They have large budgets for promotion of tourism to the country, which are used carefully after understanding the market dynamics

**Sharma**, Senior Vice President, IATO.

Another crucial aspect that should be addressed to realise the optimum potential of destination India are the various bottlenecks.

"India is a very unique market, which now has the

can further grow manifolds, which will depend on the manner in which it addresses the various bottlenecks that had impeded its growth," said **Pronab Sarkar**, Vice President, IATO and Convention Chairman 2011.

"The best way for me is to eliminate all the

It's in the best interest of the nation to promote tourism, which presents as big opportunity as the IT industry. "Tourism has the same potential as the IT industry, perhaps much more. IT sector creates employment in only a few cyber cities. But, tourism sector generates employment in all corners of the country including the remote regions. Moreover, tourism provides the employment opportunities to the underprivileged, illiterate and specially-abled people that too without displacing them from their native places," said **Rajesh Mudgill**, Hony Secretary, IATO.

## As the lion roared for his place ...

Contd. from page 1 ▶

"India has so much heritage to be explored, and Gujarat has the most of it. There is no need to create new attractions when the country

### Development

Gujarat has recently signed an MoU with Sri Lanka to target Buddhist tourists. "We will provide them 'Ramayana' tourists and they will give us 'Buddhist' tourists

is so bountifully endowed with rich culture and thousands of years of heritage. We will have the world visiting India, if we showcase our virasat (heritage)," Modi said to the delegates. He even suggested a 7-day holiday itinerary in Gujarat that can offer experiences of Gujarat's ancient heritage to two days of European-style holidays exploring Gujarat's beaches and islands and then the Gandhi circuit.

Displaying a knack for marketing, Modi stressed on

several opportunities that can be created to promote Destination India. He suggested that tourism stakeholders need to stay in touch with the huge overseas Indian diaspora to spread the word on destination India through word-of-mouth publicity. He said that 'Pravasi Bhartiya Divas' is one such platform. "If one person can motivate 15 non-Indian families to visit India during his entire lifetime, India will get huge numbers," he said.

Modi also pointed out that the Indian-origin people whose forefathers left the country many years ago is a potential captive market. They should be lured to visit the land of their ancestors. He suggested that the Government of India should consider offering this segment concession on air travel. "When they will visit India, they will spend significant amounts that will be ploughed into the local economy," said Modi.

He mentioned that the state is keen to attract cruise liners to its shores. He asked the cruise companies to consider Gujarat in their itinerary. "We are willing to invest in the sector," he offered. The state is also looking at growing arrivals of Buddhist tourists. Modi informed that Gujarat has recently signed an MoU with Sri Lanka to target Buddhist tourists. "We will provide them 'Ramayana' tourists and they will give us 'Buddhist' tourists. We are tak-

ing steps in this direction," he said. Modi also mentioned that Gujarat is the only state in India that has the Buddha's remains. The state has a number of Buddhist sites for tourists' interest.

Modi also asked for more footage to Gujarat in Government of India's Incredible India marketing campaign as he lightly pointed that we see Tigers in the campaign but no Lion. He also suggested that there is a need for better synergies between the Union Ministry of Tourism and the Ministry of External Affairs. "There is need to develop an integrated approach," he stressed.