



National Tourism Investors Meet 2021

September 23-24, 2021 | FICCI, Federation House, New Delhi



A Report





From Left to Right : Shri Rajan Sehgal, Co-Founder- PASSIONALS, President, Indian Golf Tourism Association & Member - MANAS under the aegis of Ministry of Minority Affairs, Govt. Of India , Dr. Jyotsna Suri, Past President FICCI & Chairperson FICCI Travel, Tourism & Hospitality, Committee and CMD The Lalit Suri Hospitality, Group , Shri Narayan Prasad, Hon'ble Minister Tourism Minister of Bihar, Shri. Naveen Kundu, Co Chairman, FICCI, Domestic Tourism Committee & Managing, Director, EBIXCash Travel & Holidays

FICCI organised the 6th edition of National Tourism Investors Meet 2021, September 23-24 at FICCI, Federation House, New Delhi.

The Inaugural session was addressed by Shri Narayan Prasad, Hon'ble Minister Tourism Minister of Bihar, Shri Suman Billa, Director, United Nations World Tourism Organization (UNTWO), Technical Cooperation & Silk Road Development, Smt. Usha Padhee, Joint Secretary, Ministry Of Civil Aviation, Government of India, Dr. Jyotsna Suri, Past President FICCI & Chairperson FICCI Travel, Tourism & Hospitality Committee and CMD The Lalit Suri Hospitality Group , Shri. Naveen Kundu, Co Chairman, FICCI Domestic Tourism Committee & Managing Director, EBIXCash Travel & Holidays, Shri Rajan Sehgal, Co-Founder- PASSIONALS, President -

Indian Golf Tourism Association & Member - MANAS under the aegis of Ministry of Minority Affairs, Govt. Of India. Total eight states including Bihar (Theme State), Rajasthan, Gujarat, Chhattisgarh, Jharkhand, Karnataka, Maharashtra, & Madhya Pradesh Participated in the event.

The event received participation from key Investors and stakeholders from tourism Industry including Hotels, Amusement Parks, Air services, Convention Centres, Real estate companies, Cruise, Wellness & Medical tourism, ropeways, Travel agencies, Tour operators Sanitation & civic amenities and many more.

The event also witnessed presentation from State's to the Investors soliciting investment in tourism Infrastructure development and structured face to face business meetings.



“There are immense possibilities and opportunities with respect to Tourism in Bihar. We have created 11 circuits including Eco circuit, Heritage circuit, Jai hind circuit, Ramayan circuit to name a few.”

Shri Narayan Prasad
Hon'ble Tourism Minister of Bihar



“The Travel & Tourism sector took the biggest hit because of COVID. The United Nations World Tourism Organisation has also been propagating this idea of facilitating Investments within the countries.”

Suman Billa

Director, United Nations World Tourism Organization (UNTWO),
Technical Cooperation & Silk Road Development



“It has been almost a year since we have resumed air travel. People have recognised air travel as one of the safest and most efficient mode of travel. The post COVID world will be different, while business travel will take time to pick up, leisure travel will increase.”

Smt. Usha Padhee

Joint Secretary, Ministry Of Civil Aviation
Government of India

“The Domestic Tourism will be leading to the revival of the Industry. It is important for the states to showcase various tourism opportunities and take advantage of the present situation as it will be a while for International travel to pick up.”

Dr. Jyotsna Suri

Past President FIGCI & Chairperson FIGCI Travel, Tourism & Hospitality Committee
and CMD The Lalit Suri Hospitality Group



“To make India a 5 trillion economy Tourism will play an important role. This event is the foundation stone for New India in Travel, Tourism & Hospitality to kickstart the sector post Covid.”

Mr. Naveen Kundu

Co Chairman, FIGCI Domestic Tourism Committee & Managing Director,
EBIXCash Travel & Holidays



Release of FICCI Report



From Left to Right : Shri Rajan Sehgal, Co-Founder- PASSIONALS, President, Indian Golf Tourism Association & Member - MANAS under the aegis of Ministry of Minority Affairs, Govt. Of India , Dr. Jyotsna Suri, Past President FICCI & Chairperson FICCI Travel, Tourism & Hospitality, Committee and CMD The Lalit Suri Hospitality, Group , Shri Narayan Prasad, Hon'ble Minister Tourism Minister of Bihar, Shri. Naveen Kundu, Co Chairman, FICCI, Domestic Tourism Committee & Managing, Director, EBIXCash Travel & Holidays, **Mr. Suraj Nangia**, Head- Government & Public Sector Advisory, Nangia Andersen LLP

Release of the FICCI – Nangia Andersen LLP Knowledge Paper – “**Tourism Investment Potential in India**” was unveiled at the Inaugural

The Knowledge Paper Highlighted the following recommendations

A few steps that can be taken to support the growth potential of the Tourism Sector are:

The Knowledge Paper Highlighted the following recommendations

1. **Revive and develop declining urban infrastructure:** Addressing the major and multi-faceted challenges faced by the tourism industry demands an integrated approach to policy development across many Central Ministries and State Government departments. Coherence and consistency are essential in the design and application of policies between all levels of government to ensure that tourism policies are effective.

2. Promoting more **Wayside Schemes** for **Wayside Amenities development** and **Promoting Health, Sanitation and Safety** by promoting amenities like Public Conveniences or Toilets, Solid Waste Management, First Aid Centres etc.

3. **Organizing Capacity Building Workshops and Sensitization trainings:** The specialized capacity-building sessions will focus on frameworks and practical digital tools to improve your competitiveness in regards the attraction and promotion of foreign direct investment (FDI) to your region and country as we recover from the COVID-19 pandemic.

4. **Promotion of Wellness Industry:** The Indian wellness industry flourished by banking on the demand for alternative healing practices like the Ayurveda, yoga, naturopathy, etc., and then slowly expanded to include nutrition, fitness, preventive healthcare, and health tourism. The state can further expand this sector by reviving



such wellness centres. The improving Indian economy has given the lower-and middle-class consumers to spend more on their health and well-being. And the Indian government's role in inviting key players to invest in wellness under the flagship "Make in India" scheme and its move to establish the Ministry of AYUSH is also indicative of boosting the health and wellness market in the country. During the next three years, it is estimated that the Indian wellness industry will grow at a CAGR of 20% to reach INR 875 bn. Consumers and their needs will continue to evolve, driving the transition from remedial care to a more holistic view on preventive care. This augurs well for the wellness industry in India.

5. **Encouraging Pro-Poor Tourism:** The development objective of Pro-Poor Tourism Development Project for India is to increase tourism-related benefits for local communities in targeted destinations. The project comprises of four components. The first component, destination planning and governance aims to test new approaches and establish the institutional structures, policies, and coordination mechanisms necessary for bringing together the public and private sectors and local communities for effective destination-level tourism planning and governance. The second component, tourist products development and management aims to enhance the tourist experience while simultaneously contributing to improving local living conditions and livelihood opportunities by transforming existing tourist attractions into tourist products that incorporate local communities both physically and economically. The third component, support to local economic development aims to improve the linkages of those

involved in the productive and creative economies with the tourism value chain in the project target areas by providing advisory, technical assistance, and financing. The fourth component, project management aims to provide the necessary technical, advisory, and financial support for the adequate implementation, management, and coordination of the project using country system.

6. **Investing on Caravan Tourism:** The concept of Caravan tourism has gained immense popularity across the globe owing to the freedom and flexibility it provides, while holidaying vis-à-vis itineraries and accommodation. Considering the immense land area and the multitude of landscapes in India, Caravans and Caravan Parks are sure to add an exciting new facet to tourism in Incredible India. The initial demand in this niche segment is expected to come from domestic tourists and then from the inbound tourists.
7. **Policy Considerations on Tourism Investment:** Provides insights for policymaking based on data driven evidence collected from Members States alongside contributions from other key relevant partners. **Efforts to ensure tourism is a driver of the Sustainable Development Goals (SDGs)** has to be taken care off. A significant level of investment will be required to support increasing traveller volumes and changing consumer behaviours and needs. This might present several investment opportunities, opening up new investments flows from traditional hard investments like accommodation infrastructure to soft infrastructure like digital solutions and support services around experiences and sustainability in a post COVID-19 reality.



8. **Increasing the resource efficiency for Tourism:** Advancing sustainable consumption and production (SCP) patterns is essential if the sector is to contribute effectively to sustainable development. This will aim to inspire stakeholders and encourage them to advance the implementation of the SDGs through sustainable tourism by recommending five strategic approaches such as:

- Using the SDGs as a guiding framework and prioritize SDG12 for multiplier effect.
- Outline SCP policy instruments to pave the way towards implementation of policies.
- Support the regular and timely measurement of SCP for effective implementation
- Incorporate geospatial data to visualize the interactions of tourism with the environment.
- Embrace other innovative approaches - circularity as an SCP enabler.

9. **Development of Tourism Research Wing:** Development of dedicated wing to analyze tourist data can prove to be quite substantial for understanding the trends and patterns of tourists which can help in planning for infrastructural development, identifying issues as well as forecasting tourists.

10. **Leverage private-public partnerships (PPP) by encouraging participation:** Make an assessment of the various state-owned Tourism Units and identify the units which can be operated on suitable PPP models and hereby promoting the various target opportunities. In the right circumstances, public-private partnerships

(PPPs) can allow governments to lead the development of tourism assets in accordance with government priorities and high environmental and social standards, while harnessing the efficiency and creativity of the private sector. In order to promote investment in Tourism and Hospitality Sector, it is suggested that 'Infrastructure' status for hotel projects provided as per current cost-based criteria of `200 Cr. may be amended to `20-25 Cr. to enable inclusion of 2-3 star hotel category of hotels. Hence, reducing the cost of borrowing for potential investors and encourage creation of required tourism infrastructure.

11. **Conducting Environmental Assessment:** The assessment needs to be done for different States on various circuits, sectors, forests, water bodies etc. The assessment should be based on detailed ecological survey, providing details of flora and fauna. The analysis should specifically predict the effect of development on their existence and shall also propose possible mitigation strategies in order to help in their conservation. Overall environmental impact assessment of all the sectors to be provided.

12. **Infrastructure for Performing Arts:** More focus on increasing Performing Art Infra like Sound & Light Show, Open Air Theatre etc. Indian cities are yet to realise their full cultural potential. Successful translation of art and culture into economic growth (experienced by the world cities) is a promising opportunity. India as a whole has significant cultural capital in the form of 37 World Heritage Sites, two gigantic film industries (in addition to many smaller ones), and a diverse and vibrant cultural heritage. Indian art and culture landscape reveals a number of challenges. The first



and foremost is the fact that Indian cities, despite their having tremendous cultural capital, lack the cultural and social infrastructure to commission, distribute, manage and support the sector. Developing Sound & Light Show, Open Air Theatre, Literary Festivals, Dance Show etc can add to the cultural highlight of the country.

13. Strategies to develop the different tourism themes like Coastal, Adventure, Spiritual, Eco, Rural, Tribal, Wellness Tourism, MICE tourism & other Tourism infrastructure development for the country by promoting and **Facilitating Soft Interventions** like Asset Mapping.
14. **Environment & Community Engagement** for Tourism centric States by developing a sustainable tourism plan for the identified States.
15. **Development of Standard Operating Procedures and Operation & Maintenance Plan for Tourism Core products** like Tourist Facilitation Centre, Tourist Information Centre, Multipurpose Halls, Log Huts. / Log Huts/ Tents/ Craft Haat/ Souvenir Shops/ Rain shelter/ Gazebos etc.
16. **Benchmarking the Identified Tourist Destinations & Improving Infrastructure and Connectivity to tourist destinations:** Improvement on existing infrastructures like Last mile connectivity, Terminals, Helipads, Convention Centres, Parking facilities etc. There is a need and focus for low-carbon mobility and create a **low impact physical development** for different regions of India.
17. **Identification and Mapping of the tourism assets:** Identify and list of all Tourist destination/ sites and map all the proposed tourism circuits on using

software's and computer simulation like CAD or GIS as relevant, with all layers superimposed as required.

18. **Identifying the Carrying capacity of States for Infrastructural Development:** Carry out the demand supply analysis of the available infrastructure for tourists, both physical and social and identify gaps in the future infrastructure requirements based on the projected population and tourist inflow and assess the existing situation and tourism potential of the circuit.
19. **Conducting proper Land Bank and Land Suitability Assessment for Promoting Investments:** Geo-technical assessment of Land suitability for construction and delineate all environmental sensitive areas and to provide a development suitability map of the tourism destinations. The land suitability assessment shall be based on the analysis of land use, and formations The output of land suitability assessment shall be GIS based map detailing all areas with low, medium and highly developmental suitability.
20. **Implementing an institutional framework in order to manage rural tourism development in an efficient and sustainable way:** Encouraging skills development and training to improve service skills and creating employment. This will foster for creation and development of different products with varied tourism experiences associated with the potential of all selected destinations/sites.
21. **Increasing Travel Facilitation:** Travel facilitation of tourist travel which is closely interlinked with tourism development can be a tool to foster increased demand and generate economic development, job



creation and international understanding. This requires updated sectoral strategies as well as business opportunities to grow in the tourism sector. States may collaborate for core infrastructure development like Road, Railways and other Public Transportation across various identified integrated circuits. To promote ease of travel initiatives such as smart travel cards, rail pass, tourist card etc can be introduced.

22. Development of Amusement Industry:

The potential of amusement industry has still not realized to the fullest to attract tourists to India. The engagement, entertainment and leisure elements of tourism needs to be blended at the tourist destinations to bring about a variety of activities as each tourist destination.

23. Promoting India as a 'Safe Tourist Destination':

States may undertake various initiatives like setting up surveillance cameras, tourist police, 24*7 help lines, compulsory registration of tourist guides operators etc. to ensure safety of the tourists. These initiatives may be highlighted by the states/Central Government in various promotional

campaigns to project India as a safe and secure tourist destination.

24. Project Design Development for Destinations:

Successful interventions in tourism development will promote local products, improve livelihood of the traditional communities, create environmental awareness and nature appreciation. Hence project design and development of investment ready projects across all spectrums of tourism will be possible by adopting the **state-of-the-art sustainable tourism practices**.

25. Conceptualization Support -

From initial market research through financial feasibility analysis and assisting with the development of reformulated and enhanced business plans and prospectus documents to make investing opportunities as competitive as possible.

26. Creating Branding and Online Presence:

Development of conducive implementation framework in improving visibility and promotion of experiential offerings through these niche aggregators should form one of the critical strategies for promoting tourism in the country.



State Presentations and Audience





B2G Meetings Bihar



B2G Meetings Gujarat





RAJASTHAN
The Incredible State of India!

B2G Meetings Rajasthan



B2G Meetings Chhattisgarh





B2G Meetings Jharkhand



B2G Meetings Karnataka

Karnataka
One state. Many worlds.
Department of Tourism





B2G Meetings Maharashtra



B2G Meetings Madhya Pradesh



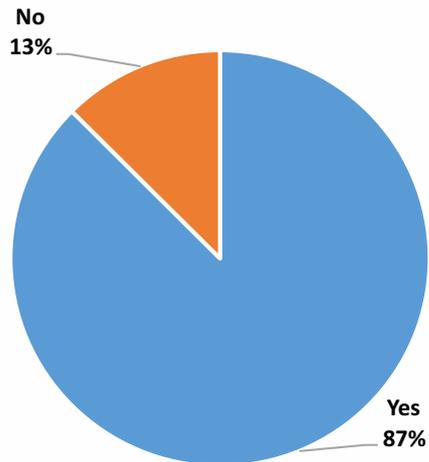
Networking Lunch & Dinner



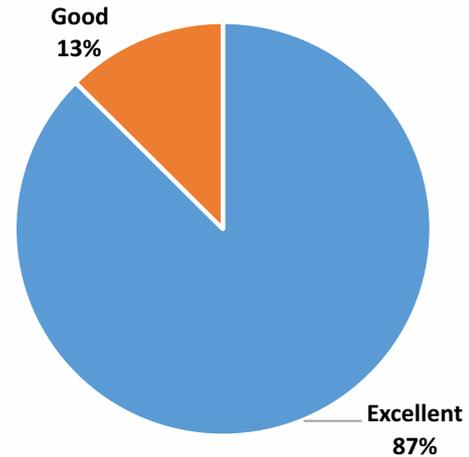
Investors & State Govt Feedback Analysis

State Government's Feedback Analysis

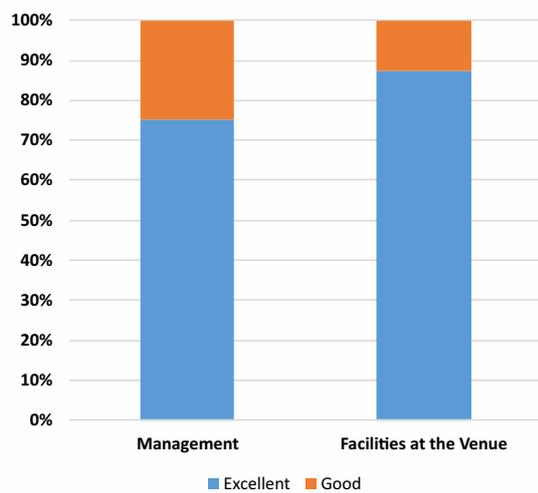
100% Fulfilment of the preschedule business meetings



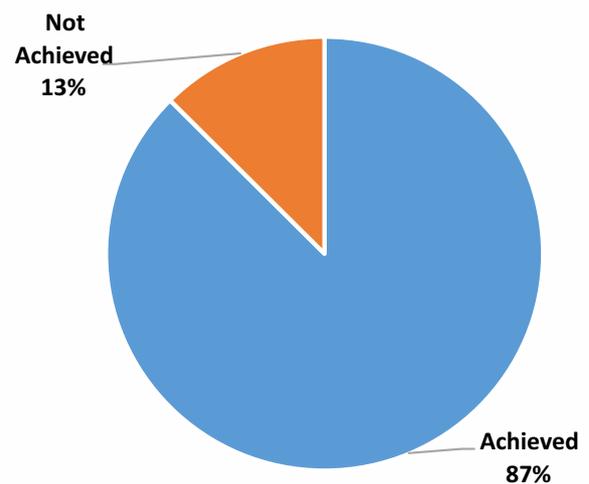
Quality of the B2G Meeting



Overall Impressions : Management & venue Facilities



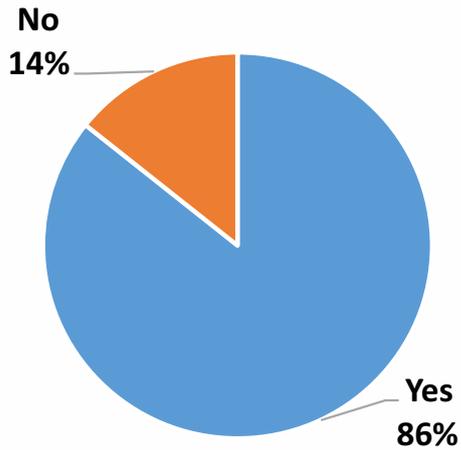
Objective of attending the Event



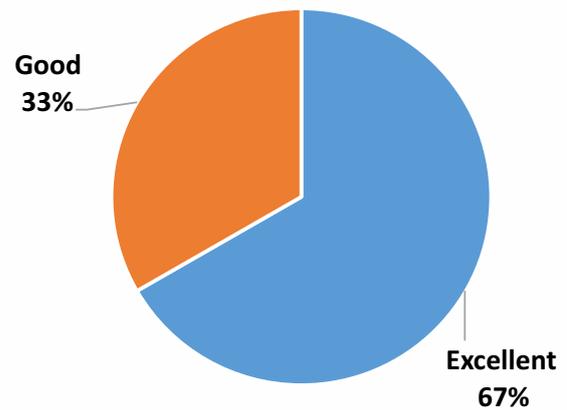
Investors & State Govt Feedback Analysis

Investor's Feedback Analysis

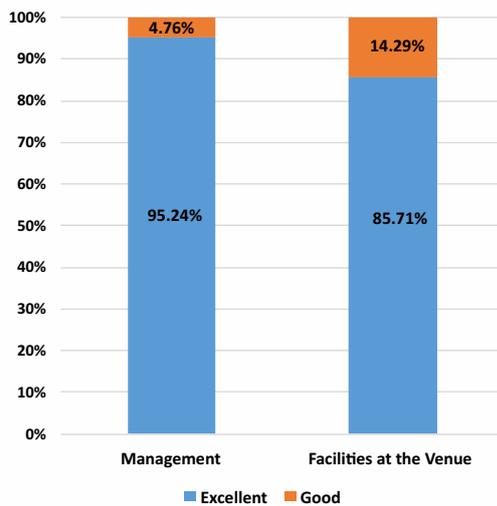
100% Fulfilment of the preschedule business meetings



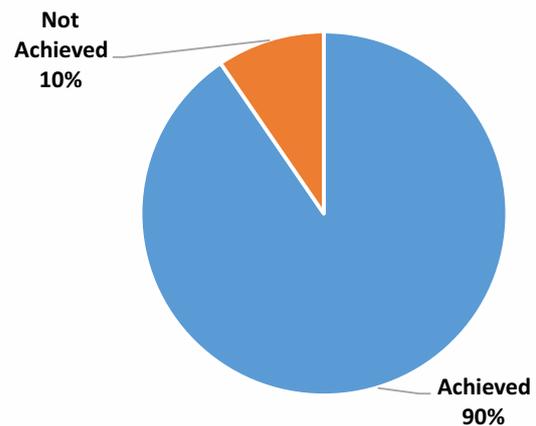
Quality of the B2G Meeting



Overall Impressions : Management & venue Facilities



Objective of attending the Event



Some of the Media Coverage

NEWS NUMBERS TOP TALK OPERATIONS POLICY & ASSOCIATION HR & EDUCAT

Public-private partnership might give Bihar tourism's infrastructure a healthy boost

The government has already invited investors to set up restaurants and way-side amenities along the National Highways in the State.

P Krishna Kumar • ETHospitalityWorld • September 25, 2021, 10:30 IST

Bihar's tourism minister Narayan Prasad (third from left) at the recently-held tourism investors meet that was organised by FICCI. The minister discussed the possibility of a public-private partnership model to improve Bihar's tourism infrastructure.

Narayan Prasad, the tourism minister of Bihar, has said that the State government is ready to collaborate with investors, using the Public-Private-Partnership (PPP) model, to develop the infrastructure of tourism across various destinations. The minister said that the government has identified 11 different theme-based circuits in the State where opportunities for private

THE FREE PRESS

HOME OPINIONS INDIA WORLD BUSINESS ENTERTAINMENT SPORTS FEATURES

BREAKING NEWS

Nobel Peace Prize 2021 awarded to Maria Reza and Om

CORPORATE GALLERY

Updated on: Tuesday, September 28, 2021, 02:47 PM IST

FICCI's 6th National Tourism Investors meet Focuses to Boost Investment in Tourism, Stakeholders Pledge to Make India Global Tourism Hub by 2029

FPI Bureau

To revive the tourism industry in India post Covid, the Federation of Indian Chambers of Commerce and Industry (FICCI) organized the 6th National Tourism Investors Meet (NTIM) on September 23 and 24. The event was conducted at Federation House I, Tansen Marg, New Delhi, abiding by all Covid safety protocols.

States Embark upon Tourism Investment Goals with High Hopes as FICCI's NTIM Meet Concludes

N4 Bureau | Services | 26 September 2021 | 07:01 PM

New Delhi - The Federation of Indian Chambers of Commerce and Industry (FICCI) 6th National Tourism Investors Meet (NTIM) concluded on Friday, 24th September.

Bihar was selected as the 'theme state' in this investors summit. The objective of the 2-day event is to encourage investment in travel & tourism and to re-launch India's tourism industry in the post-Covid era.

बिहार - विजय टैग - सुनी - सचिव महान - केंद्र के लिए

BREAKING NEWS

BREAKING NEWS: 1256 हिन्दू ब्राह्मणों और 17 जैन - बुद्धों, जूरी के बीच 100 करोड़ रुपये

नेशनल टूरिज्म इन्वेस्टर्स मीट में बोले बिहार के पर्यटन मंत्री, प्रदेश में पर्यटन की असीम संभावनाएं, इन्वेस्टर्स से निवेश की अपील की

बिहार में पर्यटन की असीम संभावनाएं

निवेशकों को भाया फिक्की का छठा नेशनल टूरिज्म इन्वेस्टर्स मीट, बी2जी वार्ता से राज्यों में निवेश का सु

Updated on: 09/26/2021

थॉट लिक्वी / टैग लिक्विड : फेडरेशन ऑफ इंडियन चैंबर ऑफ कॉमर्स एंड इंडस्ट्री (फिक्की) को छठे राष्ट्रीय पर्यटन निवेशकों के बैठक (एनटीएम) में भाग लेने के लिए बिहार को 'थीम स्टेट' के रूप में चुना गया था। 2 दिवसीय मीट के 24 अक्टूबर को 'इंडिया इन्फेडिबल' और 'इंडिया ग्लोबल टूरिज्म हब' के लिए निवेशकों को आमंत्रित किया गया है। बिहार के पर्यटन मंत्री नारायण प्रसाद ने कहा कि बिहार में पर्यटन को बढ़ावा देने के लिए निवेशकों को आमंत्रित किया गया है। बिहार के पर्यटन, राजस्व, युवा, महिला, आवास, पंचांग, पंचांग, पंचांग और अन्य विभागों के साथ निवेशकों को आमंत्रित किया गया है।





THANK YOU PARTNERS



Theme State



Partner States



RAJASTHAN

The Incredible State of India !

Feature States



Knowledge Partner



Media Partners



For any information please contact

Ms. Dolly Issar / Ms. Hina Gupta

Whatsapp: 8826275246 / 9560664465

Email: tourismexhibition@ficci.com / travel.registration@ficci.com