

# **HOTEL ASSOCIATION OF INDIA**

7<sup>th</sup> January, 2015

## **HOSPITALITY INDUSTRY SPURRING “SWACHH BHARAT ABHIYAN” TO SUCCESS**

### **THE CLARION CALL**

Prime Minister Narendra Modi’s clarion call of “**SWACHH BHARAT ABHIYAN**” has inspired and enthused India’s Hospitality industry to participate in the campaign with zeal and commitment to fulfill Mahatma Gandhi’s vision of a “**Clean India**” by his 150<sup>th</sup> birth anniversary on October 2, 2019.

### **HOSPITALITY SECTOR GALVANISED**

The Hotel Association of India (HAI), with a membership of over 230 leading hotels of the country in 80 Cities across India, immediately responded to the Prime Minister’s unique initiative with enthusiasm and galvanized the employees of its member hotels into taking the pledge on 2<sup>nd</sup> October 2014 to keep their surroundings clean.

### **THE PLEDGE TO CLEAN INDIA : *AN ARTICLE OF FAITH***

This pledge has become an article of faith in the hearts and minds of the employees of HAI’s member hotels, ranging from 1-Star to 5-Star Deluxe categories, who are continuing their cleanliness drives not only in their own hotel premises, but carrying it forward to their surrounding roads on a sustained basis till the goal of a “**Clean India**” is achieved by 2019.

## **ONGOING SOCIAL SERVICE INITIATIVES**

HAI has undertaken a wide range of initiatives of '*Social Inclusion*' which includes supporting the World Hand Hygiene Day, World Environment Day, Swachh Vidyalaya Abhiyan etc.

## **TOURISM AT THE CENTRE STAGE**

Tourism and Hospitality sector has emerged at the centre stage of India's economic growth and employment generation.

India has all the ingredients in place for Tourism to become a global hub of tourism :-

- Tourism in India accounts for 6.8% of the GDP;
- It is the third largest foreign exchange earner for the country;
- India received 6.97 million foreign tourists in 2013;
- Foreign Exchange Earnings from tourism during 2013 were US \$ 18.13 billion;
- India is the 16<sup>th</sup> most visited country in the world with a share of 1.56% of the world's tourism receipts;
- Domestic tourism industry in India is supported by 1 Billion Domestic Travellers;
- 53 million people were employed in direct and indirect tourism jobs in 2010;
- Travel and Tourism sector directly employs six times more than automotive manufacturing, five times more than the mining industry and a third more than the financial services industry;

- **Tourism can create 5 million decent jobs annually, outside of agriculture, which can provide employment for 50% of the 10 million job seekers expected to enter the work force each year;**
- **India offers attractive beaches, 30 World Heritage Sites and 25 bio-geographical zones;**
- **UNWTO has forecast that tourism in India will grow by 8% per annum between 2008 and 2016;**
- **Government's recognition of Tourism as one of the "5 Pillars for Building a Vibrant Brand India" is an affirmation.**

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