



HAI URGES POLICY INITIATIVE FOR EFFECTIVE PPP

Dec 3, 2024: Recognizing that the states play the transformative role in holistic development of tourism, the Ministry of Tourism has taken up many schemes for strengthening the efforts of the states. In consonance with this policy Hotel Association of India (HAI) is also stepping up its outreach to the states and have activated the state chapters, the latest being the NE Chapter. In this connection Mr. M.P. Bezbaruah Secretary General visited Guwahati and briefed the Minister Tourism, Chief Secretary, Secretary to the CM, Secretary Tourism about the role of HAI, the premier industry association, and how the hospitality sector can be a catalyst in the future tourism journey of the state.

Delivering the Keynote address in the conference on “Assam’s Tourism Journey” organized by the Hotels and Restaurants Association of Assam (HRAA), Mr. Bezbaruah among other things highlighted the crucial role of the private sector. He said “globally and in India it has long been recognized that the private sector is the driving force for tourism growth. Recently the PM and the FM in budget speeches have brought attention to this role of PPP. However, the concept is least acted upon because firstly there is no mechanism for systemic and continuous interaction and secondly, the voice of the private sector has been disparate, not often presenting a collective face. HAI has joined hands with other associations to mold a credible, harmonious voice”. Mr. Bezbaruah urged upon the government to frame suitable structures for effective PPP. The two main demands of HAI, --providing the industry benefits and allowing infrastructure status,-- he said , are based on economic rationale to lessen the demand and supply mismatch create huge investments, thereby bringing in more revenue to the government, creating millions of direct and indirect jobs and promoting inclusive growth.

Referring to the need for active involvement of the industry in formulating policies and in implementation, Mr. Bezbaruah further said “ in PPP the word ‘participation’ sounds passive. We want to emphasize ‘collaboration’ with the government. During the Covid and during the recovery HAI presented the industry problems to the Parliamentary Standing Committee and its voice got reflected in their Report. As examples of constructive collaboration, HAI has adopted the LiFE initiative of the government for propagation and in collaboration with WTTC and World Tourism Sustainability Council promoted globally accepted certification for adopting sustainable norms in the industry.” He further informed that HAI president Mr. K. B. Kachru has written to the tourism minister to consider encouraging adoption of sustainable norms and certification by devising suitable incentives particularly for the SMEs.

About HAI

Established in 1996, Hotel Association of India (HAI) has evolved as an integrated hospitality industry platform to keep pace with the growing buoyancy ushered in by the liberalisation of Indian economy in the mid-90s. With its membership extending from major hotel groups; boutique, heritage and small hotels, HAI represents the entire spectrum of the industry. Its Executive Committee is a potent combination of the commitment of hotel owners on one hand and hard-core professionalism of hotel managers on the other. As the apex Industry Body, HAI works in the areas of Promotion of Regional Cooperation and Hospitality Research & Education in addition to taking Industry centric initiatives. By launching Unprecedented ‘Social Inclusion’ initiatives, HAI also projects the ‘Social Face’ of the Indian hospitality industry.