



India Tourism Mart - 2021

Tourism Leadership Conclave

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Prologue

The COVID-19 pandemic has demonstrated the resilience of India's people and strength of India's leadership in containing the epidemic. Hon'ble PM has given the vision of Aatmanirbhar Bharat, which rests on the five pillars of economy, infrastructure, systems, demography and demand. India's quest for self-reliance is about creating strong enterprises in India, enterprises that can become global forces. Self-reliance is about generating employment and empowering our people to come out and create solutions that can define the future of our country.

As a travel destination, few other nations can offer the diversity of products and experiences found in India. Tourism in India, has been growing consistently and Incredible India has been one of the most successful campaign in firmly establishing India as a tourist destination. India is however yet to realize its full potential.

A flourishing tourism industry is an imperative for India's journey towards USD 5 Trillion Indian Economy. With the mantra of 'vocal for local' India seeks to attain "Aatmanirbhar Bharat" by realizing its full potential as tourism destination.

Indian Tourism Mart 2021 with its theme of "Atulya Bharat Se Aatmanirbhar Bharat", will provide a platform for B2B meetings, exhibition and sessions

on various aspects of development of tourism sector in the country.

B2B interactions will take place among buyers from various countries and tourism exhibitors - including state governments and other crucial stakeholders of tourism value chain.

The keynote sessions at ITM will provide insights into the big picture and vision for India Tourism.

The Sectoral Sessions will discuss and deliberate roadmaps and challenges in various tourism segments including Cultural Tourism, Adventure Tourism, Eco Tourism, MICE Tourism, Medical Tourism, Cruise Tourism amongst others.

State Sessions will provide opportunities for the States to showcase their potential and future plans for developing tourism. The Technical sessions will provide professional and operational insights into various specialized aspects of tourism.

The keynote speakers and various panels will include thought leaders from the Government and the Industry, International organizations, successful practitioners, academia and NGOs.

The speakers will deliberate on the key enablers for

tourism including policies, infrastructure, marketing, ease of doing business, quality of service, attracting domestic and overseas investments and fostering a culture of innovation and technology.

Due to pandemic, the format of the event will be online, and it is expected that participants from more than 90 countries will engage.

ITM 2021 brings together XX speakers within three days, delivering over XXXX minutes of thought-provoking content from a diverse range of topics.

This is where the disrupters-in-chief and today's agenda setters inspire you, challenge you and amaze you. Every discussion - in a panel or as an individual speaker - will support and inspire the industry to achieve these objectives.

Two Options for Leadership Modules

Option - 1

Conventional Style Panel discussion

- Mix of Live/ Pre-Recorded Videos
- Presence of Panel members required
- Presence of Moderators required
- Broadcasting lag on live session

Challenges:

- Internet Speed for Live Sessions
- Coordination with members for live sessions
- Inadequate Time for Thought Communication
- Managing Moderator/Speaker Dynamics
- Confusion/Chaos possibilities
- Supporting infra. related risks
- Last minute Cancellations

Option - 2

Path Breaking – Voices of Industry

- All pre-recorded voices
- Adequate time for each speaker (10 minutes)
- Ease to express without interruption
- Ease of scheduling/editing
- Full Content & Video quality control
- No infra related challenges (not live)
- Social media buzz around each speaker
- PAN India multiple stakeholder representation reach
- Huge database of leadership voices
- Amplification throughout the year

Challenges

- Coordination for recording videos

Considering time limitation and the intent to capture multiple voices, **Option – 2** should be considered as the best-option forward



Option 1: Leadership Modules – Panel Discussion & Iconic Voices

Challenges, Opportunities and Roadmap

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Leadership Modules

STATE OF PLAY FOR INDIAN TOURISM - TRAVEL & HOSPITALITY INDUSTRY

Indian Tourism in post Covid world - recovery and the decade ahead.

DATE: 18th February 2021
TIME: 02:00 PM – 03:30 PM

THE FUTURE OF PACKAGE TOURISM IN INDIA

The impact of the pandemic & technology on traditional package tours and the way forward for sector's revival.

DATE: 18th February 2021
TIME: 04:00 PM – 5:30 PM

CONVENTIONAL HOSPITALITY AND *THE* BALANCE WITH ALTERNATE ACCOMODATION

Need for contemporary hospitality infra balanced with well-regulated alternate accommodation formats.

DATE: 19th February 2021
TIME: 10:00 AM – 11:30 AM

INDIAN MICE ON MISSION MODE

Leveraging India's destination variety & diverse economic sectors for promoting MICE across the year

DATE: 19th February 2021
TIME: 12:00 PM – 01:30 PM

INDIA'S NATURAL & RESPONSIBLE TOURISM

Time to leverage and convert India's natural heritage into competitive adventure tourism sector

DATE: 19th February 2021
TIME: 02:00 PM – 03:30 PM

THE UNTOLD STORY OF INDIAN CULTURAL HERITAGE

Unravelling India's 5000 years of heritage for contemporary and refining the option of public private partnerships

DATE: 19th February 2021
TIME: 04:00 PM – 05:30 PM

Leadership Modules

JOYS OF JOURNEYS - SAFE & SEAMLESS TRAVEL

Making travel seamless by eliminating connectivity bottlenecks through services & improved transit infrastructure

DATE: 20th February 2021
TIME: 10:00 AM – 11:30 AM

AVIATION & TRAVEL INTMEDIARIES

Balancing airline and travel intermediaries' interest while converting India into a transit hotspot

DATE: 19th February 2021
TIME: 12:00 PM – 01:30 PM

RIVER AND SEA CRUISE – EMBRACING THE NEW NORMAL

Reinvent cruise tourism embracing the new normal. Leveraging the untapped potential & investment opportunities in coastal and inland waterways

DATE: 20th February 2021
TIME: 02:00 PM – 03:30 PM

HEALING THE WORLD IN INDIA

Capitalizing on conventional, modern and alternate healing therapies prevalent in India. Leveraging the value of the largest vaccine manufacturer of the world

DATE: 19th February 2021
TIME: 04:00 PM – 05:30 PM

WAY FORWARD

Sum of key strategies and actions proposed

Incredible Indian States - Tourism Ready Destinations

- A 10 to 12 minute special State Tourism feature. This will be run at regular intervals through 18th to 20th February.
- The State Chief Minister or Tourism Minister will share thoughts on importance of tourism.
- Additionally, the Tourism Secretary of the State will highlight the readiness of the State's destinations for tourism



Option 2:

- 1 Sentiment - What's Next For Indian Tourism - The Future of Travel and Hospitality?
- 10 Parameters - Critical Tourism Issues
- 100+ Voices - National Tourism & Policy Leadership
- 1000+ Minutes - Re-setting the India Tourism Narrative

It's time to move on from debates, to decisive policy action...

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10 Parameters - Critical Tourism Issues



Incredible Indian States - Tourism Ready Destinations

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100+ Pre-Recorded Bytes - National Policy & Tourism Leadership

Hon'ble Narendra Modi

Hon'ble Amit Shah

Hon'ble Prahlad Patel

Hon'ble Nirmala Sitharaman

Hon'ble Smriti Irani

Hon'ble Prakash Javedkar

Hon'ble Nitin Gadkari

Hon'ble Hardeep Puri

Hon'ble Pramod Sawant

Hon'ble Yogi Adityanath

Hon'ble Trivendra Singh Rawat

Hon'ble Shivraj Chauhan

Revenue Secretary – Ajay Pandey

RBI Governor – Shaktikanta Das

Amitabh Kant

Arvind Singh, Secretary, MoT

Meenkashi Sharma, DG, MoT

Rakesh Verma, JS, MoT

Rupinder Brar, ADG, MoT

Dr. Venu V, PS, Kerala Tourism

Sanjeev Sanyal, Principal EA, MoF

Anand Kumar, Former Sec, MoC

Raghvendra Kumar, Sec, MoC

Usha Sharma, Former DG, ASI

Pawan Aggarwal, SS, DoC

Anup Wadhwan, Sec, DoC

Darpan Jain, DoC (Service EPC)

Amber Dubey, JS (MoCA)

Pramod Mody, Chair, CBDT

V Radha, JS, MoDW&S

Suman Billa, Director, UNWTO

Nakul Anand

Amreesh Tiwari

Subhash Goyal

Jyoti Mayal

Puneet Chhatwal

Pronab Sarkar

Pradeep Lulla

Swadesh Kumar

Randhir Vikram Singh

Gurbaxish Singh Kohli

Satish Sherawat

P. P. Khanna

Garish Oberoi

Sujit Banerjee

Vinod Zutshi

MP Bezbaruah

Ratan Tata

Anand Mahindra

N Chandrasekhar

T. V. Mohandas Pai

Chairman, CBIC

JS, MoF (GST)

100+ Pre-Recorded Bytes – National Policy & Tourism Leadership

Mr. K Kant Patel, IHM PUSA

Prof. Alok Sharma, IITTM Noida

Priya Paul

Jyotsna Suri

Madhavan Menon

Patu Keswani

Ajay Bakaya

Vikramjit Singh Oberoi

Ashwini Kakkar

Dipak Deva

Kapil Kaul

Kapil Chopra

Kapil Sharma

Rajeev Newar

Giridhar Sanjeevi

Kallol Kundu

Arun M. Kumar

Akhil Bansal

Vivek Agarwal

Nitin Atroley

Rajiv Dimri

Prasad Kulkarni

Jagdish Singh

Akhila Balachandar

HH Gaj Singh (Jodhpur)

Steve Borgia

Jose Dominic

Gaj Singh Alissar

Rakesh Mathur

Abhay Mangal Das

Aman Nath

Satish Sherawat

Sharat Chandra

Amrit Mann

Dilip Puri

Tejbir Singh

Vishwas Makhija

Rajesh Ojha

Vinayak Koul

Ajeet Bajaj

Sanjay Basu

Mridula Tangirala

David Singh

Jay Bhatia

Zakir

Pratik Hira

Sunil Gupta

Sanjay Bhatia, MPT

MD, IRCTC

Lokesh Bettiah

Rajat Bagaria

Sheeram Patel

100+ Pre-Recorded Bytes - National Policy & Tourism Leadership

Jayesh Tharani

Aditi Bhende

Rajiv Mehra

Em Najeeb

Rajesh Mudgil

Deepak Bhatnagar

Raj Bajaj

Rajeev Kohli

Girish Kwatra

Abinash Manghnani

Anuj Wadwa

Sudeep Sarcar

Mausam Bhattacharjee

Shampa Dhall

Chetan Gupta

Rajeev Sobti

Anil Rajput

KB Kachru

MC Samir

Rohit Khosla

Zubin Saxena

Surender Jaiswal

Pradeep Shetty

Nirav Gandhi

Sherry Bhatia

Sanjay Sethi

Jimmy Shaw

Vivek Nair

Luv Malhotra

Nikhil Sharma

Tejinder Walia

Souvagya Mohapatra

Vijay Dewan

K Shyam Raju

Nisha Purushottam

Jitender Mohanty

Anil Chaddha

Manju Sharma

Vineet Verma

Ramesh Ramanathan

JB Singh

Anil Parashar

Ankush Nijhawan

Kavinder Singh, Mahindra Resorts

Madhav Oza

President, ICCA

Presinder, IAPCO

Presinder, MPI

Principal, IHM Mumbai

Principal, IITTM Gwalior

President, UFTA

&

Many more.....



Thank you

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