

# LeaderSpeak

SEPTEMBER 2024

SPECIAL EDITION WORLD TOURISM DAY



## PRESIDENT'S MESSAGE



Dear Friends,

### Greetings on the occasion of World Tourism Day 2024

Tourism significantly influences economic growth and is widely recognized as a cornerstone of India's economy, contributing largely to both GDP and employment. Beyond its economic impact, tourism also plays a crucial role in fostering social connections. It encourages cultural exchange, sharing of traditions, and social practices, creating a bridge of understanding between individuals from diverse backgrounds. As tourism becomes increasingly immersive and experiential, it highlights local heritage, arts, crafts, cuisine, festivals, and celebrations. Such exchanges not only enrich experiences but also promote peace. This year, the theme for World Tourism Day is "Tourism & Peace."

World Tourism Day, celebrated annually on September 27th since 1980, is embraced by the Hotel Association of India (HAI) with great enthusiasm. HAI, representing hotels across

the nation, aims to promote sustainable growth and development within the tourism and hospitality sectors. Its members embody India's cultural values of "Atithi Devo Bhavah" (Guest is God) and "Vasudhaiva Kutumbakam" (The World is One Family), showcasing the richness of Indian hospitality and tradition to a global audience. HAI members include some of the world's finest hotels, serving as exemplars of sustainability, inclusion, and community engagement. As an industry body, HAI supports the World Travel & Tourism Council's hotel sustainability initiative and is committed to addressing sustainability challenges while preserving the health of the planet and its people.

On this World Tourism Day, HAI reaffirms its dedication to sustainability and to leveraging tourism's unique ability to connect individuals, fostering a more equitable, inclusive, tolerant, and peaceful global community.

BEST WISHES & REGARDS

**KB Kachru**

## WORLD TOURISM DAY 2024- TOURISM & PEACE

Since 1980, the United Nations World Tourism Organization has recognized World Tourism Day as an international observance on September 27. This date marks the anniversary of the adoption of the UNWTO Statutes on that day in 1970, which is seen as a significant moment in the history of global tourism. The day aims to raise awareness about the role of tourism in the global community and highlight its

impact on social, cultural, political, and economic values around the world.

On this World Tourism Day, we celebrate the power of tourism, which has the ability to create lasting connections across cultures, transcending borders and uniting individuals from diverse backgrounds. With the growing demand for tourism, the focus must now shift toward sustainability. Sustainable tourism

transforms communities by generating employment, promoting inclusivity, and strengthening local economies. It encourages us to value and preserve cultural and natural heritage, which, in turn, helps to reduce tensions and foster UNWTO (United Nations World Tourism Organization)



## HAI IN NEWS

## HAI launches Odisha Chapter

**Prioritises sustainability and increased international tourist footfall**

The Hotel Association of India (HAI), the apex body for hotels across the country, has launched its Odisha Chapter under the leadership of its Honorary Secretary, Dr. JK Mohanty, Managing Director of Swosti Group, Bhubaneswar. HAI has consistently advocated for the government to acknowledge the tourism and hospitality sector's vast potential in job creation, its substantial contribution to national, regional, and local economies, and its role in fostering inclusive growth. Hotels in the region also actively support several Sustainable Development Goals (SDGs). This recognition, HAI argues, should come from both central and state governments.

The HAI team met with senior government officials and Deputy Chief Minister, Pravati Parida, to explore opportunities for collaboration with state authorities to boost tour-



ism in Odisha. It is encouraging to see that the Odisha Government has a robust tourism policy in place, though the state's share of domestic and international tourist visits is low considering the State's potential.

The Deputy Chief Minister welcomed HAI's initiative to launch the chapter and expressed her anticipation for a strong partnership between HAI and the government. She highlighted that Government is working on Odisha being ranked among the top five states in terms of tourist arrivals.

## POLICY NEWS: SUSTAINABLE EFFORTS BY GOVT.

### Union Minister Gajendra Singh Shekhawat promoted Green Tourism and Sustainable Development during the G-20 Ministerial Meeting in Brazil



Union Minister of Tourism and Culture, Shri Gajendra Singh Shekhawat, delivered a statement at the G-20 Ministerial Meeting on September 21, 2024, in Belem, Brazil, emphasizing the vital role of tourism

in driving economic growth, fostering social inclusion, and promoting environmental sustainability for the benefit of people, the planet, and prosperity. The Tourism Ministers Meeting featured successful discussions

on key areas such as Green Tourism, the use of data-driven decision-making, and strengthening the Dashboard created during India's G20 presidency to compile best practices.

In order to promote both environmentally friendly travel and sustainable socio-economic growth, Shri Shekhawat stressed the importance of tourism and culture. The agenda for achieving the Sustainable Development Goals (SDGs) must move forward

with the adoption of the G20 New Delhi Leaders' Declaration and the "Goa Roadmap for Tourism," which were the results of the Tourism Track discussions during India's Presidency.

**UP Tourism, ICRT sign MoU to promote responsible tourism in the state** To encourage responsible travel in the state, the Uttar Pradesh Travel Department and the International Centre for Responsible Tourism (ICRT) inked a Memorandum

of Understanding (MoU) on August 14 at Paryatan Bhawan, Gomti Nagar. Awanish Kumar Awasthi, Advisor-Chief Minister of Uttar Pradesh; Jaiveer Singh, Minister of Tourism and Culture, Uttar Pradesh; Mukesh Kumar Meshram, Principal Secretary, Tourism and Culture; Eesha Priya, Special Secretary, Tourism; Prakhhar Mishra, Director of Tourism, and other dignitaries and department officials witnessed the signing.

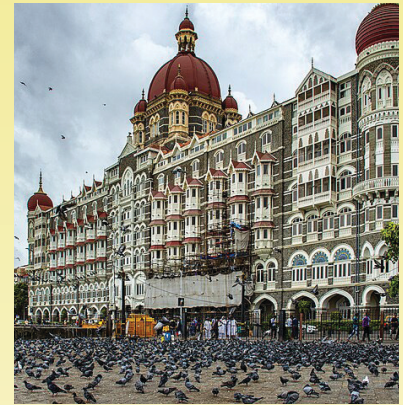
## Department of Tourism, Goa aims for sustainable and regenerative tourism in India



The Ministry of Tourism, Government of India, hosted the Western & Central States/Union Territories Tourism Ministers Conference at the Taj Cidade Goa Horizon, and the Department of Tourism, Goa was a participant. Together with other officials from various states and union territories, the high-level meeting brought together Union Tourism Minister, Gajendra Singh Shekhawat, Union Minister for the State for Tourism, Suresh Gopi, and Union Tourism Secretary, V Vidyavathi to dis-

cuss cooperative strategies for advancing tourism throughout the region. We must endeavor to enrich our tourism environment through new pathways such as local cuisine, immersive walking and pilgrimage paths, and unique experiential tourism,” said Gajendra Singh Shekhawat, of India. Through embracing these components and exchanging best practices and capabilities, we can further develop a more vibrant, interconnected global community and advance the tourist sector.

## INDUSTRY NEWS



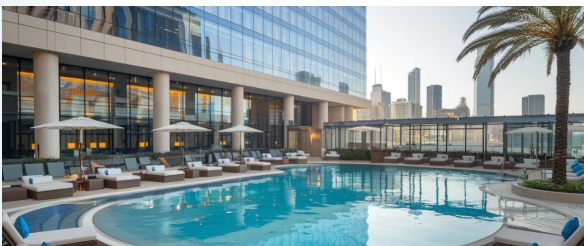
### Taj 1st desi hotel co to top Rs 1 lakh crore mcap

NEW DELHI: Indian Sectors firms are reaching new valuation heights as a result of the post-pandemic tourism boom. The Taj Hotels are managed by Tata Group’s IHCL, which has recently become the first hospitality company in India to reach a market valuation of Rs 1 lakh crore. The second-most valued, worth roughly Rs 24,000 crore, is Oberoi Hotels.

Being the first desi airline to reach that milestone, IndiGo, the largest airline in India based on domestic market share, accomplished it in June of last year. At present, IndiGo’s market capitalisation exceeds Rs 1.9 lakh crore.

## NEW SIGNINGS

### IHCL Signs a Ginger and a Vivanta Hotel in Hosur, Tamil Nadu



India’s largest hospitality company, announced the signing of a Vivanta and a Ginger in Hosur. These greenfield projects will be developed on a 3-acre land parcel. The 150-key Vivanta will provide a sophisticated stay with contemporary design that captures the lively spirit of Hosur.

### Lemon Tree Hotels to open a new property in Srinagar



Lemon Tree Hotels announced its latest signing – Keys Select by Lemon Tree Hotels, Srinagar. The property, which shall be managed by Carnation Hotels Private Limited, a wholly-owned subsidiary of Lemon Tree Hotels Limited, is expected to open in FY 2026. The property will feature 40 well-appointed rooms, two restaurants, a meeting room, and a fitness center.

## Marriott's Moxy arrives in Mumbai



Moxy Hotels, part of Marriott Bonvoy's global portfolio, announced the opening of Moxy Mumbai Andheri West, marking the brand's much-anticipated debut in Mumbai. Moxy Mumbai Andheri West introduces a new era of playful hospitality, enchanting both the young and the young-at-heart with its dynamic guest offerings and spirited service.



## India's Eco-Tourism Market To Hit \$4.55 Billion By 2027, With Heritage Lodges Leading The Conservation Efforts: Report

Ecotourism is quickly evolving into a global movement rather than merely a passing fad in travel, as people throughout the world become more conscious of the seriousness of climate change. India has become a leader in sustainable travel as people look for ways to enjoy the outdoors without destroying it for future generations. The hotel sector is using innovative strategies to strike a balance between adventure and responsibility as eco-tourism grows. India's market for sustainable tourism is expected to grow significantly, as to a report released by KPMG, the PHD Chamber of Commerce and Industry (PHDCCI), and the Federation of Hotel and Restaurant Associations of India (FHRAI).

## Zomato teams up with Indian Railways for food delivery at 100+ train stations

Do you have a taste for fine dining when traveling by train? You're fortunate! The days of consuming the same old platters of vegetarian and non-vegetarian food are long gone. Zomato and IRCTC have partnered to offer a wide range of menu options that may be delivered straight to your train coach.

Deepinder Goyal, CEO of Zomato, revealed this innovative partnership, dubbed "Zomato - Food Delivery in Trains," on September 13. By providing travellers with a range of dining alternatives, including both worldwide and regional favourites, this alliance seeks to improve the traveler experience.



## Business travel bounces back as companies increase spending plans

After nearly disappearing during the pandemic and then slowly increasing again as businesses watched expenses closely, business travel appears to be making a comeback. In a global poll, 42% of corporate travel planners stated they plan to increase their spending on business travel over the next 12 months when the airline industry recovers, potentially even surpassing pre-Covid levels.



Contact us - [www.hotelassociationofindia.com](http://www.hotelassociationofindia.com)

Hotel Association of India, B 212-214, Somdutt Chamber-I, Bhikaji Cama Place. New Delhi-110 066, India  
Tel : +91-11-2617 1110/14, [info@hotelassociationofindia.com](mailto:info@hotelassociationofindia.com), [hai@hotelassociationofindia.com](mailto:hai@hotelassociationofindia.com),