

TND e-daily • TTF MUMBAI Day 2

## TTF Mumbai matches expectations of the travel trade

*Connecting and getting back to business in person, meetings abound at Nehru Centre*



**“** For the last one and a half year, tradeshows and exhibitions have been virtual. TTF Mumbai and the earlier TTFs have matched the expectations of the travel trade. Events like TTF are seeing a big success because of the initiative to provide a platform for professionals to meet live. People want to discuss, connect and see their queries answered in person, and we can see people coming back in large numbers to these physical events. **”**



**Mr Jenu Devan, IAS**  
Commissioner and MD  
Gujarat Tourism



# Incredible !ndia



Khushboo Gujarat ki

The sand is exactly as white as shown in this picture.  
The ocean of white sand stands out stark and pristine in its  
colourlessness, interrupted only by passing hoards of camels.  
On moonlit nights, the desert reveals another colour.  
Something that can hardly be described in words.

Which colour of Kutch will catch your eye?  
Maybe one that I couldn't find!

*Amitabh Bachchan*

Amitabh Bachchan



At: Dhordo Village, Dist : Kutch,  
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KUTCH  
SALT MARSH

## Information Technology should be proactively used to promote tourism at domestic and international levels: Lok Sabha Speaker

Lok Sabha Speaker, Shri Om Birla, delivered keynote Address at the programme “Tourism for Inclusive Growth” organized by the Ministry of Tourism, Government of India, to mark the World Tourism Day, 2021. Union Minister of Tourism, Culture & DoNER Shri G. Kishan Reddy and MoS for Tourism Shri Shripad Yesso Naik also graced the occasion while a video message of Secretary General, WTO, Shri Zurab Pololikashvili was also played. Secretary Tourism Shri Arvind Singh; DG Tourism, Shir Kamala Vardhana Rao; Head UNEP, ShAtulBagai; senior officers of the Tourism Ministry and representatives of travel and hospitality industry addressed on the occasion.

Speaking on the occasion, Shri Birla said that post-Covid, the tourism sector is reviving in India at a faster pace. He further said that committed and collective efforts will ensure that India will emerge as the best tourist destination in the world. “The way we collectively defeated Covid-19, our collective force and coordinated efforts will take our economy to a new height”, said Shri Birla. Tourism is one of the growth engines of economy and employment. Therefore, special focus is needed for further development of this sector, he added.

On the vast tourism potential in India, Shri Birla said that our rich cultural heritage and diverse geography attract tourists from all over the world. There is tremendous potential in India in the fields of environment, spiritual, education and medical tourism. India’s domestic and foreign policy have provided an enabling environment for promotion of tourism. Our goal must be to make India the number one tourist destination. In this regard, more and more efforts should be made to develop tourist-friendly destinations, the Speaker observed. Shri Birla emphasized on use of information technology tools in promoting tourism both at the domestic and international levels.

Speaking on the roadmap for boosting tourism, Shri Birla suggested that ambitious and sustained efforts are needed to promote rural tourism. This will strengthen rural economy by creating demands for handicrafts and other rural products. Similarly, tourist destinations which are still secrets should be brought on the tourism map of India so that more and more people know about these destinations, he suggested.

On this occasion, Shri Birla launched NIDHI 2.0 (National Integrated Database of Hospitality Industry) and released “India Tourism Statistics: At a Glance, 2021. NIDHI 2.0 data base which was released will be a milestone in this endeavour, hoped Shri Birla. The Ministry of Tourism, United Nations Environment Programme (UNEP) and The Responsible Tourism Society of India (RTSOI) have signed an MoU to actively promote and support ‘sustainability initiatives’ in the



tourism sector, which was also exchanged at the event.

The Union Tourism Minister, Shri G Kishan Reddy while addressing the gathering said, “The tourism sector is one of those few sectors which have suffered a lot due to this pandemic and the early resumption of tourism is very important for the recovery and growth of this sector”. He added, “As on date, India has already administered over 85 crores vaccination doses to its citizens. With the ongoing aggressive vaccination strategy, we are now a step closer to the reopening of the country to tourism at the beginning of the new year. I am grateful to the Prime Minister Shri Narendra Modi for his relentless focus on vaccination”. he added

He lauded the efforts of the ministry and said “The National Integrated Database of Hospitality Industry (NIDHI) is the ministry’s portal to register accommodation units in the country and as on date 44,024 units have been registered on the portal which was activated on 08.06.2020”.

Shri Reddy said, “The Prime Minister’s vision has been to use Tourism as a tool for employment generation and inclusive development”. The Tourism Sector has the highest job creating potential among the primary, secondary and tertiary sectors, he added. Earlier in the day, the Minister had penned an article in a leading newsdaily that highlighted the significance of the Tourism sector for Employment generation and inclusive growth. The Minister tweeted it through his social media platform.

The Union Minister, in his article, had written, “Various studies have shown that for an investment of 10 Lakh rupees, tourism can create as many as 78 jobs”. The article highlighted the Kevadia Model of tourism. The Minister had written how the construction of the Statue of Unity had put Kevadia On the world map directly benefiting local communities in a 100 square kilometre radius and providing inclusive sustainable growth in the region. As India has a plethora of UNESCO World Heritage inscriptions, many iconic destinations - from Somnath in the Western shores of India to Kaziranga in the eastern part, 10 eco-friendly

blue flag beaches, immense natural beauty and wild-life sanctuaries, innumerable intangible cultural heritage in the form of festivals, and performing arts. Each of these are destinations that people from across the world would happily be willing to visit and explore. Therefore, we have the opportunity to build tourism clusters around these destinations, similar to what was achieved in Kevadia, so that local communities can benefit.

MoS for Tourism Shri Shripad Yesso Naik, in his address said that the revival of Tourism plays an important role in the recovery of global economy. Tourism sustainability is relevant for both developed and developing countries for its impacts on the environment, economy, and socio-cultural aspects of global, regional, and local economies. Shri Naik added that by adopting Responsible Tourism practices, tourism plays an important role in the upliftment and involvement of the local community with the hospitality industry and government departments, leading to empowerment and development of the people in the area while sustaining eco-friendly tourism. He also informed that the ministry has planned a detailed strategy to utilize technology to the fullest extent to overcome the setback created by the pandemic.

Zurab Pololikashvili, Secretary-General of the UNWTO, in his video message highlighted that tourism can help our societies to recover from the effect of pandemic and it can deliver hope to those who need it most. In many parts of the world, tourism has slowly started and the growth of tourism must benefit every sector from big airlines to small family business and from the largest cities to the poor communities. This is what it means when we say we will leave nobody behind. He further added that “moving to the future, inclusive decisions will be key to the growth of our sector”.

Secretary, Tourism Sh Arvind Singh said that the Tourism Ministry is working tirelessly to revive the tourism sector which suffered greatly due to the Covid pandemic. It is possible to revive the tourism sector quickly by reviving demand, especially of domestic tourism, he said. The Secretary said that the Ministry is holding regular talks with states, and tourism industry stakeholders to work out solutions to revive and support tourism.

Smt Jyoti Mayal of Federation of Association of Indian Tourism & Hospitality ; Shri Rakesh Mathur , Founding Member & Honorary President of RTSOI and Shri Atul Bagai, Head UNEP India also expressed their views on how to revive the tourism sector in the post Covid scenario as well as promote Responsible and Sustainable Tourism that benefits the person at the last mile.

## Kerala stands out as a safe and clean destination at TTF Mumbai

“With the travel restrictions being lifted, tourist destinations completely opened up in a bio bubble model and the tourism industry being 100% vaccinated, Kerala has made a strong presence as a prime safe and clean destination of the country at the Travel and Tourism Fair (TTF) that opened in Mumbai on 29th September 2021.

The Kerala Travel Mart management committee during the participation in TTF Mumbai stated that, “The state had conducted a targeted campaign to vaccinate the entire tourism stakeholders in tourism destinations. Kerala has already covered more than 91 percent of the eligible population over 18 years of age with the first dose of COVID-19 vaccine and is further aiming towards 100% by the beginning of October”.

“With the festive season around the corner, the domestic tourist arrivals to the state are showing a considerable increase when compared to previous months.” added Mr. Jose Pradeep, Secretary, Kerala Travel Mart society.

Around 15 tour operators and hoteliers are participating as co-exhibitors at the Kerala pavilion set up by the State Tourism Department at the three-day expo at Nehru Centre, Mumbai. Earlier this month, the state had made its remarkable presence at TTF Ahmedabad too with around 14 tourism stakeholders co participating with Kerala Tourism.

The theme of Kerala Tourism is ‘A Change of Air’, which subtly sums up the fresh ambience palpable in all destinations in the state, offering a novel experience for visitors. Setting the highest priority on the safety of visitors, Kerala has put in place an efficient and meticulous Bio-bubble model, creating protective layers of inoculated service providers to receive and host tourists.

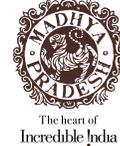
**Jose Pradeep**  
Hon. Secretary  
Kerala Travel Mart Society

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## List of participating companies at TTF Mumbai 29, 30 September & 01 October 2021

AB Travels South India/(AB Rent A Car)  
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 Akshar Travels Pvt Ltd - Gujarat Tourism Pavillion  
 Allgotrip Hospitality Pvt. Ltd., Rishikesh - Uttarakhand Tourism Pavillion  
 Amantra Hotel  
 Amazing Fun World - Gujarat Tourism Pavillion  
 Aspire Bed & Breakfast - Punjab Tourism Pavillion  
 Ataraxia Resort - Uttarakhand Tourism Pavillion  
 Atmosphere Hotels & Resorts - Maldives Tourism Pavillion  
 Ayurvedamana - Kerala Tourism Pavillion  
 Beyond Stay Pvt. Ltd, Corbett & Kanatal - Uttarakhand Tourism Pavillion  
 Breakout Hotels & Resorts - Kerala Tourism Pavillion  
 Bulls Travelism Pvt Ltd/Getz Destinations  
 Cab7 taxi - Gujarat Tourism Pavillion  
 CLTech Solution  
 Concord Exotic Voyages - Kerala Tourism Pavillion  
 Deepak Travels - Gujarat Tourism Pavillion  
 Department of Tourism, Government of Kerala - Kerala Tourism Pavillion  
 Devi Travels - Gujarat Tourism Pavillion  
 Dhigufaru Island Resort - Maldives Tourism Pavillion  
 Discover Kerala Holidays - Kerala Tourism Pavillion  
 Eco Trails Hospitality pvt Ltd - Gujarat Tourism Pavillion  
 Empyrean Skyview Project Pvt Ltd  
 Fort Dhariyawad  
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 Gujarat Trails - Gujarat Tourism Pavillion  
 Himpushp Tours & Travels  
 Holy River Hotel, Rishikesh - Uttarakhand Tourism Pavillion  
 Hotel Amani Vagator

Hotel City Inn Varanasi  
 Hotel Clarion Inn - Punjab Tourism Pavillion  
 Hotel Downtown  
 Hotel Grand, Dehradun - Uttarakhand Tourism Pavillion  
 Hotel Madhuram Royale  
 Hotel Vishnupriya  
 Hotel Yuvarani Residency - Kerala Tourism Pavillion  
 HP - Kasol Adventure Camp  
 Incruises International LLC  
 India Tourism  
 Intersight Tours and Travels Pvt Ltd - Kerala Tourism Pavillion  
 Island Aviation Services Ltd - Maldives Tourism Pavillion  
 Island Life Travel Pvt Ltd - Maldives Tourism Pavillion  
 Jade Vine Resorts  
 Kanj Resort  
 Kerala Tourism  
 Kerala Tourism Development Corporation - Kerala Tourism Pavillion  
 Kihaa Maldives - Maldives Tourism Pavillion  
 La Tigre Luxury Villa Resort, Almora - Uttarakhand Tourism Pavillion  
 lalooji & Sons - Gujarat Tourism Pavillion  
 Landscape Safari  
 Little rann resort - Gujarat Tourism Pavillion  
 Lords Hotels & Resorts - Gujarat Tourism Pavillion  
 Madhubhan resorts - Gujarat Tourism Pavillion  
 Madhya Pradesh Tourism Board  
 Makeplans Holidays  
 Maldives Marketing & PR Corporation  
 Maliekal Heritance Cherai - Kerala Tourism Pavillion  
 Marvel Tours - Kerala Tourism Pavillion  
 Me Triping Technologies Pvt Ltd  
 Modi Yoga Retreat, Rishikesh - Uttarakhand Tourism Pavillion

My Hotels & Resorts  
 Naaz Tour & Travels - Gujarat Tourism Pavillion  
 One Above Travel Maldives Pvt Ltd - Maldives Tourism Pavillion  
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**and many more...**