

TOURISM INVESTORS MEET (TIM) 2015

July 22-23, 2015, FICCI, New Delhi



A Report





From left to Right: Shri BM Gupta - CGM, TFCI, Dr. Didar Singh, Secretary General- FICCI, Shri Amitabh Kant - Secretary - DIPP, Govt. of India, Dr. Jyotsna Suri, President - FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, Dr. Lalit Kumar Panwar, Secretary - Ministry of Tourism, Govt. Of India, Shri S.K. Sangar, MD-TFCI Shri Mukesh Kapoor, CGM-Planning, Madhya Pradesh Tourism

The first edition of Tourism Investors Meet was held successfully from July 22-23 at FICCI New Delhi.

The Inaugural session was held on July 22 at FICCI. Dr. **Lalit Kumar Panwar, Secretary Tourism, Government of India** delivered the Inaugural address. Other dignitaries who graced the Inaugural session by their presence were **Shri Amitabh Kant, Secretary, Department of Industrial Promotion and Policy, Govt. of India, Shri Mukesh Kapoor - Chief General Manager - Planning, Madhya Pradesh Tourism, Dr. Jyotsna Suri, President, FICCI, Chairperson - FICCI Tourism Committee and Chairperson and Managang Director, The Lalit Suri Hospitality Group, Dr. Didar Singh, Secretary General, FICCI, Shri S K Sangar, MD, TFCI.**

Total eleven states from India over the period of two days made presentations in front of more than 200 key stake holders from the tourism Industry soliciting Investment in tourism Infrastructure followed by structured face to face business meetings between the states and interested Investors .

The States included **Madhya Pradesh** (Theme State), **West Bengal, Rajasthan, Telangana** (Partner States). The other participating states were **Karnataka, Goa, Andhra Pradesh, Chattisgarh, Punjab, Haryana, Kerala.**

On second day July 23, a special ministerial session was organised which was addressed by **Shri Ashok Gajapathi Raju Pusapati, Hon'ble Minister for Civil Aviation, Government of India** and **Dr. Mahesh Sharma, Hon'ble Minister of State, (IC), Ministry of Tourism, Government of India.** The other dignitaries on the dais were **Dr. Lalit Kumar Panwar, Secretary Tourism, Govt. of India, Shri Malay Mukherjee, Chairman, TFCI, Shri SK Sangar, MD, TFCI, Dr. Jyotsna Suri, President, FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, Dr. Didar Singh, Secretary General, FICCI.**





Shri Ashok Gajapathi Raju Pusapati
Hon'ble Minister for Civil Aviation, Government of India

“Politically, we are a federal structure and in a federal structure the states are also important partner in this endeavour. So, the states, Government of India and economic activity, if we can work as a team probably we can achieve to a substantial measure what we want to achieve or what we set out to achieve. The trick probably is working as a team. In that sense, FICCI has already started interactions with lot of state governments.”

Shri Mahesh Sharma, Hon'ble Minister of State, (IC)
Ministry of Tourism, Government of India

“We at ministries promise you that we are here to address the issues related to the industry, be it investment, infrastructure creation or coming forward with large revenue generating projects or be it implementing of policies of electronic tourist arrival documentation, be it e-ticketing of the monuments, be it making clean and safe environment of tourist destinations, we want to join hands with private stakeholders, with a smile and smile is not possible at gun point or with government restrictions. It comes from the inner core.”



Dr. Lalit Kumar Panwar, Secretary, Ministry of Tourism
Government of India

“One single decision which is a game changer is the E-Visa. By the time we close this fiscal, we will have list of 150 countries who will be given Electronic Travel Visa. Apart from being a game changer, this also improves our image. We want people to come. Tourism is nothing but perception. How do you perceive a particular country? Why everybody wants to go to Dubai or Singapore? Because there is quality of life, good tourism products, safety and security. Our challenge is to make it happen here too, we have to ensure that our perception improves in the world.”



Shri Amitabh Kant, Secretary, DIPP
Government of India

“India is passing through a window of demographic transition which rarely happens in history. There is no sector in India which has the potential to create jobs for young men and women other than tourism. We need completely new innovative incredible India 2.0 which will penetrate global market”





Dr. Jyotsna Suri, President, FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group

“While the world tourism is 4.4% India's tourism is growing at 10% p.a., adequate infrastructure to cope with this demand is the need of the hour. With the aim to bridge the gap FICCI conceptualised the TIM as we call it and with the support of Ministry of Tourism and TFCI we have established this platform which will be held annually in Delhi.”

**Shri S K Sangar, Managing Director
Tourism Finance Corporation of India Ltd.**

“As compared to sluggish global growth, Indian economic outlook improved considerably during 2014-15 and particularly in mid of 2014. The foreign tourist arrivals in India were 22.57 million during 2014 as compared to 19.95 million during 2013 recording a growth of 13.12%. The FEE - Foreign Exchange Earning from tourism during 2014 FEE was 1,22,083 cr as compared to 1,07,671 cr in 2013. As per WTTC report for India, the total contribution of travel and tourism to GDP was INR 7642.5 billion that is 6.7% of the GDP in 2014.

This meeting is aimed at providing platform between the investors and the government to understand each other's perspective and improve the ease of doing business in tourism.”



Dr. Didar Singh, Secretary General, FICCI

“FICCI specialises in and as you can see we have set up B2G meeting which means business with government. We have 11 state governments that are here and there will be a series of discussions and connectivity over the two days where I hope that we will be actually generating both interest as well as business as we go along.”



Key Takeaways

- The tourism sector recorded satisfactory performance during 2014. The foreign tourist arrivals in India were 22.57 million during 2014 as compared to 19.95 million during 2013 recording a growth of 13.12%. The FEE - Foreign Exchange Earning from tourism during 2014 FEE was 1,22,083 cr as compared to 1,07,671 cr in 2013. Domestic tourists in India were around 12.82 million during 2014 as compares to 11.45 million in 2013. As per WTTC report for India, the total contribution of travel and tourism to GDP was INR 7642.5 billion that is 6.7% of the GDP in 2014. In 2014 the total contribution of the travel and tourism to the employment including jobs, indirectly supporting industry was 8.7% of the total employment in India.
- Tourism and travel sector is estimated to create 78 jobs per million rupee of investment as compared to 45 jobs in manufacturing sector for similar investment. As per Survey of World Economic Forum in 2013, India ranks 65th in the overall travel and tourism competitiveness but ranked dismal 132nd in terms of visa restrictiveness. To address this issue, the Government of India has decided to extend visa on arrival facility, currently available for 43 countries to 150 countries in stage wise manner which is expected to improve the tourism competitiveness of India and to boost foreign tourist arrivals in the country which were 7.5 million in 2014.
- In another move to boost FTAs along with domestic tourist arrivals the budget proposes to carry out restoration work in 9 world heritage sites across India - churches, convent of old Goa, Hampi in Karnataka, Elephanta Caves near Mumbai, Kumbhalgarh and other hill resorts in Rajasthan, Leh Palace in Laddakh, Varanasi in UP, Jalianwala Bagh in Amritsar and Qutubshahi tombs in Hyderabad.
- According to World Tourism Organisations study a foreign tourist spends average of about 18 days in India. Since 97% of Foreign tourist traffic is coming by air. It is very crucial to liberalise the civil aviation sector. It is very important because the growth of tourism Sector is directly linked with Civil Aviation Sector.
- India needs to reposition itself through a proper communication strategy. We need completely new innovative incredible India 2.0 which will penetrate global market.
- India needs to set itself as a MICE destination of the world. Exhibitions are huge area of business across the world. Singapore, Malaysia, Hong Kong these are destinations which have become large because of conventions and exhibitions. They enable tourists to keep coming for 365 days a year. Therefore, India needs to create large exhibitions and convention centres across each one of our cities.
- To address the issue of dearth of skilled workers in this sector Government have sanctioned 100 crore project in Noida to set up the Indian Culinary institute and also one at Tirupati. Five more culinary institutes will be established in coming 5 years to produce good staff, good F&B helpers, kitchen assistants etc. Capacity building is very high on the priority list of Ministry of Tourism.



- An approval has been sought from Ministry of HRD to have a National Tourism University which will be called National Tourism and Hospitality University to be set up in Noida on the same campus where we have National Council of Hotel management, Culinary School, Institute of Tourism Management. The National Tourism and Hospitality University which will be the apex body for the entire human resource requirement of country and will have collaboration with the top industries in the world.
- In the Inter Ministerial Coordination Committee any issue pertaining to Tourism industry can be flagged at the level of cabinet secretary who can pose it to the Hon'ble Prime Minister. The prime issue which has already been addressed are fiscal irritants and the repayment of loan taken for the purpose of investment.
- A 500 cr mega project called 'Swadesh Darshan' has been launched to create the infrastructure keeping in mind the three A's of tourism Access, Accommodation and Amenities. The objective of Swadesh Darshan is nothing but the growth of domestic tourism products on thematic circuit based like Desert circuit, Coastal circuit, Island circuit, Buddhist circuit, Ramayan circuit, Krishna Circuit, Ganga circuit.
- The Amusement Parks & Theme Parks needs special care and relief in terms of tax structure to be given as they also form an integral part of Tourism Industry.
- For the highways, it has been started with a big way in "Hunar se Rozgar tak". In these scheme the government will give training to Dhaba workers and also incentive of about Rs. 200—300/- per Dhaba to be given for those workers who attend the training programme
- The Hon'ble Minister of tourism has announced Medical & Wellness Tourism Promotion Board to boost Medical Tourism In India.



Release of FICCI-EY Report



From Left to right: Dr. Didar Singh, Secretary General- FICCI, Shri Ashok Gajapathi Raju Pusapati, Hon'ble Minister for Civil Aviation, Govt. Of India, Dr. Jyotsna Suri, President - FICCI, Chairperson - FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group, Dr. Lalit Kumar Panwar, Secretary - Ministry of Tourism, Govt. Of India, Shri Malay Mukherjee, Chairman -TFCI, Shri SK Sangar, MD-TFCI

FICCI –EY Knowledge paper – “Tourism Infrastructure The Role States Play” was released at the Special ministerial Session at Tourism Investors Meet , 2015.

The Knowledge paper highlights the following key recommendations for the development of Tourism Infrastructure in the country .

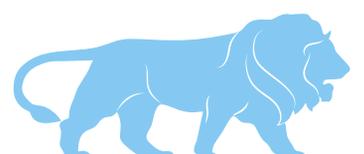
- **Tourism policy:** One of the basic initiatives is to have a dedicated state tourism policy which outlines how the states would like to project themselves. The policy also includes focus areas of the government, specific interventions proposed/planned, new/existing incentives to developers/private players and vision for development of tourism in the state, among others. A robust and comprehensive tourism policy is the first step towards achieving the desired tourist inflow for any state.
- **Connectivity:** The State Governments are focusing on inter as well as intra state connectivity. Improvement of regional connectivity is the need of the hour. The suggested steps could be speedy launch of the proposed high speed passenger trains, constructing new and improving existing rural roads, identifying air strips to be converted into small commercial airports, converting existing domestic airports into international airports and setting up heliports in select key states which experience more foreign tourist inflow. Inland waterways can be another area to explore for improving the connectivity between cities and states.

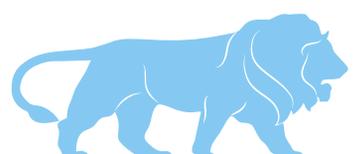
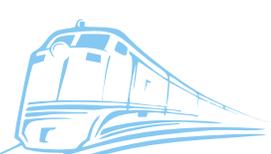


- **Tourist facilities:** One of the key requirements for the foreign tourists is the easy availability of the visa offices/ centres at all the key destinations experiencing high foreign turnout. Apart from ensuring basic facilities such as drinking water and sanitation, efforts should be channelized towards provision of parking and way side facilities.
- **MICE (Meetings, Incentives, Conferences and Exhibitions) sector:** There is an increased focus in many states on the MICE sector as an engine of growth for the business tourism sector. The availability of a number of options across all the cities connected through international airports is line with the demand. However, a separate strategy needs to be devised to take steps towards leveraging the MICE sector in cities which are currently not internationally connected since they face stiff competition from the other cities. Apart from connectivity, the availability of world-class infrastructure is another area of intervention such as setting up international level convention centers. Incentives and subsidies to attract investors may be proposed as part of the MICE strategy.
- **Accommodation facilities:** India has some of the best luxury hotels in the world however there are some unexplored destinations which need to upgrade their service levels as well as number of hotels. Introduction of theme based resorts and hotels are options to be explored further in such destinations. Some popular themes could be golf resorts, wild life resort, green/ clean technology resorts, etc.
- **Collaboration with other governments:** The states need to collaborate and explore opportunities to attract tourists by offering comprehensive services and solutions. This could be done by partnering with other states or countries and offering custom made services and experiences to tourists. To create an enabling environment, the states need to explore possibilities by initiating dialogue with key states/ countries and creating roadmaps for successful implementation.



Inaugural & Ministerial Session





State Presentations



*Shri Mukesh Kapoor, Chief General Manager, Planning
Madhya Pradesh Tourism*



*Shri Rajat Bose, Managing Director
West Bengal Tourism Development Corporation
Govt. of West Bengal*



*Shri Sumeet Singh, Executive Director- Hotels
Telangana Tourism*



*Shri Sanjay Pande, Additional Director
Department of Tourism, Government of Rajasthan*



Smt. G Satyavathi, Director, Tourism, Govt. Of Karnataka



Shri G. Kamala Vardhana Rao, Secretary, Kerala Tourism





*Shri Ameya Abhyankar, Director,
Department of Tourism, Government of Goa*



*Smt. Anjali Bhawra, Principal Secretary
Tourism, Government of Punjab*



Shri B.M. Gupta, CGM, TFCI



*Dr M Beena, Managing Director
Kerala State Industrial Development Corporation*



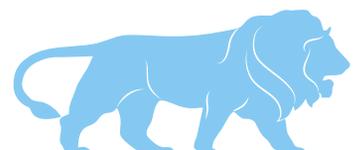
*Shri Madhu Sudan, Officer on special Duty
Govt. Of Andhra Pradesh*



*Shri Mukesh Rao, Divisional Manager
Haryana Tourism*



*Shri Aghya Paul
Manager, Infrastructure & Government Service, KPMG
on Behalf of Chattisgarh Tourism*



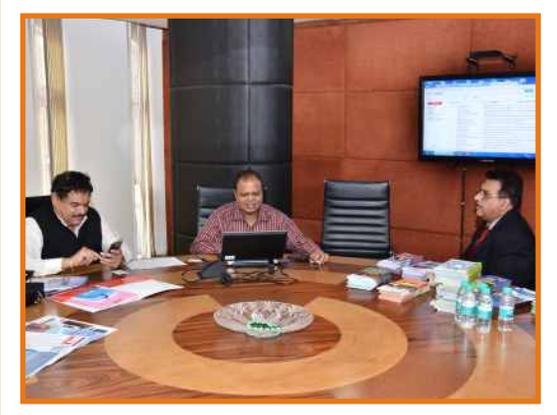
B2G Meetings Madhya Pradesh



B2G Meetings West Bengal



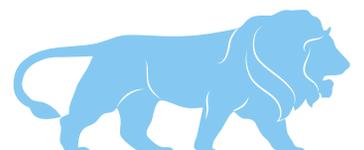
B2G Meetings Telangana



B2G Meetings Rajasthan



B2G Meetings Other Participating States



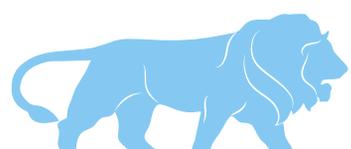




TOURISM INVESTORS MEET (TIM) 2015
July 22-23, 2015, FICCI, New Delhi

B2G Schedule for Partner States
DAY 1 - July 22, 2015

State	Activity	Time	Location	Remarks
Andhra Pradesh
Chhattisgarh
Goa
Karnataka
Kerala
Punjab

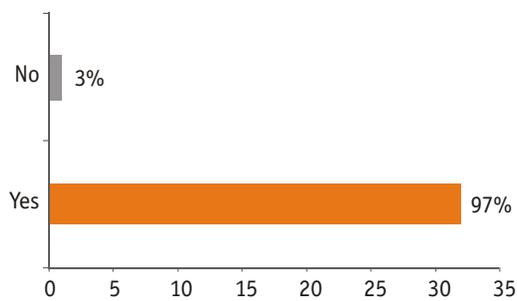


Feedback Analysis

Investors Feedback Analysis

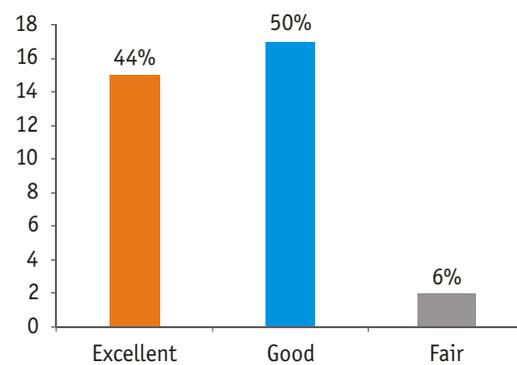
100% Fulfilment of The Pre Scheduled Business Meetings

97% responded that all (100%) their meetings took place



Quality of the B2G meetings

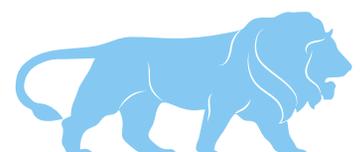
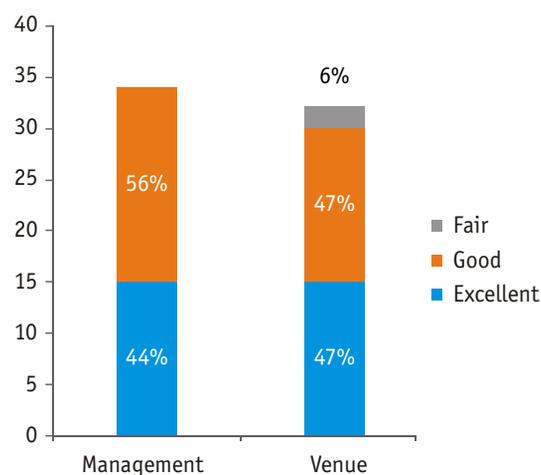
Rating on a Scale of Excellent, Good & Fair



Overall Impressions: Management & Venue Facilities

The respondents rated on a scale of Fair, Good & Excellent

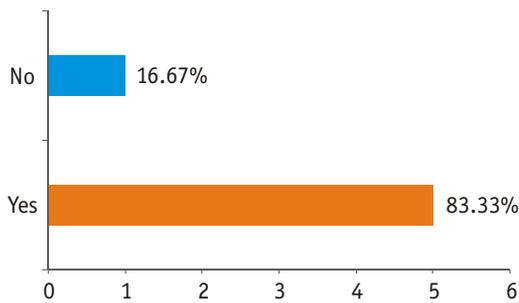
Overall Impression at TIM 2015



State Government's Feedback Analysis

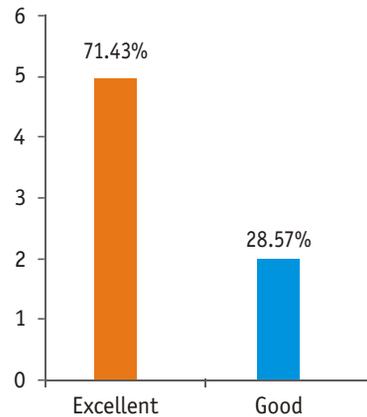
100% Fulfilment of Pre Scheduled Business Meetings

Majority number of participating states (83%) responded that all (100%) their meetings took place



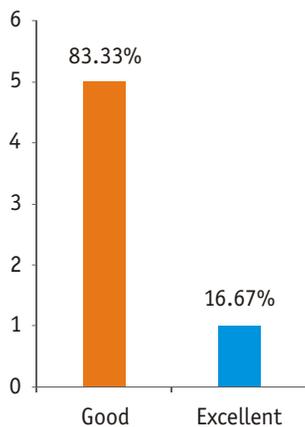
Quality of the B2G meetings

Rating on a Scale of Excellent, Good & Fair. Everybody (100%) were satisfied.



Achievement of the Business Objective

An overwhelming response from the participating states mentioning all meetings were fruitful



Overall Impressions: Management & Venue Facilities

The respondents rated on a scale of Fair Good & Excellent



Media Coverage

BusinessLine

Cabinet to decide next month on National Tourism Policy

Policy to create jobs for youth, increase country's share in global tourism

Minister for Tourism, Dr. L. K. Advani, said the cabinet will decide on the national tourism policy by next month. The policy will focus on creating jobs for youth and increasing the country's share in global tourism.

The secretary said the main thrust of the policy is to create jobs for youth as India has a huge advantage of a demographic dividend. The new policy aims to increase India's share in global tourism, which is at 0.64 per cent at present.

Advani said the policy will be discussed in the cabinet by next month. He said the policy will focus on creating jobs for youth and increasing the country's share in global tourism. The policy will also focus on increasing the country's share in global tourism.

FINANCIAL EXPRESS

Govt to roll out six tourist circuits soon

The government will soon launch six tourist circuits in a big way to provide a boost to the sector. "Our aim is to create better infrastructure for facilitating tourists to visit more places," tourism minister Mahesh Sharma said at a tourism investors' meet organised by FICCI in New Delhi on Thursday. He said the government has finalised a blueprint for the growth of tourism and more tourist circuits will be added soon. "We will be launching six tourist circuits soon. They are a Ramayan circuit, desert circuit, eco circuit, wildlife circuit and rural circuit," Sharma said.

Business Standard

Govt. says new national tourism policy will be catalyst for tourism infrastructure growth

Ministry of Tourism (Secretary) Dr. L. K. Advani said that the National Tourism Policy, which is in the offing, would be a catalyst to drive the tourism industry and give a fillip to infrastructure projects in the sector.

"The industry is private sector driven, where young and innovative entrepreneurs are the providers of products and services and the government's role is to act as a facilitator in removing the barriers and creating a smooth functioning of the sector," he said at the first-ever Tourism Investors Meet (TIM), a two-day event focusing on interactive meetings between the state governments and prominent investors is organized by the FICCI in partnership with the Ministry of Tourism, Government of India, and Tourism Finance Corporation of India (TFCI).

Dr. Panwar announced that from 2016 onwards 'India Travel Mart' would be held every year in the country and all stakeholders would be invited for discussion on various issues related to the sector, including investment prospects.

"Tourism reflects perception and India needs to improve its perception across the globe by enhancing the quality of tourist experience, providing good products and assuring safety and security of the visitors," he added.

Dr. Panwar said that the government was all set to re-launch the Incredible India 2.0 and also attempts were being made to create synergy for community participation.

Highlighting the steps initiated by the government to give the sector a fillip, he said that electronic visa on arrival (EVA) has become a game-changer and the government looks to extend EVA to 159 countries by the end of this fiscal year.

Also, the Indian Cultural Institute would become a reality soon and help produce world-class supporting staff and workers for the travel and hospitality sector. He added that ministry's helpline was also active for resolving issues.

Emphasizing the importance of tourism in Prime Minister Modi's agenda, Dr. Panwar said that the PM has signed MoUs of cooperation in tourism with all countries that he has visited.

He also stated that the launch of Rs. 500 crore mega project 'Swadesh Darshan' is a great opportunity for private sector for investing in access, accommodation and amenities for the destinations under the project. Dr. Panwar added that tourism has been identified as a sector for 'Make in India' because it has become a natural beneficiary of policies under the initiative.

hindustantimes

Cabinet expected to finalise tourism policy by next mth

HT Correspondent
■ letter@hindustantimes.com

NEW DELHI: The Cabinet is expected to finalise the national tourism policy by next month, said tourism secretary Lalit K Panwar on Wednesday.

The policy would aim to create more jobs, and increase revenue in the tourism sector and also India's international share in the sector. "25 ministries have already sent their comments to us. We expect that next month we will be able to put it before the Cabinet," Panwar said at a FICCI conference here.

He also pitched for extending the tight repayment schedule for hotels. "Most of the entrepreneurs in tourism are feeling the cash crunch. The repayment schedule for investments and long-term bonds is too steep," he added.

The draft of the policy was put on the ministry's website some months ago and called for comments till May 10. Panwar said that the final policy would give a fillip to infrastructure projects in the sector.

Meanwhile, DIPP secretary Amitabh Kant said that India faced shortage of workers at the lower levels of the industry.

FICCI-EY paper suggests 6-point agenda for fillip to tourism in States

A FICCI-EY paper on Tourism Infrastructure: The Role From has recommended 6-point agenda to enable the States to enhance their potential in obtaining the best growth in tourism activities.

The paper calls for introduction of a central and national tourism police in the first step towards understanding the risks and opportunities and activating the central sector within. The police should have regular inter-ministerial, inter-state and inter-city forums to discuss and coordinate policies and take the development of tourism in the state, among others.

The FICCI-EY paper was released here on Tuesday by Chief Secretary, Mr. Mahesh Sharma of the Tourism Investor's Meet, organized by FICCI and TFCI in association with the Ministry of Tourism and Tourism Finance Corporation of India (TFCI).

The paper recommends the government to improve in land and infrastructure connectivity through creation of road networks, high speed transport system, identifying and upgrading air strips, connecting tourism airports, non-aeronautical, introducing inland waterway connectivity. These areas need to be explored for supporting the connectivity between States and India.

In terms of tourist facilities, the paper calls for the need of availability of the facilities/amenities at all key destinations, including high speed rail, road, and air. Provision of other facilities such as adequate parking and safe and healthy facilities need to be given, according to the paper.

It suggests upgradation of new concepts such as FICCI, Oberoi, ITC, Oberoi, and Taj hotels and resorts. There is a demand from the FICCI sector to set up a group of funds for the tourism sector. To build upon the experience, commercial and viability of world-class infrastructure should be ensured. Investment and subsidies to attract investors may be proposed as part of the FICCI strategy.

The paper also recommends building a robust regulatory framework, especially the sectoral levels of laws, involving state-level bodies, to ensure uniformity and quality. State policies should be well framed, and the sector, generally, may be treated.

Given all the FICCI-EY paper stresses on collaboration with their governments, it is critical for a robust growth of tourism, the paper states, that the States reform and upgrade their efforts and offer comprehensive services and solutions. To assure an industry-wide approach, the States need to explore possibilities for building dialogue with all stakeholders and creating regulatory, legislative, and implementation.

Business Standard

FICCI organizing tourism investors meet in Delhi

ANI | New Delhi July 22, 2015 Last Updated at 13:12 IST

Taking further the decision and commitment of "Make in India" by Prime Minister Narendra Modi, the Ministry of Tourism in partnership with FICCI and Tourism Finance Corporation of India is organizing the first ever Tourism Investors Meet in Delhi.

The two-day event beginning today will focus on interactive, one-on-one to one meetings where by exhibiting destinations will be showcasing their policy and facilities with respect to soliciting investment in tourism infrastructure through pre-structured face to face business meetings between the state governments and prominent investors.

MAIL TODAY

Sharma flip-flops on capping airfares

By Mail Today Bureau in New Delhi

A mechanism to cap predatory pricing of air tickets, AirfareWatch has requested the government to do so by introducing the levy of market reform, he had said in a written reply.

Sharma said on Thursday that the issue was discussed during a meeting of senior officials last month. "Even if we had the power to cap predatory pricing, it would not be a good idea as it would be a double-edged sword," he said on Thursday.

Sharma said that the government is not considering the possibility of capping airfares.

नेशनल दुनिया

जल्द ही पेश होंगे छह पर्यटक सर्किट

दोष का प्रसार करने के प्रयास...

दोष का प्रसार करने के प्रयास...

दोष का प्रसार करने के प्रयास...

NAME	PLACE	DATE	PAGE
Vir Arjun	New Delhi	July 24, 2015	

घरेलू विमानन कंपनियों द्विपक्षीय संधियों का इस्तेमाल करें : राजू

द्विपक्षीय संधियों का इस्तेमाल करें : राजू

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द्विपक्षीय संधियों का इस्तेमाल करें : राजू



NEWSTRACK

India Tourism should revisit its global communication strategy: Amitabh Kant
It's high time India launches Incredible India 2.0
Wednesday, July 22, 2015, 8:00:05 (IST)



Amitabh Kant, Secretary, Department of Industrial Promotion and Policy (DIPP), Government of India, who is credited for the much successful Incredible India brand marketing campaign during his stint as the Ministry of Tourism, has urged the Tourism department and the travel and tourism industry at large to revisit the "communication strategy" to penetrate global travel market more vigorously with the changing times. He advocated more innovative Incredible India 2.0 by leveraging new digital marketing platforms to enhance the brand recall of India as a tourism destination in the global market. He was speaking at the "Tourism Investors Meet (TIM) 2015" organised by FICCI in association with TFCI in New Delhi.

Talking about the key challenges before India, Kant said that the country has to open up its Visa regime and the aviation sector to make tourism happen in the country. 80 per cent of foreign visitors use the air transport to access India and they are long haul travellers. Visa realisations would have adverse impact on long haul travellers. Similarly, aviation sector needed to be opened up, so that tourists can fly directly to all destinations in the country.

"A 2 per cent growth in aviation can result in 4 per cent growth in tourism," he opined. India has created a lot of fast routes in the last few years. Unless we remove these bottlenecks, the industry that has been created cannot be filled up, he informed.

Kant also advocated creation of exhibition and convention infrastructures across the country. Many regional destinations like Singapore, Hong Kong, Malaysia, etc. are thriving on this business alone. "India need at least a convention and exhibition centre in each city," he said. Convention and Exhibition business can provide round-the-year business to the industry, he added.

He also spoke on issues of civic governance and capacity building in the industry. The states should pick up at least five destinations and create world class infrastructure for tourists, instead of spreading the budget too thin across, he reminded. He urged the industry to emulate the Kerala Tourism experiment of community participation and entrepreneurship to make tourism participative and successful.

In his inaugural address, Dr Lalit K Pawar, Secretary Tourism, Government of India responded to some of the suggestions that Kant put forward. Dr Pawar said that the Ministry is working towards rebranding the Incredible India branding. The department has engaged a creative agency for the same headed by eminent Ad-govt, Prasenno Joshi, and they are working on it.

Business Standard
Tourism Min for extending loan repayment schedule for hotels

Press Trust of India | New Delhi July 22, 2015 Last Updated at 17:28 IST
The Tourism Ministry today pitched for extension of loan repayment schedule to help hotels tide over the current cash crunch.

Citing Leela Hotels as an example, Tourism Secretary Lalit K Pawar said the company is facing financial problems and deserves to be supported to help it come out of the crunch.

"Most of the entrepreneurs in tourism are feeling the cash crunch, the repayment schedule for the investment and for the long term bond is too steep, a classical case is Leela Hotel for example. They are having lot of problem because of this very tight repayment schedule..."

"I had three rounds of discussions with Secretary - Finance and Revenue. We have said that why are you not supporting. They (Leela Hotel) just want (more time for loan repayment)," he said here at a FICCI function here.

Pawar said it is a "reasonable and genuine demand" from them for extension of loan repayment period to about 15 years instead of eight years.

"Why we are not able to agree. He is not a defaulter after all... He is Leela. So we are supporting. I quoted Leela because this is a classic case. Leela is a very good brand of our hospitality industry and they are suffering only because of myopic lending policies," he said.

The Finance Ministry should "ask the bankers just to enhance the repayment schedule, that's all. Just one single measure can give comfort to our investors. We are working on that".

The Secretary also asked the industry to take the loan repayment schedule issues with the government.

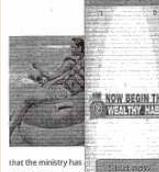
"I will also ask people from tourism fraternity to create pressure in their own way," he said, adding "we have asked the Finance Ministry to look at the issue. Lending rates and schedule should be pragmatic," he said.

For the fiscal ended March, 2015, hotel Leelaventure registered a consolidated net loss of Rs 415.84 crore. It had reported a net loss of Rs 441.50 crore in previous financial year.

Further, he said that during the last 100 months, the Prime Minister has visited 25 countries and has mentioned about tourism over 100 times.

Cabinet may discuss National Tourism Policy next month

The Union Cabinet is expected to take a decision next month on the new National Tourism Policy, which aims to create jobs and increase India's share in global tourism, a top government official on Wednesday said.



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Tourism Secretary Lalit K Pawar said the ministry has already drafted the policy for inter-ministerial consultation. "The 25 ministries have already agreed to it. We expect that next month we will be able to put it before the cabinet," he was speaking at a function on tourism at the FICCI.

The Secretary said the new policy aims to create jobs for youth as India has a huge population. It also aims to increase the share of India in global tourism from current 0.64 per cent to 1.5 per cent by 2020.

Talking about e-tourist visa, Pawar said the facility has already been extended to 77 countries and another 73 countries would be notified soon as the ministry has requested the Home Ministry in the regard.

India had launched e-Tourist Visa in November last year.

The government plans to extend the scheme to 150 countries by the end of the financial year. The top beneficiaries of the facility include nationals of the US, followed by Russia and Korea.

Enumerating 14 initiatives of the government to push tourism sector, he said the ministry is in the process of opening up Indian Culinary Institutes in India and Thailand.

Tourism Minister for extending loan repayment schedule for hotels - The Economic Times

By PTI 22 Jul 2015, 05:57PM IST
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Further, he said that during the last 100 months, the Prime Minister has visited 25 countries and has mentioned about tourism over 100 times.

"Whatever Prime Minister says, he follows it up with real actions. And the biggest example of this was declaring China eligible for e-tourist visa."

"There was some resistance from various quarters giving that status to China but the Prime Minister announced it in China," he added.

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Government to soon launch six tourist circuits to boost sector

By PTI 22 Jul 2015, 01:41PM IST
NEW DELHI: Government will soon launch six tourist circuits in a big way to provide a boost to the sector.

"Our aim is to create better infrastructure for facilitating tourists to visit more places," Tourism Minister Maheesh Sharma said at a tourism investors' meet organised by FICCI here today.

He said the government has finalised a blue print for growth of tourism and more tourist circuits will be added soon.

"We will be launching six tourist circuits soon. They are Ramnagar Circuit, Desert Circuit, Eco Circuit, Wildlife Circuit and Rural Circuit," Sharma said.

Tourism Ministry has already been working on launching spiritual circuits across the country which include Buddhist Circuit, Jain Circuit and Sufi Circuit.

"Work on Ramnagar Circuit is already on and soon we will come out with a detailed plan for other circuits as well," he said.

The minister lamented that though India has picturesque beaches and mountain ranges, its tourists prefer to go abroad and suggested that tourism sector was losing because of "perception".

"Our beaches in Andaman and Nicobar are the best in the world, India's share of Himalayas is also maximum. But Indian tourists go to foreign countries to see their beaches and mountains," Sharma said and added, "It is because of the aggressive marketing approach of the hostellers and airline operators of those countries."

The Tourism Minister also admitted that medical tourism was lagging behind in the country despite the prevailing cheap treatment cost here.

"Indian doctors are doing well in many foreign countries. Our treatment cost is very less in comparison to other countries. A bypass surgery is eight times cheaper here than abroad. But still we are unable to tap that market," he pointed out.

Sharma also emphasised on developing the right perception, saying it is important for attracting tourists.

"Let us propagate the brighter side of our destinations than highlighting uglier side only," he said.

Sharing his personal experience, he said that he was denied morning walk in Johannesburg for safety and security reasons.

"I was politely told not to venture out of the hotel for my morning walk in Johannesburg as the place was not secured. But there are so many international advisories on India which affect the tourism sector," he said.

Assuring support, Sharma sought cooperation of private players to make Indian destinations popular.

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FICCI-EY paper suggests 6-point agenda for fillip to tourism in States

A FICCI-EY paper on "Tourism Infrastructure: The Role States Play" has recommended a 6-point agenda to enable the states to achieve their potential in creating the desired growth in tourist circuits.

The paper calls for introduction of a robust and inclusive tourism policy as the first step towards introducing the right mix of activities and activities that attract tourists. The policy should focus on quality infrastructure, investment in tourism infrastructure, private players and the development of tourism in the state, among others.

The FICCI-EY paper was released here today in New Delhi by Chief Analysts Maheesh Sharma, Ashish Duggan, Rajiv and Taranjit Dhillon, Maheesh Sharma, Dr. Mahesh Sharma at the Tourism Investors' Meet, organised by FICCI in association with the Ministry of Tourism and Tourism Promotion Corporation of India (TPCCI).

The paper emphasises the importance of improvement in state and local-level infrastructure through creation of road, water, high speed internet, sewage lines, electricity and airports, creating favourable investment climate, including land reforms, regulatory reforms, labour reforms, among others.

In terms of tourism facilities, the paper calls for easy availability of the visa on arrival system at all the top destinations, especially for long haul tourists. Provision of other facilities such as adequate parking and repair facilities in the vicinity of the state, according to the paper.

It suggests exploration of new concepts such as MICE (Meetings, Incentives, Conferences and Exhibitions) circuit tourism. There is an emphasis from the report on the MICE sector as an engine of growth for the tourism sector. To build upon this opportunity, consistency and availability of world-class infrastructure should be ensured. Incentives and subsidies to attract investors can be proposed as part of the MICE strategy.

The report also suggests that the states should focus on the development of tourism in the state, among others.

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6 things Modi government is doing to make India a tourist hub

In its run-up to the new National Tourism Policy, the Centre took a slew of measures aimed at creating more jobs and increasing India's share in global tourism market. India will also launch the 'Incredible India 2.0' campaign and for that, eminent Ad-govt, Prasenno Joshi has been roped in.

Here are the six things the ministry of tourism has put in place:

1) The tourism ministry has sanctioned Rs 131 lakh for the development of four rural tourism sites. The states in which these sites are Assam (Prasat), Jammu and Kashmir (Maharajah, Meghalaya, Mazran, Nagaland, Uttarakhand, Purjag and Tripura. Apart from that, it has launched a new scheme called Swedish Damru for integrated development of tourist circuits around specific themes.

2) The ministry has split the northeast region into theme-based circuits to boost tourism in the zone under the Swedish Damru scheme.

The government will soon launch six tourist circuits in a big way to provide a boost to the sector.

"Our aim is to create better infrastructure for facilitating tourists to visit more places," Tourism Minister Maheesh Sharma said at a tourism investors' meet organised by FICCI here Thursday.

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Kamakhya (Assam) has been identified under the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD).

Some of the major infrastructural components under both plans are:

1) Development/upgradation of passenger terminals

2) Improvement of road connectivity leading to tourist sites/destinations

3) Use of clean energy sources for street lighting

4) Wasteful amenities with emergency vehicle breakdown, repair and relief facilities

5) External infrastructure such as water supply, sewerage, drainage, electricity and roads

6) Free-aid centres

7) Hospitals, railroads, airports, roadways

- 3) Conservation system, Mobile Services, Internet Connectivity, Wi-Fi
- 4) Major showpiece campaigns under the Swedish Damru program for protecting and preserving the beauty of monuments of national heritage. The ministry has also launched a special program with Prime Minister's message regarding the tourism and the people of the nation to enthusiastically engage themselves in the development of such programmes and help create a Swedish Damru, Swedish Damru
- 5) Financial assistance to states, including scheme of religious tourism, for various heritage projects in consultation with them subject to availability of funds, online scheme, facilitation of getting suitable certificates and advances in the scheme guidelines.
- 6) For development of tourism infrastructure in the country, the ministry has introduced two new schemes:
 - Prasat Pilgrimage Rejuvenation and Spiritual Augmentation Drive and
 - Swedish Damru: Integrated Development of Theme-Based Tourist Circuits
- Under Prasat, 12 sites have been identified for development including, Nanded, Aurangabad, Ajanta, Chhatrapati Shivaji Maharaj, Mahesh, Shivaj, Puri, Ahirwar, Ranthambore, Varanasi, Kanchipuram and Durgam Cheruvu. Under Swedish Damru scheme, Spiritual Circuits have been identified as theme-based for development.
- Rs 500 crore for the 800 sites have been allocated for Prasad and Swedish Damru schemes, respectively, to develop world-class destinations of global standards.
- On a pilot basis, a 'Incredible India-Hospital' has been set up to cater the tourists.
- Ministry has adopted a code of conduct for all tourists, which contains a set of guidelines to encourage tourism activities to be undertaken with respect to basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, indigenous women and children.
- 4) Guidelines on safety for tourists have been formulated. These include:
 - 1) Procedures to be taken during low-level emergencies
 - 2) Travel information on advertisements by the State Government
 - 3) Identifying, locating tourist centres in times of emergency.
- 5) Government communication and inter-agency coordination
- 6) Regulations on service providers (Transport Services, Accommodation Services)
- 7) Regulating tourists and recreational services including adventure sports.
- 8) Addressing infrastructure and digital connectivity.

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