

# LeaderSpeak

APRIL 2023



## PRESIDENT'S MESSAGE

Dear Friends

In her speech for the Union Budget 2023-24, the finance minister announced that the government proposes that **promotion of tourism be taken up on mission mode**. Unlocking India's immense tourism potential requires a comprehensive strategy that addresses the six key pillars—planning, place, people, policy, process, and promotion. The Budget session addressed all these 6 Ps effectively, by covering destination planning and management, infrastructure development, sustainability and safety, development of human capital, policy, and process interventions to align the centre and the states to build and promote the narrative of India tourism.

India can also leverage its G20 Presidency as an unparalleled opportunity of recent times to showcase India tourism and hospitality to the world. G20 meetings have been scheduled across 50 plus locations. Each of these are tourist destinations—some established ones and others that are lesser known. Connectivity and infrastructure will play a pivotal role, being the major drivers of tourism. I firmly believe, that the industry can work together to deliver to the best of its ability to change the growth trajectory of India Tourism and Hospitality to a new height.

*Puneet Chhatwal*

## NEWS DESK



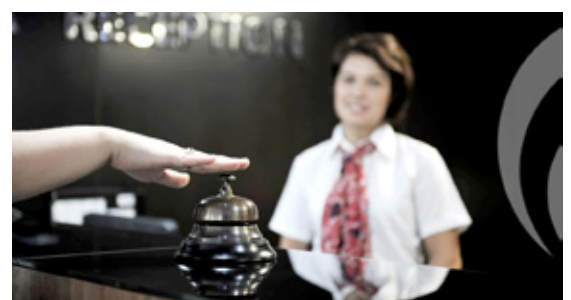
### Inclusion of POSH in NCHMCT syllabus is important for early sensitization among professionals

Hotel Association of India sent a formal representation to the Ministry of Tourism highlighting the need to include the subject of POSH in the curriculum in hospitality institutes established and supported by the Government across the country, including Central IHMs, State IHMs and Food Craft Institutes (FCIs).

**MP Bezbaruah, Secretary General, Hotel Association of India** in its recommendation asserted "A huge number of resources have been channelized towards promoting ethical and safe tourism in the country. The ministry not only formulated guidelines for safe and ethical conduct by tourism and hospitality stakeholders but also led campaigns such as 'I respect women' among tourism service providers. Introduction of POSH in the curriculum of hotel schools as suggested by HAI can be another initiative in this direction in which the ministry can take a lead."

### HAI welcomes tourism ministry's move to address the request for 'industry status'

The Ministry of Tourism has been advising State Governments and Union Territory administrations to grant industry status to Tourism. Lauding the statement and support of Tourism Minister G. Kishan Reddy, Mr. Bezbaruah, Secretary General, Hotel Association of India said, "Hospitality and tourism is one of the largest contributors to employment and GDP globally. Hotels generate jobs in every skill category and employ women and specially-abled persons in large numbers. The sector can help drive the government's agenda of inclusive growth like no other."



## Hotel industry focuses on Green Growth Goal of Budget 2023: 'Saptarishi'



Green growth has been promulgated by the Finance Minister in Budget 2023 as one of the Saptarishi priorities. While it is a welcome initiative, the need of the hour is to ensure we create a livable environment for generations to come. The hospitality sector can gain significantly by building trust and loyalty with customers, employees and local communities while establishing organizations as responsible and sustainable businesses. The industry is making efforts to make things look better not just from an economic standpoint but also for the environment. With the help of 'Triple Bottom Line' (TBL) approach, the sector will be focused towards the 'three pillars' of growth i.e. People, Planet and Profit.

## ITC Hotels launch Mementos Udaipur

ITC Hotels has announced the opening of its first Mementos property, Ekaaya, Udaipur under the new brand - Mementos. With this property, the hotel brand aims at bringing bespoke experiences at immersive locations through atypical hotels and resorts that are unique by character, design or heritage and strive to co-exist with the environment and the community.



## MoT organized two-day Chintan Shivir for promoting "Tourism in Mission Mode"



A two-day Chintan Shivir was organized by the Tourism Ministry on March 28 and 29 in New Delhi, involving participation of States, industry stalwarts and industry associations. The platform witnessed engaging discussions amongst key stakeholders and saw exchange of ideas and best practices to enable the industry at large to reap benefits of tourism at the grassroots level. This included unique ideas in areas of technological solutions, sustainability, and responsible travel to name a few.

The Shivir was chaired by Shri G. Kishan Reddy, the hon'ble Minister for tourism. Acknowledging the participation by the industry, he said that the Shivir is an opportune time for unveiling a shared vision for the future of tourism in India while providing direction to make India the most sought-after travel destination in the next 25 years. He also pointed out the three key pillars of developing tourism in mission mode – active participation from the states, convergence of government programs and public private partnership.

## Milestone 1000 hotels in Asia Pacific by Marriott International



Marriott International Inc. has announced the opening of its 1,000th hotel in Asia Pacific, signaling its continued confidence in the long-term growth potential of the region. The company anticipates adding 100 hotels – roughly two hotels per week in Asia Pacific in 2023, expanding its footprints in key Asia Pacific markets including Australia, Indonesia, Japan, Thailand, Singapore, China, and India.

## Chalet Hotels recognized as Great Place to Work® for 4th year in a row

Chalet Hotels Limited has yet again made it to the coveted list of India's Great Mid-Sized Workplaces 2023, across industries, by the Great Place to Work® Institute, backed by programs such as 'Aanchal' – a program specially curated for young mothers to ensure smooth transition back to work after becoming par-

ents. Chalet Hotels also have a specially designed workshop called 'Sheroes', that identifies potential women leaders across the mid-level within the organization and helps them develop the skills and experience needed for the job. The company also runs 'Fab Women' – a connect group for the women of Chalet.

## IHCL to hire 8,000 people over the next 2 years



Indian Hotel Company Ltd. (IHCL) has announced plans to hire 8,000 people over the next two years, with focus on having at least 50% women as part of its workforce. IHCL has been opening a slew of new properties over the last few months and continues to add three hotels every two months. While the company will be focused on recruiting women from the North-East as part of the 'Diva Program'; IHCL will focus on recruiting women who want to "return to work" under its program titled 'Second'.

## Lemon Tree Hotels collaborates with OYO-owned Weddingz.in

With an aim to boost revenue, drive demand and sales, Lemon Tree Hotels entered a strategic tie-up with Weddingz.in (a venture owned by OYO that offers wedding venues and related services). The alliance will help increase in fill rates of banquets and event spaces in Lemon Tree Hotels, in more than 40 destinations across the country, including Delhi NCR, Jaipur, Kolkata, Lucknow, Bhubaneswar, Mumbai and Pune among others.

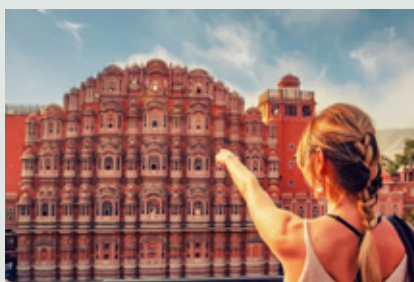


## Lemon Tree Hotels signs a new hotel in Sri Ganganagar, Rajasthan

Lemon Tree Hotels signs a contract with Carnation Hotels Private Limited, aims to open a new hotel in Sri Ganganagar, Rajasthan. The property is expected to be operational by July 2026 and will feature 60 well-appointed rooms, a restaurant, a bar, a fitness centre, and other public areas. The property is connected to both public and private transport with Sri Ganganagar Airport about 20 Kms from the property and the railway station just 9 Kms away.

# STATE DEVELOPMENT NEWS

## Rajasthan tourism to focus on driving economic growth



The 50 percent increase in the Rajasthan Tourism Development Fund to Rs. 21,500 crore has come as a shot in the arm for the sector as well as the state economy. While presenting the state Budget, Chief Minister Ashok Gehlot said the fund would help in developing tourism facilities, creating employment for locals, attracting tourists, and various other works.

## Oberoi, TAJ, Mayfair to set up new hotels in Andhra Pradesh

All leading hotels and resort chains in India have come forward with proposals to set up new properties across Andhra Pradesh. The state attracted 129 MoUs in the tourism sector envisaging a total investment of Rs. 21,941 crores. The State has received proposals for development of new properties Oberoi, TAJ as well as fast growing Mayfair Hotels & Resorts.



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),