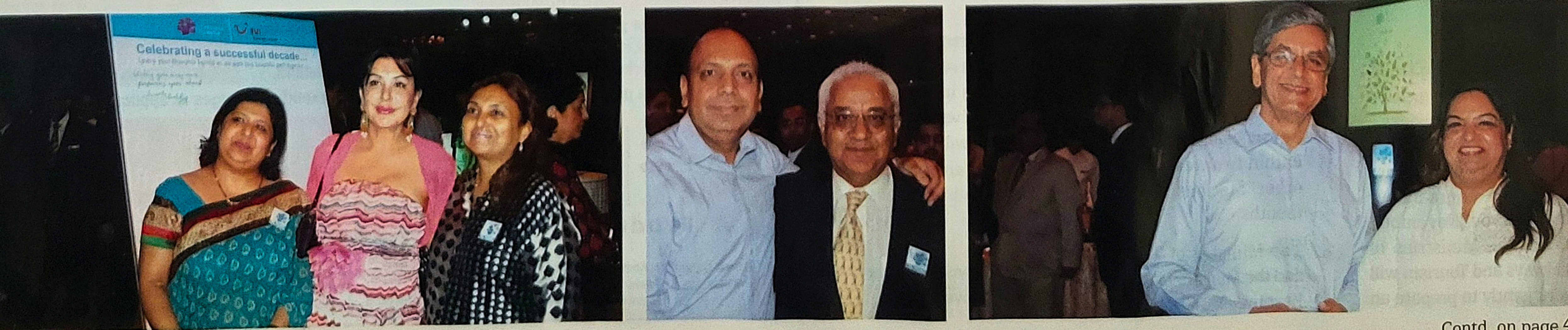
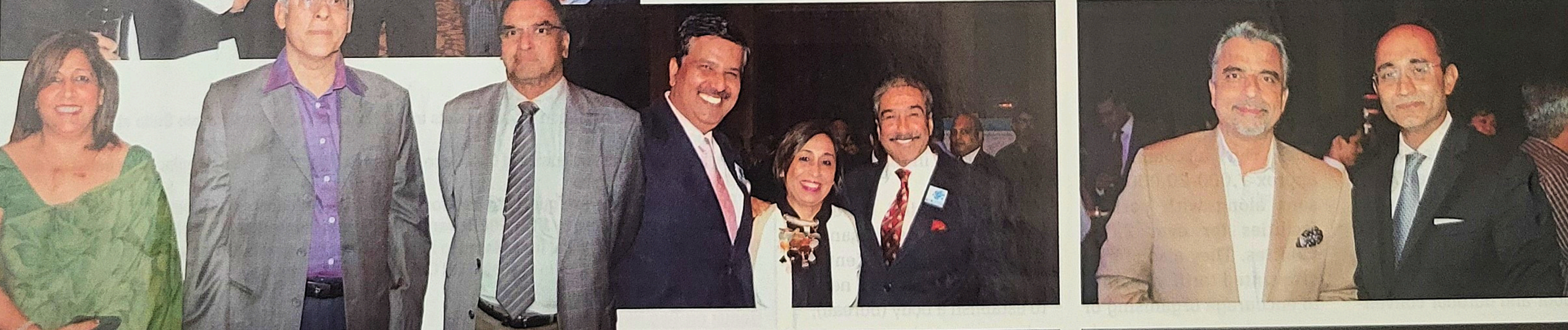
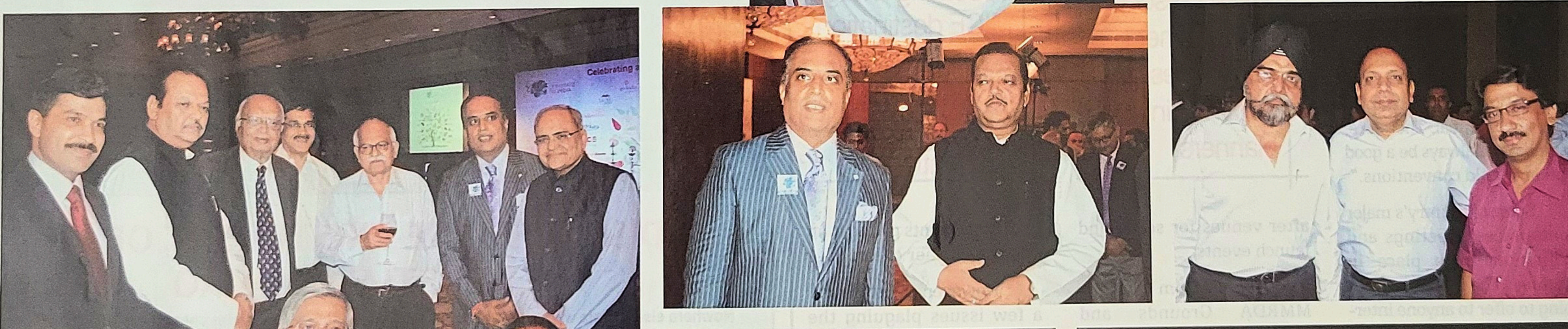
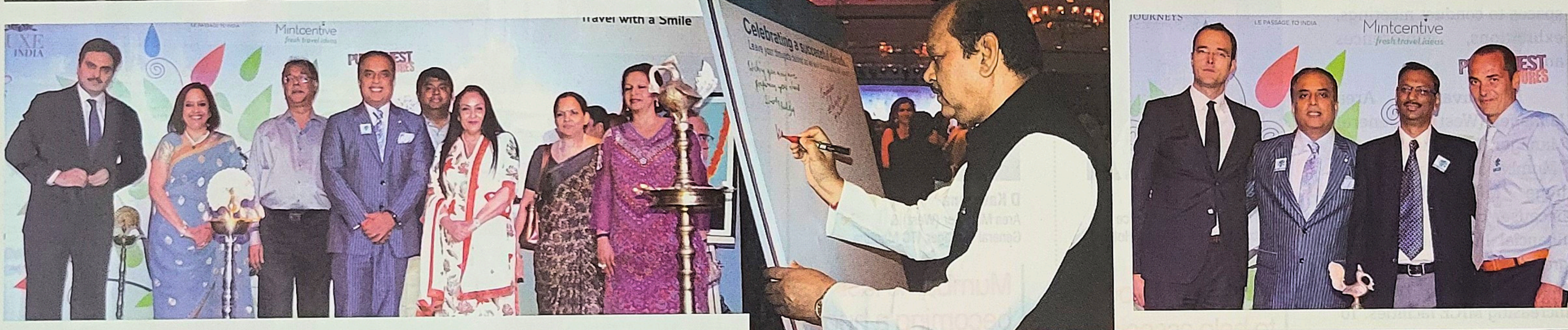


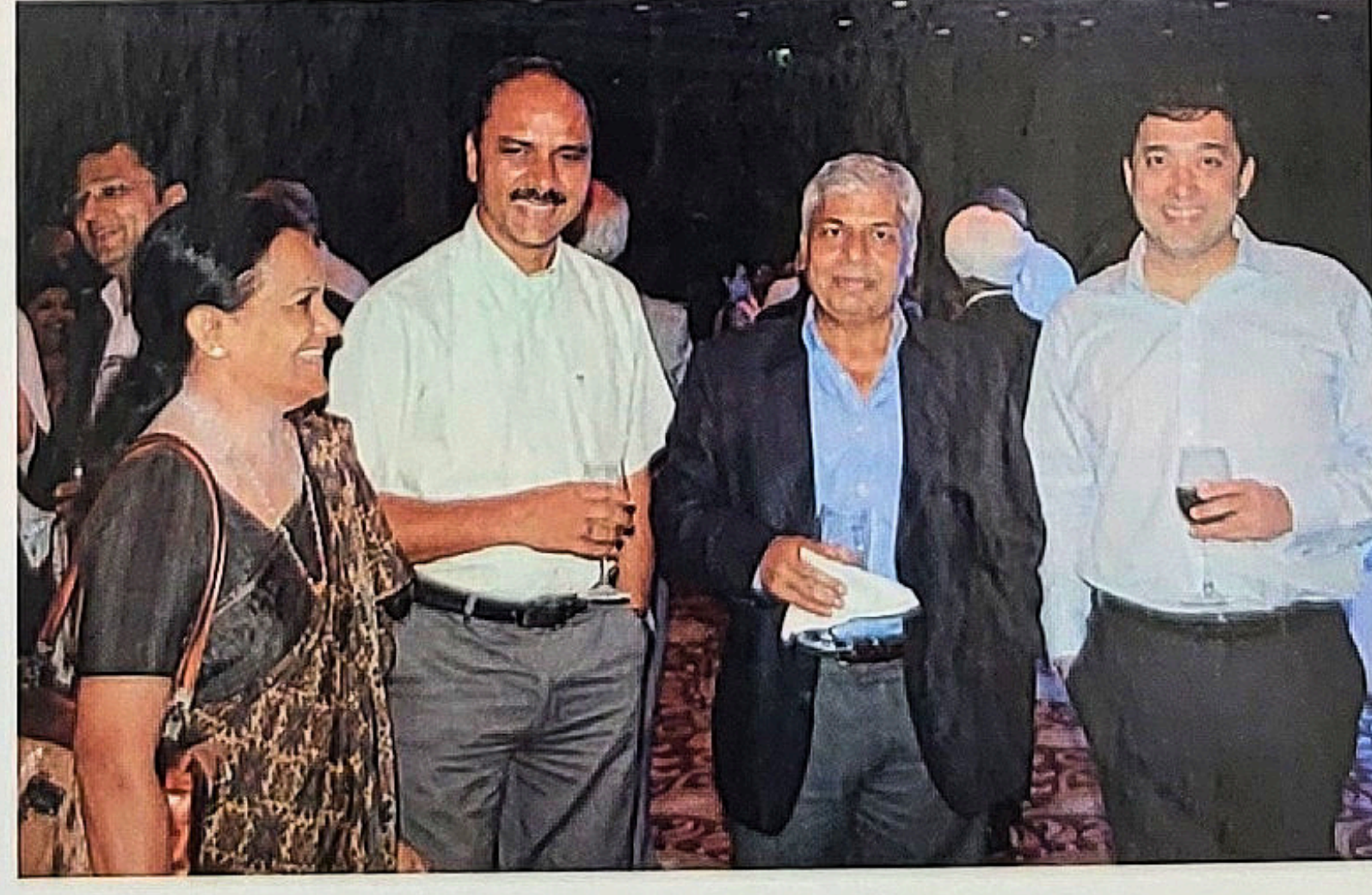
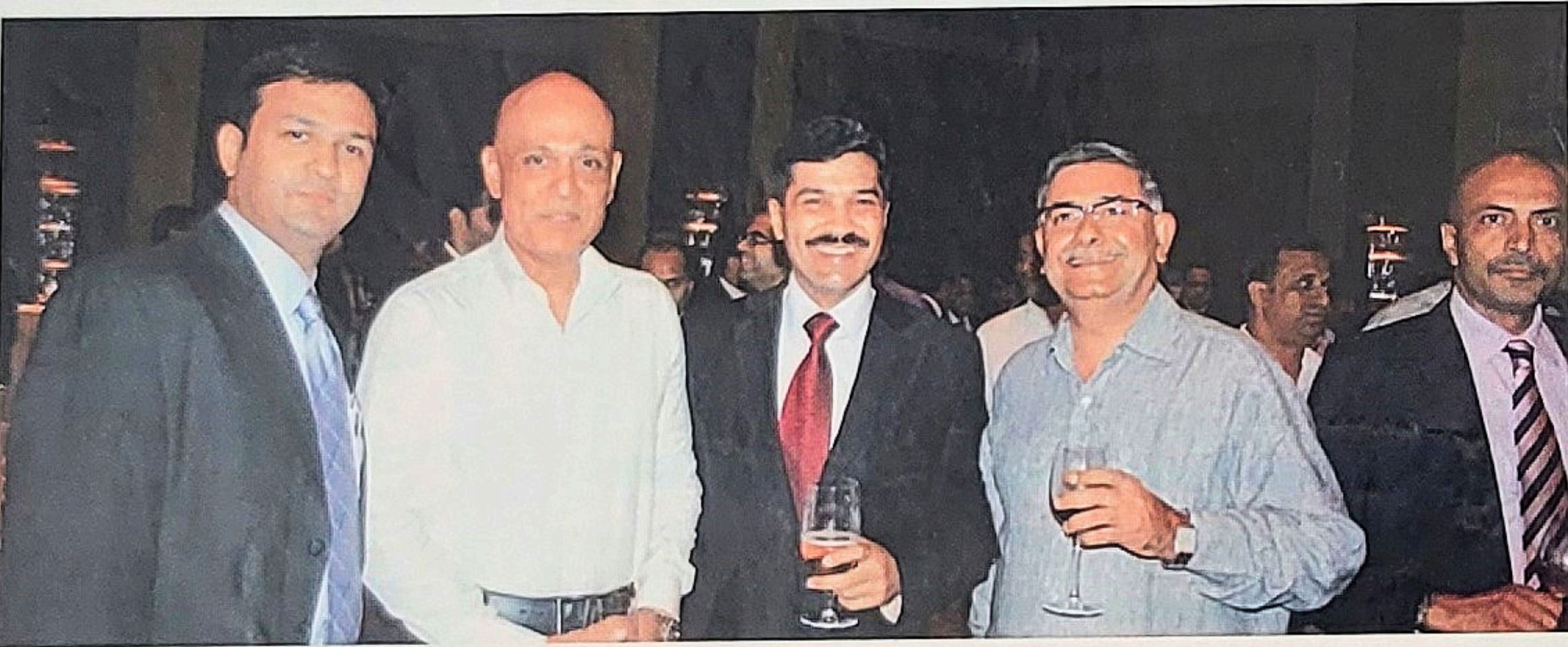
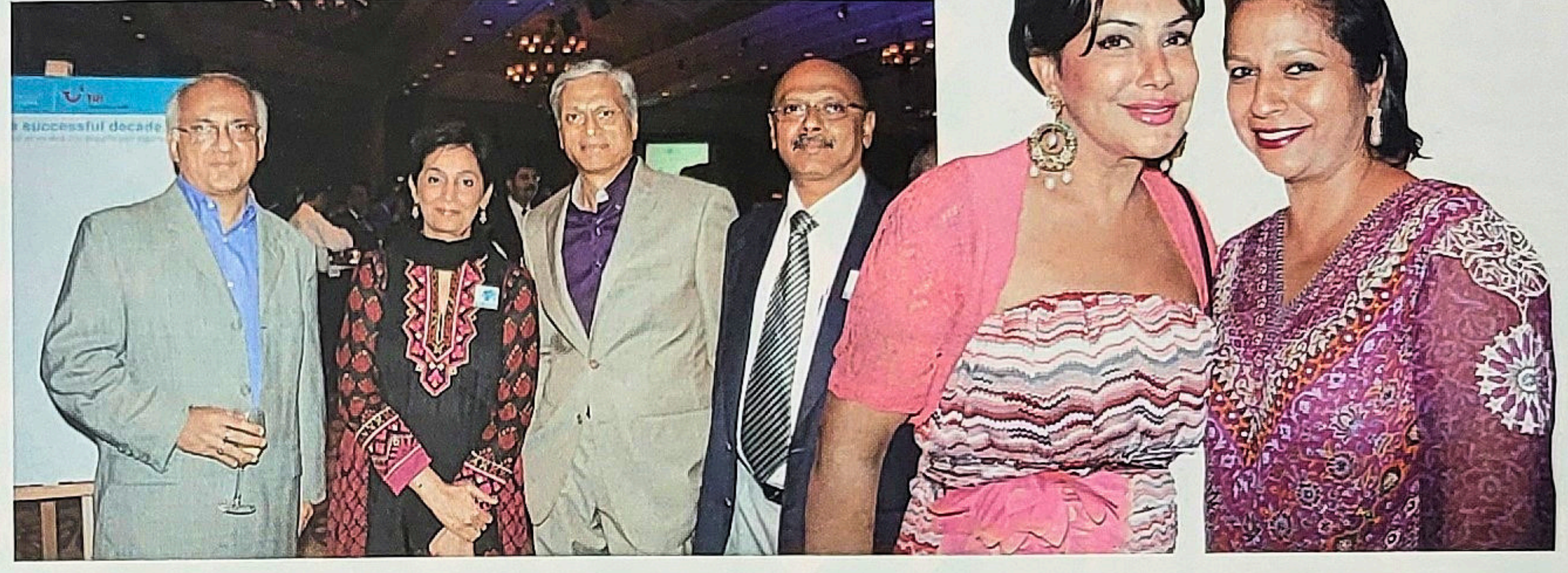
LPTI celebrates a decade of success

Le Passage to India (LPTI) celebrated its 10th anniversary in the presence of eminent members of the tourism and hospitality industry in New Delhi. LPTI grew by leaps and bounds in the last decade and promises an even brighter future. The evening was attended by members of the Ministry of Tourism headed by the Minister himself. The party dazzled with the who's who of the industry and was a night not to be forgotten.



Another milestone in the making for LPTI

Contd. from page 42 ▶



We pledge for Sustainable Tourism

GUEST COLUMN

Coping up with challenges

The world today is going through a plethora of challenges on the environment front and is coping up on a regular basis. The most common headlines that we read in the newspapers seem to focus on food and energy shortage – all brought on us by our neglect of the world's natural resources. The Tourism Industry has a pivotal role to play in this scenario, as stakeholders from various organisations use the facilities of different channels of the tourism industry.

I would recommend the following sustainable development practices for the tourism industry, both globally and for India particularly. It is necessary that hotels and other industries do their utmost to try and reduce their resource intensity, by re-looking at current practices that they use and if necessary, consider changing these processes to achieve the above objectives.

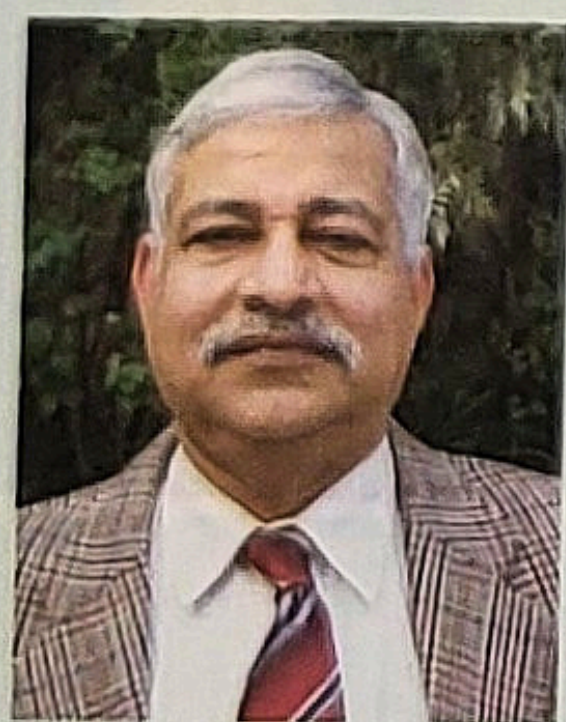
If the sustainable development practices are embedded in the service design of the hotel industry, it will soon be seen and felt by a large number of stakeholders, who have a tendency to emulate the good practices seen and felt at hotels. This has been observed over the last couple of decades at ITC Hotels.

Tourists must be brought into the ambit of sustainable development, by offering examples and opportunities to visitors through which they can make an effort to reduce wastage of food, water and energy. India has 700 million domestic tourists

travelling to diverse destinations across the country. It is of paramount importance that Hotels, Travel Agents, Tour Operators along with their confirmed bookings, also send them the DOs and DONT's of each location. This is to ensure that tourists begin to respect the flora and fauna and culture of the place that they visit and do not sully the pristine natural beauty of the place by shouting, littering and disturbing animals in their own habitat.

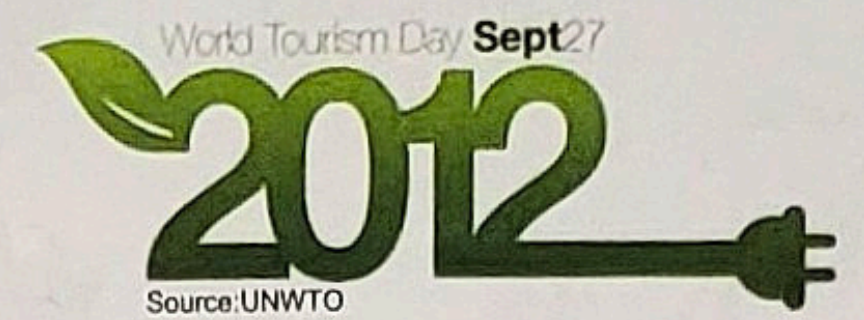
Through this simple step we can educate tourists in a short span of time and instill in them an appreciation for nature, leading to better maintenance of our heritage sites, mountains, beaches and forests.

There is a Chinese saying that a journey of 1,000 miles begins with a first step. With the use of sophisticated IT technology, it is easy to disseminate information to all corners of the globe. Thereby, leading to the moulding of tourist behaviour, inculcating sensitivity and better appreciation of nature and its resources.



Niranjan Khatri
General Manager
Welcomenviron Initiatives, ITC
Welcomgroup

On the occasion of World Tourism Day - September 27, TRAVTALK collates opinions on Sustainable Tourism practices recommended for India.



Taleb Rifai
Secretary-General
UNWTO

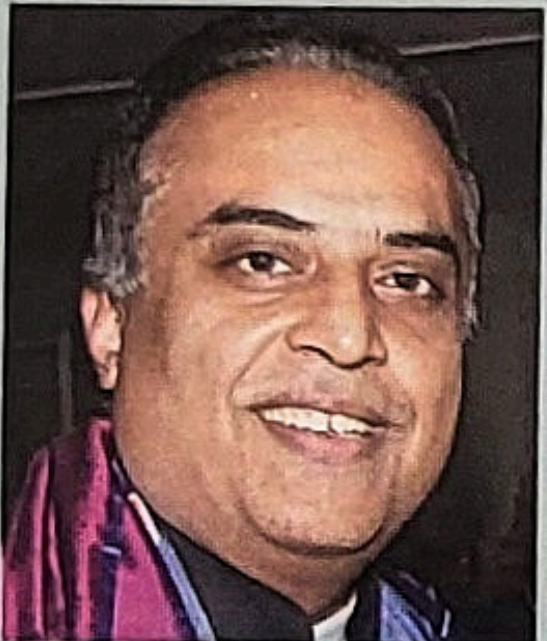
At UNWTO we call on all destinations to commit to the Global Code of Ethics for Tourism, a roadmap for tourism development endorsed by the United Nations General Assembly, which aims to maximise tourism's positive contribution and mitigate its possible negative impacts.

The Code includes nine articles outlining the 'rules of the game' for central and local governments, local communities, tourism professionals and tourists themselves. Among these articles, the Code calls on governments to develop tourism policies that safeguard the natural environment, respect cultural heritage and respect social and cultural traditions.

The Code further calls on destinations to engage local communities in tourism development and to guarantee the rights of workers in the tourism sector.

By adhering to the Global Code of Ethics for Tourism, India will ensure its tourism sector develops in a way that makes optimal use of environmental resources, respects the socio-cultural authenticity of host communities and provides viable, long-term socio-economic benefits for all: the three pillars at the heart of Sustainable Tourism.

– Taleb Rifai, Secretary-General, UNWTO



Arjun Sharma
CEO, Le Passage to India

Every company should set internal goals to achieve sustainable development which include initiatives that give back to the community and to the environment. Tourism is one of the biggest sources for generating jobs, growth of remote areas, preservation of local skills and enterprise development at the micro level. Hence, sustainable practices have to be promoted to bring inclusive growth. I would like all the stakeholders to come together and have a cohesive approach towards the development of tourism. We all have a responsibility towards the society. Le Passage to India Foundation's Shaping Lives initiative is specifically dedicated to promoting Responsible and Sustainable Tourism.

– Arjun Sharma, CEO, Le Passage to India



Madhavan Menon
Managing Director
Thomas Cook (India)

Tourism is an ideal platform providing both intent and incentive to preserve our precious but dwindling natural resources. Sustainable Tourism requires collaboration with hoteliers, suppliers, government authorities and customers. As captains of the Tourism Industry we can indeed play an impactful role, if we were to see ourselves, as guardians of the environment, our cultural heritage and the community.

– Madhavan Menon, Managing Director, Thomas Cook (India)



Dipak Deva
CEO, Destination Management
India & South Asia

I would suggest that we offer more of sustainable products in India, especially since they fit very well within the framework of our country's cultural and environmental concerns.

We as a company, offer a product line by the name of 'Ananea'. These are trips with intense experiences in harmony with nature, with foreign culture and with oneself. This set of experiences is aimed at people who deliberately want to stay and enjoy a fascinating insight into unfamiliar ways of life and lasting experience in magnificent scenery.

– Dipak Deva, CEO, Destination Management - India & South Asia



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