

# BOTT

## Business of Travel Trade

TOURISM | MICE | HOSPITALITY | AVIATION | LIFESTYLE

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# Editor's Note

Dear Friends,

**T**here is pain in my heart as I write this Editor's note today. Pain for I have nothing positive to say. Pain for there is an obituary page in this issue of my magazine, which covers just a few people – stalwarts whom we lost to Covid in last few weeks. Pain for the numerous 'RIPs' messages I have seen on social media as people lost parents, spouses, mentors, grandparents and most of all pain for no one can see an end to this misery and currently everything looks bleak.

Having gone through a personal loss myself, I could relate to many of the others who did. I also could not save myself from the wrath of corona and spent few tough weeks not just tending to my own health but also that of my family members. To say it was a terrible time would be an understatement.

As depressing news continues to pour in from all parts of our country, let us stand united with each other in these times of crises. Let us put our personal differences aside and step up and forward to help not just those who we know but even those we don't and I must confess that I have witnessed few stellar examples of outstanding human spirit. It is only this fighting spirit that will help us all sail through these tough times. The only silver lining in this scenario is the Vaccine available, which is reducing the impact for many affected people. Thus, please do step forward and get yourself and your loved ones vaccinated. Only vaccination can save us and bring some normalcy in this world. Also, do not become careless once cases start to reduce. Keep maintaining social distance and wear a mask at all times.

Meanwhile, this issue of Business of Travel Trade Magazine brings to you an overview of all that has been taking place in the realm of tourism in the past few weeks. We hope we are able to bring to you a heavier, more meaningful and more insightful issue the next time around. Till then my friends, stay safe and stay strong.

Happy Reading!

Priyanka Saxena Ray  
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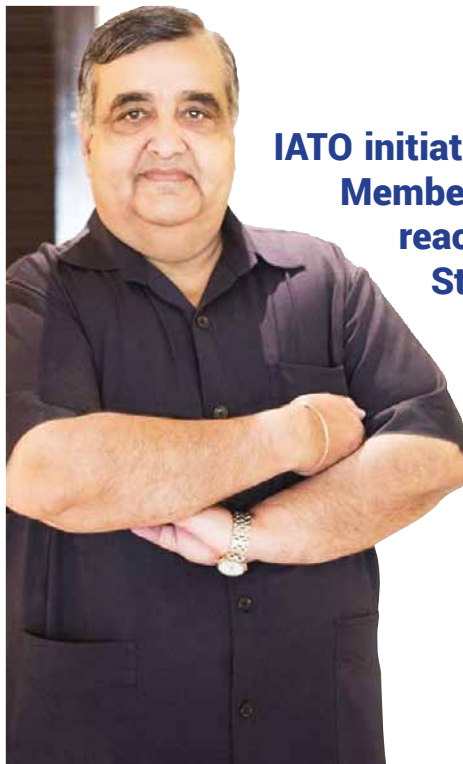


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# Remembrance

**BOTT deeply mourns the passing away of our fraternity members. It is an enormous loss to the travel trade industry, their family, friends & colleagues and to the world they cared so much about.... We will miss you...**



**Mr. Vijay Thakur**

Mr. Vijay Thakur, Past President, IATO was a stalwart who made a difference in the lives of many. Widely travelled, he led the tourism industry in one of its most turbulent times, when Indian tourism faced the twin crises of the Mumbai terrorist attacks and the global economic meltdown.



**Mr. Balasubramanian S Pillai**

Mr. Balasubramanian S Pillai was the Executive Director & COO at IMTMA & BIEC, President - Indian Exhibition Ind Assoc. and Secretary - IAEE India Chapter. He will be deeply missed for his personal warmth and his invaluable contribution to the industry. Our thoughts are with the family.



**Mr. Anil Bhandari**

He was former CMD of ITDC and Chairman of AB Smart Concepts, a firm which functions as an advisor to owners and investors and assists in concept to commissioning of hotels, transforming existing hotels and development of travel & tourism projects. Mr. Anil Bhandari's demise is a great loss for the tourism industry. He was a legend in both hospitality and tourism industry.



**Mr. Rajender Kumar**

Mr. Rajender Kumar was the former President of FHRAI and HRANI. His contribution to the growth and progress of the Hospitality industry in India are invaluable. His loss is deeply mourned by the people in the hospitality and tourism industry.



**Mr. Jagneesh Singh**

Mr. Jagneesh Singh was the Chief of Marketing at Alliance air (Air India Regional). He will always be remembered for the little things that he was best at evoking – smiles and laughter.



**Ms. Meenu Sachdeva**

Ms. Meenu Sachdeva was the founder member and MD of TI Infotech. She had a never give up attitude for the challenges she had in front of her be it professional or personal and had always found a timely solution for the same. She was a feisty leader with amazing entrepreneurial abilities and led her team from the front with great aplomb.



**Mr. Ammit Robinson**

Mr. Ammit Robinson was the Senior Vice President - Sales & Marketing, India for Travelogue Reps. He was a happy go lucky man who left us too soon and will remain in our hearts for a lifetime. A good heart stopped beating, but it was a heart that touched many lives when it lived and will always be missed..



**Mr. Kamalpreet Singh**

Mr. Kamalpreet Singh Bedi was working with the United Airlines. He was a pleasant man with taste for finer things in life and a helpful nature. His passing away is a huge loss to the industry.



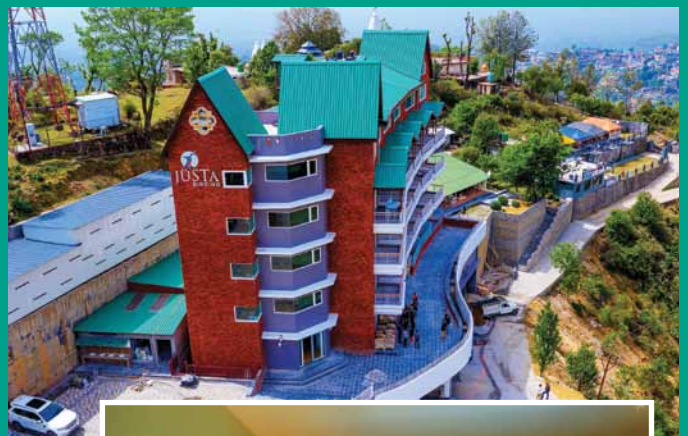


## North-East India's 15<sup>th</sup> airport catering to Bhutan and Bengal becomes operational

The Rupsi Airport, which is now operational would cater to the need of air travellers from four western Assam districts and the neighbouring states of Meghalaya, West Bengal and parts of Bhutan as well. AAI officials said that the operationalisation of the Rupsi airport, seventh airport in Assam, would help boost the local economy of the Bodoland area and provide better connectivity to the air travellers of the adjacent districts — Dhubri, Bongaigaon, Kokrajhar, Goalpara — as well as neighbouring states of Meghalaya, West Bengal and parts of Bhutan as well.

## juSTa Hotels and Resorts opens juSTa Birding Resort, Dharamshala

Guests seeking tranquility, soft adventure and nature's bounty in plenty have a premium stay option with the launch of juSTa Birding Resort, Dharamshala. The opening marks the 12th juSTa Hotels and Resorts branded hotel in India. Located in the scenic Kangra District of Himachal Pradesh, the resort is inspired by the region's unique heritage and culture, which is designed to offer a comprehensive range of premium experiences. Its setting is spectacular with a view of snow peaks of the Dhauladhar range and a lush green forest from where one can watch paragliders and zip liners connecting with nature's bounty all around. The awe inspiring sunset views from the resort are not to be missed as well as the famous trek to Triund for a hassle free sounds, sights and smells of the Himalayas. The trek can easily be done from the resort's location.



## Signum Hotels & Resorts expand footprint in Rajasthan

Signum Hotels & Resorts, a fast-growing hotel management company, announced its expansion in Rajasthan with Signum Eco Dera Resort and Spa, Jaipur. This is the company's second property in Rajasthan. The resort is located 70 km south of Jaipur, near Malpura town. Signum Eco Dera Resort & Spa is a 36-room property offering the intertwined charms of heritage as well as modernity. Spread over 10 acres of land, the resort is a nature lover's delight and epitomises sustainable tourism with green practices such as rain water harvesting, solar power usage, organic farming including chef's garden, as well as dairy farming. Guests can enjoy farm to table dining with organic produce at the resort's multi-cuisine restaurant and an eclectic range of beverages at the Bar.



## Sarovar Hotels launches COVID Care center for elderly people

Sarovar Hotels and Resorts in partnership with #iamgurgaon and Emoha Elder Care dedicates to Gurugram a 60 bed Covid Care Center in the Golden Tulip Hotel Sector 29, Gurugram. In a time when the pandemic is causing so much stress for our elders, we hope this will bring relief and will be a 'home' for elders to recover in peace with dedicated oxygen concentrators, on-site clinical and nursing attention, vitals monitoring, online activities for emotional wellbeing and most importantly a caring homely atmosphere. This facility is aimed for elders who are Covid positive and are unable to take care of themselves in their homes. The initiative is partnered with Fortis Memorial Research Institute, Gurugram for COVID Consultations.



## TAAI appeals to IATA to waive annual fees & extend financial security deadline

TAAI organised a interactive webinar for its members on Friday, 7th May, 2021 along with IATA on GoLite Accreditation v/s Standard IATA Travel Agency Accreditation and IATA Easy Pay. Over 250 members attended the session from across India's 20 Regions and Chapters of TAAI. IATA-India was represented by Mr. Amitabh Khosla, Mr.

Rodney Dacruz and Mr. Ritham Saha who presented the accreditation options available to agencies under the NewGen ISS. The presentation featured comparisons on accreditation models to the members. Due to the pandemic lockdown, travel agents across India were undergoing challenging times on IATA's stringent and rigid compliances.



## NORWEGIAN Cruise Line to resume cruising from Barcelona and Rome

Norwegian Cruise Line (NCL) recently announced a further restart of operations in Europe from the homeports of Barcelona and Rome (Civitavecchia) with previously scheduled port-intensive itineraries to the Mediterranean and Greek Isles beginning September 5, 2021. Guided by the robust protocols of the SailSAFE Global Health and Safety Program, and in partnership with local governments, NCL plans to welcome travelers to experience the warm and vibrant cultures and sites of Spain, Italy and Greece. Currently scheduled

to sail from Barcelona, Norwegian Epic will cruise seven-night Western Mediterranean itineraries from September 5, 2021 through October 24, 2021, with Norwegian Getaway sailing a mix of 10 to 11-day Greek Isles voyages from Rome (Civitavecchia) from September 13, 2021 to October 25, 2021. With five to eight ports of call, up to 13 hours in each city and no more than two days at sea, guests can spend their days exploring ancient ruins and medieval architecture, admiring artistic masterpieces or simply savoring a variety of local cuisine.



## United Airlines reduces India-Chicago flights and delays Bangalore launch

According to Reuters, United is suspending the new Delhi-Chicago route starting from June 1<sup>st</sup>. The service currently operates daily and only commenced last December, as demand for direct flights rose. United hopes to return to the DEL-ORD route in July, although this would depend on traffic bouncing back. However, until the route is suspended on June 1<sup>st</sup>, United is actually boosting capacity. The carrier will deploy one of its Boeing 777-300ER in lieu of its 787-9 to serve the Delhi-Chicago route. The carrier says this decision has been made to boost repatriation



services for travellers in both countries as well as send more critical medical cargo.

Delhi-Chicago isn't the only United route impacted by this decision to scale back its India's operations. The carrier's much-awaited Bangalore-San Francisco route has been delayed from its planned launch on May 27<sup>th</sup>. Instead, the routes will now launch on August 1<sup>st</sup>, if all goes to plan.

## Cathay Pacific Cargo delivers medical supplies for India

In the face of a grave medical crisis, Cathay Pacific Cargo is flying vital relief shipments to India and it stands ready to do more. Although passenger flights have been suspended between Hong Kong and India, in the past few weeks Cathay Pacific Cargo has been operating freighters and cargo-only passenger flights, delivering to date more than 100 tonnes of much-needed humanitarian and medical supplies to some of India's major centres. These include shipments of specialised oxygen generators, oxygen concentrators and ventilators to Delhi, Mumbai and Hyderabad. In addition, there has been a sharp increase in volumes for shipments of oxygen, surgical masks, sanitiser, personal protective equipment, pharmaceuticals and vaccines over the past few weeks.



## India issues guidelines for vaccinating airline employees

As India's vaccination efforts ramp up, the government has issued guidelines to inoculate aviation employees. The Ministry of Civil Aviation has also reached out to states to prioritize aviation staff due to their frontline role in the pandemic. India opened vaccines to all adults from May 1<sup>st</sup>, allowing all airline staff to be vaccinated now. The major request has been directed towards airports, asking them to set up dedicated vaccine counters for frontline staff immediately. This includes all airline crews, air traffic controllers, passenger-facing staff, and other critical personnel. The price per dose can be set by airport operators and vaccine providers, although many might make vaccines free for their employees.



## #First Opinion



"I hope you all are well and safe in these trying times that have hit us once again. I believe that together we will move forward and overcome these challenges. We are with you and like any other hard time, we will all make it through and these times will soon pass. Keep safe. We hope to maintain a positive approach for the future and keep Amazing Thailand as 'Top of the mind destination' till we all can travel safely."

– **Mr. Vachirachai Sirisumpan**, Director - TAT New Delhi

"The sector is under tremendous financial stress due to the ongoing lockdown. Closure of many establishments in large numbers has been reported from all parts of the country along with massive job losses in the sector. Without adequate Government intervention, the situation will escalate further impacting lakhs of livelihoods along with large number of units pushed towards insolvencies and NPAs. The repayment schedule for loans taken under ECLGS 1.0 and 2.0 are likely to begin now, but unfortunately due to the ongoing lockdown many establishments do not have the cash flow to repay it."

– **Mr. Gurbaxish Singh Kohli**, Vice President, FHRAI



"The commencement of scheduled operations into Nairobi, Kenya is an exciting ideal in expanding SriLankan Airlines operations into Africa and is forecast to be a significant cargo route in capitalizing on the key trade lanes in connectivity to the present network, primarily to and from the Far East and India. The destination will also act as a gateway in connecting other main African hubs, thereby expanding the reach for SriLankan Cargo customers at unprecedented levels as the airline looks forward to strengthening its presence in the region towards the future."

– **Mr. Chamara Ranasinghe**, Head of Cargo, SriLankan Airlines

"As India battles the deadly COVID-19 pandemic, our thoughts are with everyone affected by this crisis. Together, we stand resolute with you, working to get through this difficult time. We are truly humbled by the heroism of health workers on the front lines of this crisis. As India continues to combat this lethal virus, The MoTCE wishes to convey our prayers and continued commitment to stand with all the people of the nation. While the COVID-19 crisis reminds us of our shared fragility, it also demonstrates how everything and everyone is truly connected. It is at this moment, when we need to stay at safe distances, that we are finally brought together as one human family standing together to withstand this."

– **Ms. Bu Nia Niscaya**

Deputy for Marketing, Ministry of Tourism and Creative Economy, Republic of Indonesia



"Backed by a decade of successful operations in India and a strong portfolio of marquee brands, THRS will now be expanding in the GCC. We have held a deep interest in the GCC for the last 3-4 years and it is exciting to see our plans come to fruition. The Middle East is a service heavy market and yet diverse in terms of traveller preferences and travel trends. The tourists from this region are some of the highest spending travellers in the world. We believe there is a huge demand for luxury seeking travellers from the GCC that is yet to be tapped."

– **Yeishan Goel**, Chief Executive Officer, THRS



# MoT, MP Tourism and ICPB jointly host 'MICE Roadshow – Meet in India' in Khajuraho

In order to promote India as a MICE Destination (Meetings, Incentives, Conferences and Exhibitions), the Ministry of Tourism, Government of India in association with Madhya Pradesh Tourism and India Convention Promotion Bureau (ICPB) organised a 'MICE Roadshow – Meet in India' at the heart of Incredible India from 25-27 March 2021 at the newly-built Chhatrasal Convention Centre, Khajuraho.

## BOTT Desk

**T**he event, which was jointly hosted by Ministry of Tourism, Madhya Pradesh Tourism and ICPB saw **Shri Prahlad Singh Patel**, Minister of State for Tourism and Culture (Independent Charge) and **Shri Shivraj Singh Chouhan**, Chief Minister of Madhya Pradesh come together to inaugurate the 'Chhatrasal Convention Centre at Khajuraho, which has been developed under Swadesh Darshan Scheme of Ministry of Tourism. The event also witnessed the launch of "MICE Roadshow Meet in India" Brand and Roadmap for the Promotion of India as MICE Destination in Khajuraho, Madhya Pradesh was discussed, among other things.

This event was held as part of an effort under the Aatmanirbhar Bharat, realising India's MICE potential. The roadshow offered an opportunity to focus on the Government's initiatives in developing India as a MICE destination with infrastructure and an eco-system pan-India that will favourably place India amongst the global competitors. On the occasion, the Ministry of Tourism also launched its "Meet in India" campaign in Khajuraho, which is one of the identified iconic tourist destinations of the country. Recognizing India's huge potential as a MICE destination, 'Meet in India' will be the distinct sub-brand under 'Incredible India' to promote the country as a MICE destination.







Another highlight of the vent was a special session organised on Responsible Tourism. The session focused on discussing various initiatives to position Khajuraho as an Iconic Destination and various successful case studies and best practices on Responsible Tourism across the country were presented. The session included presentations by the following experts:

- Introduction for SD and Iconic Schemes and its convergence with Reasonable Tourism by **Piyush Jain**, Director, Ernst & Young
- Kerala as one of the model for Responsible Tourism by **Kamala Vardhana Rao**, MD, ITDC
- Partnering with Community to enable the conservation of Natural Heritage through Responsible tourism practices by **Anirudh Chaoji**, RTSOI
- Tourism for all – Universally accessible by **Ms. Neha Arora**, Planet Abled
- Sustainability and Renewable Energy by **Ms. Manjari Gaikwad**, Director, Global Himalayan Expedition
- Responsible Travel and Tourists by **Mr. Rajiv Mehra**, President IATO.

The session began with a presentation on the overview of initiatives of the Ministry of Tourism by







**Ms Rupinder Brar**, Additional Director General, Ministry of Tourism. Speaking on the occasion Rupinder Brar, Addl. Director-General, Ministry of Tourism, outlined the strategies of the Ministry of Tourism in promoting domestic tourism, including the initiatives of organising mega physical events in key destinations following all covid protocols so as to instil a sense of confidence among the industry stakeholders.

This session was followed by a meeting with the media by Secretary (Tourism), Govt. of India who informed that the Ministry of Tourism under its scheme of 'Swadesh Darshan' provides financial assistance to State Governments/ Union Territory (UT) Administrations/ Central Agencies for development of tourism infrastructure in the country. The Ministry has sanctioned 4 projects for ₹350.26 Crores in the State of Madhya Pradesh. These

projects have been sanctioned under Wildlife, Buddhist, Heritage and Eco-Tourism Circuits. The project sanctioned under Heritage Circuit includes interventions for ₹44.99 Crore in Khajuraho and surroundings, out of which ₹34.99 Crore have

been sanctioned by the Ministry of Tourism for the development of Convention Centre at Khajuraho. The identified tourist sites to be developed as iconic destinations under the scheme are Taj Mahal and Fatehpur Sikri (Uttar Pradesh), Ajanta and Ellora Caves (Maharashtra), Humayun's Tomb, Red Fort and Qutub Minar (Delhi), Colva Beach (Goa), Amer Fort (Rajasthan), Somnath, Dholavira and Statue of Unity (Gujarat), Khajuraho (MP), Hampi (Karnataka), Mahabalipuram (Tamil Nadu), Kaziranga (Assam), Kumarakom (Kerala), Konark (Odisha) and Mahabodhi Temple (Bihar).

The programme at Khajuraho, which was well-attended by MICE stakeholders from around the country, also saw several side events including cultural and fitness activities like yoga, cycle tour, heritage walk, tree planting among others. ■





# ADTOI creates COVID Taskforce; extends support to lady entrepreneurs in tourism

In an endeavour to show solidarity to the women professionals in the travel trade and also stick to its commitment of acknowledging, highlighting and helping the women entrepreneurs in the travel trade, the dedicated team at ADTOI has created a post called Lady Entrepreneur Officer and also launched its Facebook page. The association has also been actively contributing to the COVID affected people in the travel trade and has formed a COVID Taskforce to look into the matter.

**Arushi Bajaj**

**T**he Association has created a Facebook Page for Lady Entrepreneurs in the travel trade, wherein it is creating and updating posts highlighting the profile of the women entrepreneur and also share their views on their journey and their plans for the future.

ADTOI has launched a new Facebook page to empower women in the Tourism Industry on PAN India basis and bringing them forward. Women just need a platform, a bit of hand-holding and someone to believe in them. The Aim of this page is to provide a social media platform for all ADTOI lady entrepreneurs. Through this platform, we will promote tourism, our CSR initiatives and work to connect ADTOI members. The virtual launch took place on May 9, 2021 in the presence of ADTOI President, **Mr. P.P. Khanna**, other office bearers and the Chapter Chairmen. The launch was conducted by **Mrs. Ekta Watts**, Executive Committee Member, Chairperson Women Empowerment and CSR activities.

ADTOI has pioneered in providing a platform to work for the empowerment of ladies in tourism industry by conceiving a post "Lady Entrepreneur Officer (LEO)" and has appointed one LEO in the Chapters of the Association. This has been initiated by Mrs. Ekta Watts. At present the ADTOI Lady Entrepreneur Officers are **Mrs. Irshad Patel**, Maharashtra Chapter; **Mrs. Puja Karar**, West Bengal Chapter; **Mrs. Saraswathi Anandaveloo**, Tamil

Nadu Chapter; **Mrs. Shilpa Patel**, Gujarat Chapter; **Mrs. Shishta Sharma**, Haryana and Punjab Chapter and **Dr. Shreya Barbara**, North East Chapter. Through this platform, they will promote tourism, CRS initiatives and work to connect ADTOI members and to initiate their efforts for the same. A small initiation towards the big vision which we have for our Lady members.

Meanwhile, recently ADTOI has also formed a Covid Taskforce to help its members and fraternity in getting timely medical help. In order to provide timely assistance to its members and fraternity on PAN India basis ADTOI has formed a TASK FORCE from among the members to assist the ADTOI membership in general in these hours of COVID crisis plaguing the country, said Mr. PP Khanna, President, ADTOI.

**Mr. Chetan Gupta**, Hony. General Secretary, said, "We have created this Task Force to help our members in this difficult times. TASK FORCE is formed from among the members to assist the ADTOI membership in general in these hours of COVID crisis plaguing the country. We authenticate and validate ourselves each and every information we send to our members pertaining to availability of bed, oxygen cylinders, concentrators, medicines, ambulance services, to create database of plasma donors etc.... This small initiative is taken to help and support all our members PAN INDIA in all possible ways." ■





Mr. Rajiv Mehra, President, IATO

# IATO initiates Special Membership, expands reach in various States by assigning new leadership roles to members

The IATO Executive Committee after the elections has relooked and restructured the IATO Regional and the State Chapters to expand its wings and strengthen membership base in Uttarakhand, Ladakh, Lakshadweep, Dadra, Nagar Haveli and Daman and Diu.

## BOTT Desk

**M**r. **Sejoe Jose**, MD, Marvel Tours, who was the Chapter Chairman of Kerala, has been given the bigger responsibility to look after the Southern region and has been appointed as the Chairman of IATO Southern Region, which would cover Kerala, Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Andaman Nicobar, Puducherry, Lakshadweep etc. He will take over from **Mr. E.M. Najeeb** who has been the Chairman of Southern Region and has immensely contributed for the growth of IATO in Southern Region.

**Mr. James Kodianthara**, MD, Concord Exotic Voyages (I) has been appointed as the Chairman of IATO Kerala Chapter in place of Mr. Sejoe Jose.

**Mr. Jitendra Kejriwal**, Chairman, Arika Tour & Travels (P) Ltd. Mumbai has taken over as Chairman Maharashtra Chapter replacing Mrs. Vasuki Sundaram.

Separate chapters have been created for Uttarakhand and Ladakh with **Mr. Nidhish Sharma**, MD, Garhwal Adventure Dehradun and **Mr. Tsering Namgyal**, MD, Windhorse Expeditions India, Ladakh being appointed as Chairman for Uttarakhand and Ladakh respectively.

**Mr. Rajiv Mehra** while welcoming the new regional/state chapters mentioned that he is sure that

this will help strengthen IATO membership base pan India and especially in Uttarakhand and Ladakh as there was no separate Chapter Chairman in these two states. With having State Chairman located at those places, besides increasing membership base, IATO will have better coordination and interaction with the state governments and the local trade.

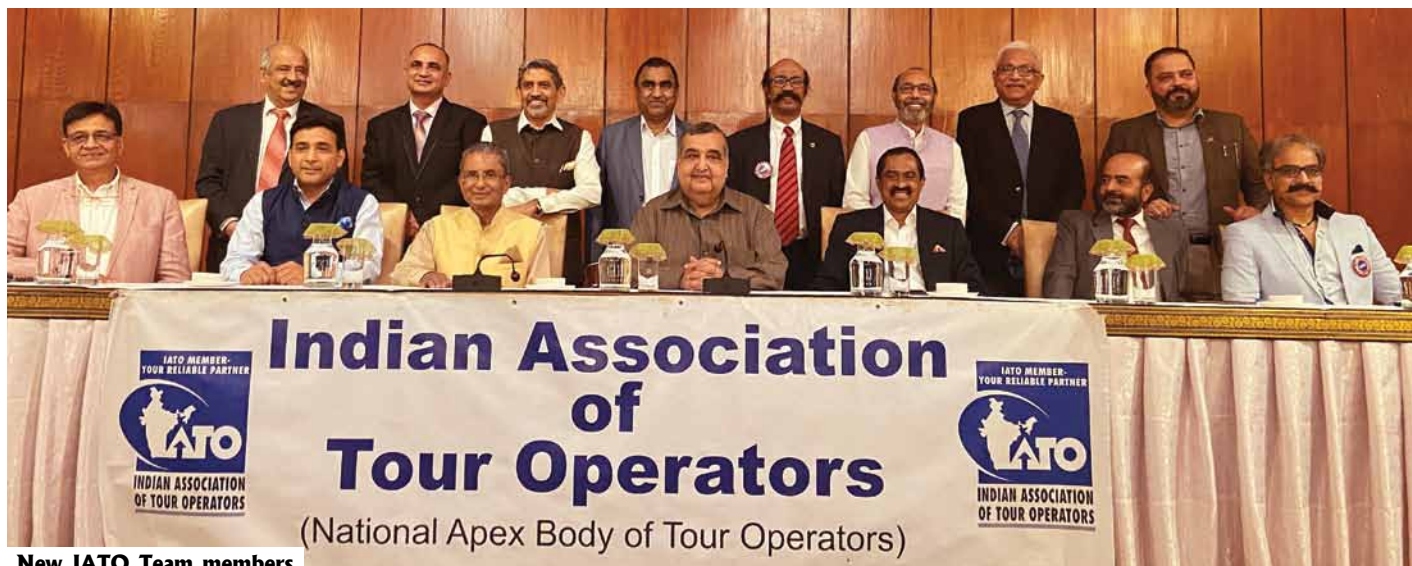
In continuation, IATO has further expanded its wings by appointing Co-Chairman and in-charge in various states and union territories.

**Mr. Mahendra Singh** of Holidays N Vaccations, Jaipur has been appointed as Co-Chairman of Rajasthan. It was for a long time in the mind of IATO EC to have a Co-Chairman of Uttar Pradesh who should be based in Varanasi, keeping in view the importance of Varanasi as a big tourist attraction.

**Mr. Bhuvanendra Vikram Singh** of Prime Value Tours has now been given this responsibility.

Sikkim being a prime tourist destination needed a Co-Chairman, keeping in view the distance between North Bengal and Sikkim. **Mr. Namgyal P Sherpa** of Namgyal Treks & Tours, Gangtok has been appointed as Co-Chairman to assist Chairman of Sikkim and North Bengal Chapter who is based in Siliguri, Darjeeling. Similar is the case of Andaman & Nicobar and **Mr. Mohamed Jadwet** has been





New IATO Team members

The main objective of the IATO membership drive is to make the association a strong voice of the tourism and travel industry all over the country. Mr. Rajiv Mehra has request all its members to support the EC in membership drive with the following:-

- To encourage all their friends and other stakeholders in the tourism industry to apply for IATO membership and take benefit of waiver/discount in admission fee.
- To encourage the existing members to pay their annual subscription for the financial year 2020-21 so that their membership for the financial year 2021-22 could be renewed.
- To encourage existing allied members who are MoT approved and have foreign exchange earnings of minimum Rs. 20 lakh and above during the financial year 2019-20, to apply for change of status from allied to active category.
- All those allied members who have foreign exchange earnings should be encouraged to apply for MoT recognition for which all help will be rendered by the IATO Secretariat, New Delhi so that after they get MoT recognition, they will be eligible to change their status from Allied to Active category after completion of 2 years from the date of their getting MoT recognition. This will also entitle them to take benefits of Ministry of Tourism like availing MDA Scheme, participation in overseas travel marts and road shows being organised by the Ministry etc.

appointed as Co-Chairman in Andaman & Nicobar to assist the Chairman based in Chennai.

Besides the above, two state in-charge have been appointed in Manipur & Tripura to assist Chairman of IATO North East Chapter and **Mr. H. Radhakrishna Sharma**, of Seven Sisters Holidays and **Mr Soumen Dutta** of Hindustan Tour & Travels have been appointed State In-Charge of Manipur and Tripura respectively.

Mr. Rajiv Mehra strongly feels that IATO's reach is now in all most all parts of the country geographically and we hope to see more tourism stake holders to join IATO who will be able to in turn promote these places with more vigour with the help of tour operators from metro cities.

To strengthen IATO membership base, the IATO Executive Committee has taken some major and important decisions to increase membership in states where we have less members and also to encourage allied members to change their status from allied to active all over the country.

Mr. Mehra mentioned that EC has decided to waive off the Admission Fee of ₹10000/- plus 18 per

cent GST for the applicants from some of the states/ union territories where IATO needs to encourage stakeholder to join IATO to strengthen membership base, which include Andaman Nicobar Islands; Andhra Pradesh; Bihar; Chandigarh; Chhattisgarh; Dadra, Nagar Haveli, Daman & Diu; Jammu & Kashmir; Jharkhand; Ladakh; Lakshadweep; North East States and Puducherry. EC has gone beyond and has decided to give 50 % discount on the Admission fee for the applicants from the other states, which are not mentioned above. There is no waiver/discount on the Annual Subscription and to be paid fully. This waiver off/discount in Admission Fee will be for the applications received till March 31, 2022.

Earlier EC had also decided to give relief to the existing members in the category of tour operators, travel agents, transport operators, hotel representation companies. All these category of members who have paid their annual subscription for the financial year 2020-21, their membership has been will be automatically renewed for the financial year 2021-22 and they will not be charged the annual subscription for the financial year 2021-22. ■



# TAAI 'Knowledge Conclave' in Kevadia, Gujarat garners good response



Travel Agents Association of India (TAAI) along with Gujarat Tourism held a FAM trip and Knowledge Conclave from March 9 – 12, 2021 for select media and TAAI members. The event was organised to boost the domestic tourism post pandemic. Unique and one of a kind, this was TAAI's first conclave after the pandemic and offered the much needed breather for all. Here's a detailed report of all that took place over an interesting span of three days...

## Arushi Bajaj in Kevadia

**T**AAI in association with Gujarat Tourism conducted a FAM trip and conclave in Tent City 1, Kevadia, Gujarat. With massive participation of 200 delegates and media of repute, the event successfully showcased that things are picking up and getting normal again. Keeping in mind the norms of new normal, the event was systematically organized, well hosted and well attended.

The first two days were scheduled for the sightseeing and were geared at showcasing the best that Kevadia as a destination has to offer. The attendee's group was taken to different tourist destinations and treated to fun activities such as Jungle Safari, Cruise on Narmada, Laser show at Statue of Unity, tour of Ekta Mall and more.

The conclave was aimed at focusing on the strategies and operations in pipeline while brainstorming upon the opportunities and possibilities in tourism post lockdown. The sessions were scheduled to make sure all the important sectors such as airways, railways,

etc. were given emphasis. Since the domestic travel is the first to open, the main idea was to showcase the immense potential it brings for all the travel aficionados.

Welcoming the delegates and inaugurating the conclave, **Ms. Jyoti Mayal**, President, TAAI said, "Covid was indeed tough, Tourism is always first to suffer and last to recover. But leaving the challenging times behind and looking at the opportunities in the near future it is time to nurture revenues. And, there is nothing better than domestic tourism at the moment! India has so much to offer we as association rely in all positivity on domestic tourism front. TAAI has worked very closely with the Ministry of Tourism and other stakeholders in order to provide the much needed relief to all its members and we will continue to strive for all that we can."

Hon. Minister of Tourism, Government of India, **Shri Prahlad Singh Patel** virtually participated in the half day business session on March 11, 2021. He welcomed the initiative of India's largest and premier travel-tourism association, TAAI, which has set an



# ISM CONCLAVE 2021



travel fraternity needs to figure out ways to empower domestic tourism. "India is home to some amazing landscapes, diverse biodiversity, mighty mountains, pristine beaches and therefore now is the time to explore the unexplored. Though we are still struggling on certain areas, but TAAI as an association is doing all that is needed for the upliftment of the sector," he added

**Mr. Balbir Mayal**, Past President, TAAI, who is a veteran in the travel trade with 40 years of experience took the audience back to a time when lack of funds and infrastructure made travel and tourism an extremely challenging industry. "Over a period of time, things have gone up, there are all categories of hotels and connectivity has emerged. The problem today is marketing of products and I would advise you all to play your role in full efficacy and most importantly guide and educate your people with FAM trips as there is lack of knowledge and information among them," he explained.

**Dr. Achyut Singh**, Joint GM, IRCTC, said, "Railways is coming forward with new projects. New deluxe AC trains are being introduced for the middle income groups and we are looking forward to associate with TAAI members to market and promote all this."

As part of a panel discussion on aviation in India, **Mr. Ajay Wadhawan**, Chief of Sales, Air Asia, India, said, "Covid was a blessing in disguise as it has given us an all new meaning to life. Since it can't be rosy every day and each one of us need to be healthy in order to be a winner. With our aim to hit all the right chords with connectivity, we cover almost all the destinations today and we are looking at more avenues in the long run."

On a panel that highlighted women power in the travel trade, **Ms. Vasudha Sondhi**, MD, OMPL, said, "The customer of today is a search engine expert and the first thing he does is visit the company's website and websites that are really good are quite rare. We really need to start blogging and engaging with our stakeholders while posting on social media as it shows how engaging you are." ■

historic example of positivity due to the changing times. He added that TAAI membership has all aspects of tourism professional organisations and in the coming future the responsibility and challenges shall increase when inbound tourist commence their India visits. TAAI members must be ready with newer ideas and strategies to ensure Tourism to India is facilitated by them in a smooth manner.

**Mr. Jenu Devan**, Commissioner of Tourism and MD-Gujarat Tourism addressed the conclave via live video call wherein he highlighted the initiatives of the government in promoting Gujarat to the world and thanked the TAAI committee for bringing their members to SoU, in Gujarat and also assured full support and encouragement to the members in promoting Gujarat as a wholesome destination.

Hon. Secretary General, **Mr. Bettaiah Lokesh** gave an overview of the business sessions stating that, the inaugural address was an eye-opener and vision for members on Domestic Tourism by President Jyoti Mayal.

**Mr. Jay Bhatia**, Vice President, TAAI said that the





# Spectacular Sri Lanka AWAITS YOUR ARRIVAL

Sri Lanka as we all know is one country that is brimming with mystic marvels, spiritual symbolism and richest cultures. The island country doesn't shy away from luring the tourists of all kinds of genres. You name it and Sri Lanka has it all! This island nation never leaves its tourists disappointed. Whether it's relaxing in solitude in the sun or the bustling nightlife you crave for, Sri Lanka will leave you in awe. Here is a list of destinations curated exclusively for you to quench your thirst for travelling to this paradise. Take a look –

**Arushi Bajaj**

**T**he next time you get a chance to visit this iconic island destination, make sure you enjoy all of the mentioned below places. Once things get back to normal post the vaccination drive, give yourself a detox while relishing this beauty and taking home lifetime of memories.

## **Pinnawala Elephant Orphanage**

Do not be surprised to witness elephants being bottle fed or moving around freely causing absolutely no harm to anyone. It is rightly a sincere sight to observe how these gentle giants – orphaned and sometimes three-legged – are taken care of since 1975 at Pinnawala Elephant Orphanage.

## **Sigiriya Lion Rock**

The 5th century rock citadel of King Kasyapa and World Heritage Site - Sigiriya - doesn't only boasts of ancient Sri Lankan engineering and urban planning

supremacy but also acclaims to be one of the finest monuments of art and culture. Step through the gigantic 'Lion Paws' - overlooking the symmetrical royal gardens below - to comprehend the absolute splendor that once dominated this rock fortress. Surrounded by ramparts & moats, The Lion Rock - resembling the mythological 'City of Gods' - is coated by frescoes that relate to Gupta style paintings found in Ajanta caves of India.

## **Colombo city-tour**

This City Tour of Colombo, focuses on exploring the commercial capital of Sri Lanka-Colombo. Bustling with energy all day long, this is a city of vibrant colours and rich culture, offering fascinating insights into the national psyche of Sri Lanka. On your way you will see mile-long promenade of Galle Face Green, the exclusive district of Cinnamon Gardens where you will find Independence Hall, the vibrant bazaars of Pettah, and the pristine beaches of Mt. Lavinia.





## Heritage Ahungalla

An early creation of Sri Lanka's famous architect Geoffrey Bawa, Heritage, Ahungalla has long been one of the island's premier west coast beach hotels. The hotel is approached through a long stretch of roadway, which provides for a dramatic entrance with views across the infinity pool edging the sea. The main areas of the hotel are designed as linked open pavilions – all with continuous views of the sea. Bawa uses his signature architectural style that erases boundaries between the 'outside' and 'inside', resulting in plenty of access to the natural elements - the tropical sun, ocean breeze, lush greenery and flowing water.

## Mirissa

Dolphin & Whale watching; Watch, study and photograph the largest creatures on earth, the Whales at Dondra Point in Mirissa, a destination famed for some of the finest Whale and Dolphin sightings in



**"SriLankan Airlines is carefully evaluating the ground scenario of the destinations operated prior to Covid19 Pandemic and will be recommencing the passenger service based on that. We were already carrying out the Cargo Operations to many destinations though during the Pandemic. SriLankan is geared to commence operations to many destinations with short notice no sooner the Border Control measures are relaxed or lifted."**

**- Mr. V Ravindran,**  
Regional Manager,  
SriLankan Airlines India-Bangladesh

the world. Mirissa situated in the southern coast of Sri Lanka is the closest point to the continental shelf and on the migratory route of Whales as they move closer to the warm waters of the Indian Ocean, primarily to breed. Take an exciting yet comfortable boat trip out to sea and be fortunate to see Blue Whales; the largest creatures on earth, Bryde's Whales, Sperm Whales, Killer Whales and Fin Whales. You can also meet pods of friendly Dolphins and even sharks.

## Sri Dalada Maligawa

Also known as the Temple of the Sacred Tooth Relic, this is a Buddhist temple in the city of Kandy, Sri Lanka. It is located in the royal palace complex of the former Kingdom of Kandy, which houses the relic of the tooth of the Buddha. Since ancient times, the relic has played an important role in local politics because it is believed that whoever holds the relic holds the governance of the country. ■



# IATTE holds first physical event since formation – a Holi bash

**T**he Indian Association of Travel & Tourism Experts (IATTE) in partnership with Singapore Tourism Board, hosted its first ever physical event – a grand Holi Bash at Ardour Café in CP, New Delhi. The association was formed during the lockdown as like-minded people came together to form a common platform. The event was well-attended by over 100 plus members (travel agents) and members of the media, who all came in following the new guidelines and protocols. Amidst ‘sanitised’ handshakes and ‘social distancing’, the IATTEIANS were delighted to mingle and interact with one another personally. Mr. Naveen Manchanda, President, IATTE was also present on the occasion to personally meet and greet all its members. IATTE is aimed at promoting responsible and sustainable tourism while bringing India closer to the world. Their main objective is to empower, connect & sustain.







# APPEAL IATO *urges* Tourism Professionals to get VACCINATED

Mr. Rajiv Mehra, President, Indian Association of Tour Operators has made an appeal to all its members and all the tourism professionals to get themselves, staff and their families to register on for **Covid-19** for **vaccination**.

“It is very important for all of us in the tourism and hospitality industry to get ourselves and staff vaccinated at the earliest possible and once the vaccinations is done, same should be conveyed to all your counterparts/foreign tour operators to create confidence amongst them that vaccination programme in India is going on in full swing and all our staff and the frontline workers i.e., airport representatives, drivers, guides, escorts and tourist facilitators, hotel front office, reception and restaurant staff etc. have been vaccinated.”

## Getting Vaccinated will

- Help boost confidence of the Inbound & Domestic Travellers
- Send out a positive message to the World
- Protect travel professionals against Covid

Register yourself and book your slot at the earliest!  
**Do not delay!**





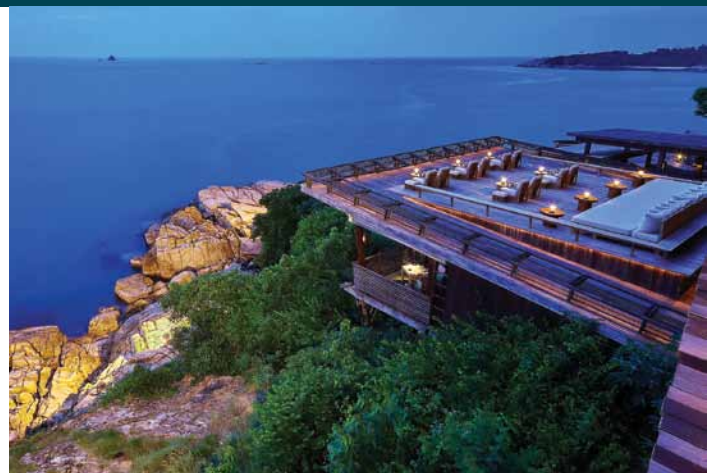
# Heal your Mind, Body and Soul in *Thailand*

We are all living in unprecedented times – ones which we never envisioned. Human lives are being lost in large numbers and even for those recovering, the toll on mind and body is too much to deal with. The weakness, both in our physical self and spiritual remains long after our illness has been treated. Though there are many travel restrictions at the moment, soon the world will start travelling again and maybe then you too would like to take a trip to Thailand to heal your mind body and soul....

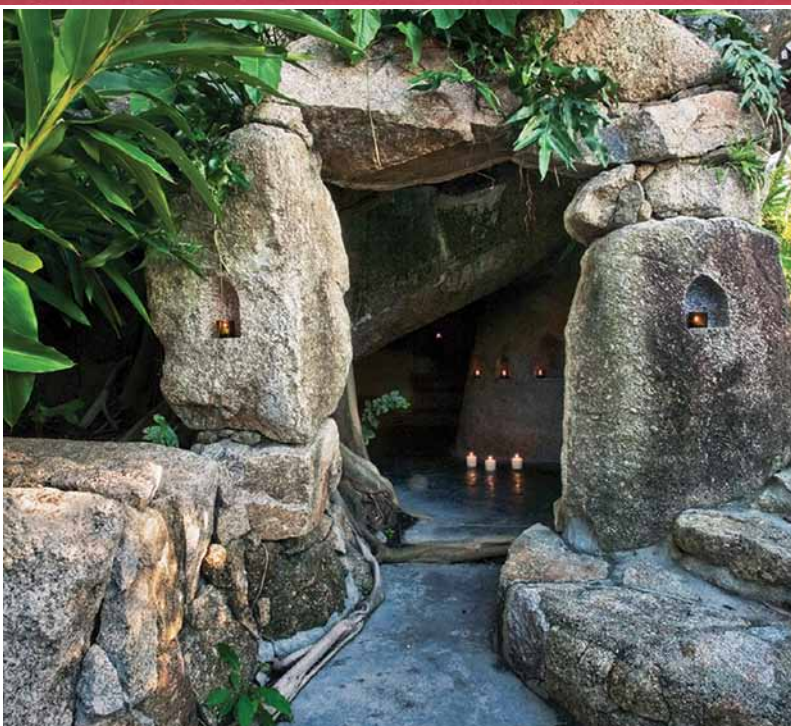
**T**hailand is home to numerous hubs that are best suited for recreational activities and wellness. The quaint towns of Koh Samui, Koh Phangan and Koh Tao are ideal getaways not just for honeymooners, adventurers and luxury travellers but also for those seeking respite from the cacophony of everyday life. Koh Tao is Thailand's best kept secret for adventure lovers. Not just popular as the international diving centre, the island is also known for its tropical coral reefs with species including whale sharks and rays. Spending time on this island is truly a soothing and unique experience. The island of Koh Phangan is best known for its Full Moon parties, which attracts thousands of visitors from across the world. But that's not all – its tranquil waters offers the perfect getaway option, offering an opportunity to rejuvenate one's mind, body and soul. Koh Samui is synonymous with luxury resorts that are plush yet serene, offering you complete solace. The island is often frequented by business travellers who wish to conduct meetings / conferences amidst the lush green nature and offer their delegates a unique opportunity to connect with nature.

## The Sanctuary

On a peaceful beach in Haad Tien Bay on Koh Phangan's east coast, The Sanctuary offers a wonderful location to recharge your batteries by providing affordable cleansing, fasting, and







detoxification programs for 10 days. You can attend healing workshops, take part in daily yoga classes, or treat yourself to a massage in The Sanctuary Spa. The retreat aims to make you more energetic, happier, healthier and to get your body to begin the process of detoxification and healing.

## Six Senses

Right from our beginnings in the early 1990s, Six Senses has been widely recognized for establishing the early benchmarks for the hospitality industry. Just as 2020 may have had a profound impact on people in terms of a greater awareness and mindfulness about life and the “new normal”, for Six Senses, the second half of 2020 was an opportunity to challenge its brand vision: To help people reconnect with themselves, others and the world around them.

The process of ‘reconnecting’ with oneself is entirely personal, which is why they offer lots of choice about how deeply the guests want to immerse. Rituals maintain timeless connections to ancient traditions and cultures while taking a moment to reflect, respect and give thanks. Reconnection Experiences offer close encounters with the local wildlife and communities and timeless ways of living in tune with the natural world.

## Orion Healing Centre

For those who are seeking a transformative experience on a smaller budget, the Orion Healing Centre on Ko Pha Ngan is a great option. At Orion, you’ll be able to immerse yourself in meditative breathing sessions, Yoga classes and reiki healing workshops. You can try out practices like craniosacral therapy, crystal healing, chakra balancing and increase your “vital life force energy” Orion Healing Centre offers the chance for you to transform your life.

## Kamalaya

Kamalaya is located on the south-eastern side of Koh Samui, an upscale wellness sanctuary and holistic spas where you will receive all the guidance you need to achieve a healthy lifestyle. It is designed to be in harmony with the natural landscape and centered around a cave which was once served as a place of meditation for Buddhist monks. Wellness here involves, Thai massage, yoga, and fitness encompassed the resort’s outstanding holistic health programs.

## Absolute Sanctuary

Absolute Sanctuary is Asia’s top wellness resort for fitness, health, lifestyle, weight management and more, managed by AUMA Hospitality. The resort prides itself to be the only wellness fitness resort in Asia. They are the creators of award-winning guest experiences, the benefits of which will last a lifetime. Their crafted programs leverage on our expertise in yoga, pilates, core programs and healthy food programs from being part of ABSOLUTE YOU, the largest health & lifestyle brand in Thailand, to produce effective results. ABSOLUTE SANCTUARY is the place to reconnect with yourself, recharge, revitalize & re-energize. ■





# **“COVID has brought a major shift in the way Railways functioned in the country”:**

## **Dinesh Kumar**





For the longest time in 2020, people were stuck at homes and avoided travel due to the risk of COVID infection. But as the restrictions start to ease up a bit and travelling becomes a little safer, long lost travel plans have started to surface. Public transportation like passenger trains is running at 40% of pre-COVID capacity to match the demands of its increasing riders. If you plan to take a train ride in 2021, your journey won't be the same as you remember. That means no more stops in-between to take a joyride or buying food from hackers on the train.

**Dinesh Kumar Kotha, Co-founder CEO, Confirmkt**

### How railways have streamlined train bookings to prepare for the post-COVID world?

The Railways Ministry has laid out a long list of rules, requesting passengers to follow them strictly. This helps reorganise the operations and allow the passengers to enjoy a safe journey. Let's take a brief look at the few important ones.

- Passengers have to carry their e-tickets/passes. This avoids creation of long queues at the station and reduces the risk of contact.
- Strict security checks have been introduced, eyeing passengers for following social distancing and wearing masks & face shields.
- All low occupancy trains have been discontinued.
- Railways have hiked the prices of platform tickets. This significantly reduces the footfall at stations to avoid the spread of infection.
- Trains no longer stop at stations where zero passengers have to board or get down from. This has significantly increased the speed of trains.
- All railway stations are regularly sanitized to avoid the spread of COVID.
- Passengers are requested to reach the station at least 90 minutes before departure. This allows both (passenger and security staff) to carry out their duties safely and efficiently.
- As COVID cases mount up, Railways have stopped serving food on the trains.
- There are heavy fines for spitting at railway stations and in trains. As we are in the middle of a pandemic, there is no harm in being a responsible citizen.
- The days of 'Tatkal' are over. Passengers must make reservations to board the train. Without it, entry is not possible.
- While booking a ticket, a passenger has to share his complete address. This helps the staff to trace the

person in case of an outbreak on the train.

- All passengers must carry RT-PCR tests within 72-96 hours of train arrival. The timeline of the same varies as per the rules laid down by the chosen destination (Indian State).
- Passengers are permitted to carry limited baggage.
- It's mandatory for all passengers to have the Aarogya Setu app on their phones. In case any traveller has COVID symptoms, he won't be allowed to travel, keeping safety in mind.

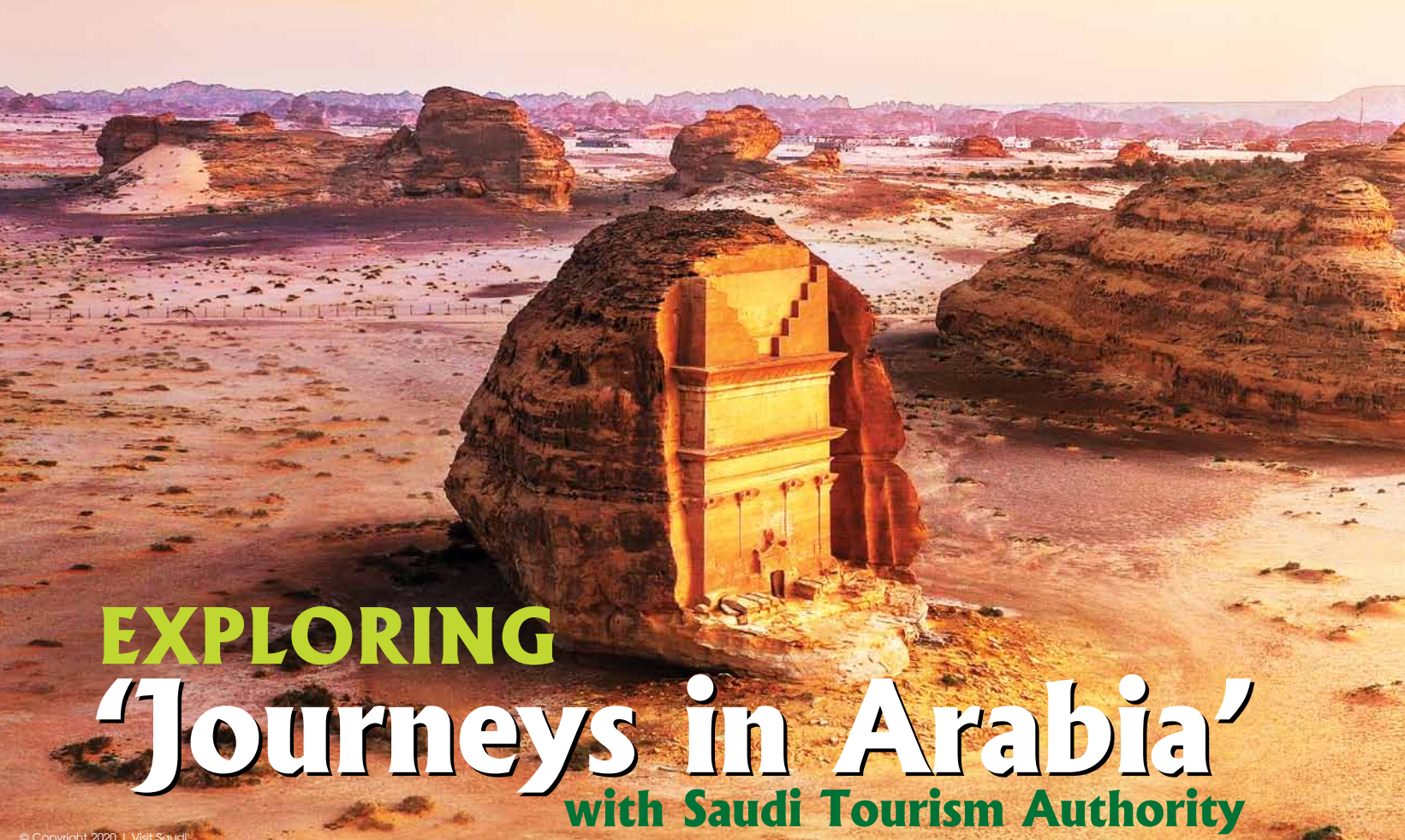
### How have the above rules turned out for the passengers?

No one could have predicted the outbreak of COVID-19. Now that the world is slowly recovering from it, people have to prepare for the post-COVID challenges. Activities like travelling and going to work need to strike perfect sync with social distancing and the safety of others around you. The above rules stated by the Railways Ministry are based on the same principle.

By removing general ticketing for common passengers ticket prices have become multifold. To offer some relief, the Indian Railways has introduced 2S (Second Seating Coaches)'. But it didn't offer any immediate solution. Introducing more and more 2S seats has increased the market size to approx 3X. Currently, with just 40 per cent of the trains operating, daily booking numbers have reached pre-covid levels and many people may not get seats due to the same. That said, travellers should understand that we all are in uncharted waters. To keep everyone safe from the infection, passengers should follow the guidelines listed by the Railways, even if it troubles them a little.

Strangely, COVID has brought a major shift in the way Railways used to function in the country. With online booking, clean stations and less footfall, individuals can expect a positive and a different experience while travelling by train in 2021. ■





# EXPLORING 'Journeys in Arabia' with Saudi Tourism Authority

In an exclusive conversation with officials from Saudi Tourism Authority (STA), BOTT brings to you an overview of their plans to up the tourist numbers to their region, especially from India market.

Priyanka Saxena Ray

**How important is the India market for tourist traffic to Saudi? What are STA's plans to increase tourism numbers over the coming years?**

**STA:** India really set the standard in destination marketing with its Incredible India brand campaign. And it is amazing to think that campaign will be 20 years old next year. And as the tourism market begins to reopen, India will be one of the most significant source markets in the world. We aim to achieve 100 million annual visits to the Kingdom by 2030, made up of both domestic and international travellers.

To achieve this goal, we have developed a comprehensive strategy to drive the number of visits, increase spend and to build a leading tourism brand for Saudi. We have identified 15 priority leisure source markets spanning the GCC region, Asia, North America and Europe. This is broken down further into three target segments, leisure, MICE and spiritual travel. Since opening our doors to leisure tourism in September 2019, STA has unveiled many new destinations and experiences for audiences from home and abroad.

The campaigns highlight what Saudi has to offer today – its rich culture, deep heritage, diversity of





landscapes and unparalleled hospitality. It is the authentic home of Arabia: a place of exploration, of unique experiences. This is what we want the world to discover about Saudi.

### Please share with me some key points from your recently launched campaign?

**STA:** In January 2021, we launched the biggest international destination marketing campaign in the country's history. The goal of our 'Welcome to Arabia' campaign is to build awareness of Saudi in key source markets as a warm, welcoming, fascinating leisure destination that offers a unique and diverse range of cultural, heritage, adventure and nature experiences. Running across North America, Europe, Asia and the GCC, the campaign targets travellers seeking the great outdoors, wide open spaces, inspiring views and authentic experiences. We know that while border and travel restrictions exist for most countries around the world, people are still dreaming of travel and this campaign aims to inspire, so that when travel is able to safely resume, Saudi is top of mind.

### Which segment are you targeting through your campaign?

**STA:** Saudi has a diverse and exciting offering when it comes to culture and heritage. The country is home to five UNESCO World Heritage Sites, and a further 11 sites on the UNESCO tentative list.

As we develop this aspect of our offering, Hegra in AlUla and Diriyah on the outskirts of Riyadh are spotlight projects for tourists considering a visit to Saudi in the coming months.

Hegra, once the southern capital of the Nabataean kingdom, officially opened to leisure tourism in October 2020. Located in AlUla, there are several exciting infrastructure projects in the pipeline, such as French architect Jean Nouvel's luxury resort in the Sharaan Reserve and Singapore luxury hotel group Aman's three

eco-focused resorts. Diriyah, the birthplace of the Saudi state, aims to become one of the region's foremost destinations for historical and cultural knowledge-sharing activities and international events.

### How Covid-prepared are the tourist spots / hotels / attractions in Saudi?

**STA:** We continue to work closely with the Ministry of Health on health and safety standards. The Ministry has put in place comprehensive protocols for establishments to provide visitors and their families with a safe experience, which are aligned with the guidelines recommended by the WTTC.

- Free healthcare is provided to anyone in Saudi Arabia (citizens and visitors alike) affected by COVID-19
- Tracking and testing apps have been introduced to help people assess their health and manage any quarantine requirements
- The Saudi tourism e-visa process is 100% digital, ensuring the reduction of touchpoints ahead of travel and upon arrivals

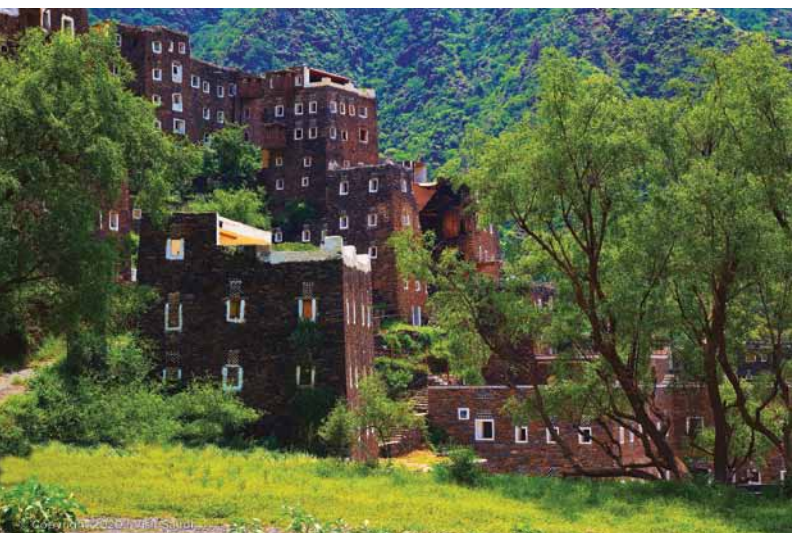
### Is there any more information that you would like to share with us?

**STA:** In alignment with the Ministry of Tourism, STA is rapidly laying the foundations for a thriving tourism ecosystem that will drive economic growth, create inclusive and sustainable employment and attract investment, while preserving the environment and the livelihood of local communities. Our approach is rooted in an understanding that the tourism sector needs to safeguard the environments, cultures and communities that underpin its appeal.

All tourism developments are being examined through the lens of sustainability. The destination scale initiatives like the Red Sea, NEO, Qiddiya, Amaala, AlUla and Diriyah have sustainability at the core and are setting new global standards in managing the relationship between tourism and the environment.

### Can you tell us more about the e-visa and any numbers surrounding its launch?

**STA:** In September 2019, the tourist e-visa was introduced. The launch of the e-visa was a significant milestone in the opening up of the Kingdom. From September 2019 to March 2020, we had issued more than 400,000 tourism visas, and we are confident that we will exceed this target once borders re-open. Visitors from 49 countries are able to apply for the visit visa online, while other nationalities are able to apply for the visa at the Saudi embassy or consulate in their home country. ■





# Know what your stars have in store for you...

As we are aware that Jupiter is transiting from Capricorn (Makara) to Aquarius (Kumbh), how will this transit affect all the 12 signs? The results mentioned below are as per the Lagna Ascendent.



**Priyanka Chopra** is a Vedic Astrologer, a Spiritual Awakener and a social worker. Her purpose is to spread the divine light amongst the darkness engulfing the minds of people. She can be reached at : [priyaastro2019@gmail.com](mailto:priyaastro2019@gmail.com) +91-9650491836



**ARIES**

The transit is happening in the eleventh house of your Chart. Jupiter is transiting from Capricorn to Aquarius. It is aspecting the 3<sup>rd</sup>, 5<sup>th</sup> and 7<sup>th</sup> house. This will enhance the confidence in you with the possibility of getting a promotion. Change will be for good. Disputes happening due to finances with siblings will come with solutions. Possibility of going for further studies also be good.



**TAURUS**

This transit is happening in the 10<sup>th</sup> house of your chart. Jupiter is transiting from Capricorn to Aquarius. It is aspecting the 2<sup>nd</sup>, 4<sup>th</sup> and 6<sup>th</sup> house. It's in the Kendra Bhav, it will give positive results and better prospects. Good period for interviews. Financial gains. It will give good results for the home affairs. Those associated with commission based business in property



**GEMINI**

will grow. Banking and finance will be progressive. As aspecting the 6<sup>th</sup> house will help in clearing debts. Can give issues like diabetes.

This transit is happening in the 9<sup>th</sup> house of your chart. Jupiter is transiting from Capricorn to Aquarius. It is Aspecting Lagna (1<sup>st</sup>) house, 3<sup>rd</sup> house and 5<sup>th</sup> house. Decision making power will be stronger. There will be religious travels. This will help in the enhancement of Luck and Destiny. Results will be received after hard work.



**CANCER**

This transit is happening in the 8<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. It will aspect the 12<sup>th</sup> house, 2<sup>nd</sup> house and the 4<sup>th</sup> house. Sudden monetary gains are expected. Foreign travels will also happen. Import and Export



business will also grow. Few issues regarding wasteful expenses will be seen. Also karmic benefits will be received. Protection of unfavourable situations will be received.



LEO

This transit is happening in the 7<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Very good time for those who are waiting to get married. Business partnerships will be taking a positive role. The aspect will be on the 11<sup>th</sup> house, 1<sup>st</sup> house and 3<sup>rd</sup> house. Profits and Gains are going to be making way to come to you. Religious thinking will make you a positive person. Hard Work will be giving results.



VIRGO

This transit is happening in the 6<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Disease like obesity and Diabetes can be affecting you. The aspect will be on the 10<sup>th</sup> house, 12<sup>th</sup> house and 2<sup>nd</sup> house. Hence it will enhance professional opportunities, foreign travels and luxury expenses and increase financial benefits from Job. It will also help in clearing old debts and court cases.



LIBRA

This transit is happening in the 5<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Its aspecting the 9<sup>th</sup> house, 11<sup>th</sup> house and 1<sup>st</sup> house. Pilgrimages will take place. Support from fathers will give better opportunities. Profits will be received from the stock market. Lot of positivity will be felt. Financial gains will also be seen.



SCORPIO

This transit is happening in the 4<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Its aspecting the 8<sup>th</sup> house, 10<sup>th</sup> house and 12<sup>th</sup> house. This will generate interest in Occult science. Sudden financial gains will be seen. Promotion or financial gain in Jobs will also be seen. Court cases might get some



SAGITTARIUS

Sagittarius: This transit is happening in the 3<sup>rd</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Its aspecting the 7<sup>th</sup> house, 9<sup>th</sup> house and 11<sup>th</sup> house. As this Sign is owned by Jupiter itself so many benefits will be seen from Marital, Religious beliefs and professional point of view. There will be substantial enhancement in these fields.



CAPRICORN

This transit is happening in the 2<sup>nd</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. It's aspecting the 6<sup>th</sup> house, 8<sup>th</sup> house, 10<sup>th</sup> house. Job front will see growth as you will be in a better condition to fight back the enemies at work. Occult science knowledge would be learnt. Professionally in business or job enhancement and growth will be seen. As Jupiter leaves the sign of Capricorn where it becomes debilitated it will be a sign of relief for Capricornians too.



ACQUARIUS

This transit is happening in the 1<sup>st</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Its aspecting 5<sup>th</sup> house, 7<sup>th</sup> house and 9<sup>th</sup> house. This is a wonderful place for Jupiter where it is aspecting all the trinal houses hence giving a positive approach to Love relationships, marriage and religion. There will be an inner growth of the soul if Jupiter is well placed in the Natal Chart also.



PISCES

This transit is happening in the 12<sup>th</sup> house of your Chart. Jupiter is transiting from Capricorn to Aquarius. Its aspecting the 4<sup>th</sup> house, 6<sup>th</sup> house and 8<sup>th</sup> house. This will help in the repayment of loans and solutions with the court cases. Lot of knowledge will be gained as far as Occult science is concerned. Precautions should be taken as far as diabetes and obesity is concerned.



# MoT organises event highlighting ways to tap the tourism potential of J&K

In order to promote the tourism potential of Jammu & Kashmir and to address the various opportunities in the sector, the Ministry of Tourism, Government of India & Department of Tourism, Government of Jammu & Kashmir in association with FICCI (Knowledge Partner), and IGTA recently organised a unique networking platform 'Tapping the Tourism Potential of Kashmir: Another Day in Paradise' in Srinagar.

## BOTT Desk

The Lt. Governor of the Union Territory of Jammu & Kashmir, **Shri Manoj Sinha** and Union Minister of State for Tourism & Culture (I/c) **Shri Prahlad Singh Patel** inaugurated and virtually addressed the delegates at the event. The objective of the event was to showcase the myriad tourism products of the Union Territory of Jammu & Kashmir and promote tourism to Jammu & Kashmir as the destination for leisure, Adventure, Eco, Wedding, films and MICE Tourism. **Shri Arvind Singh**, Secretary Tourism, Government of India; **Mr Baseer Khan**, Adviser to Lt. Governor of J&K; **Mr. Sarmad Hafeez**, Secretary Tourism, Govt. of Jammu & Kashmir; **Smt. Rupinder Brar**, Additional Director General, MoT and other senior officers were also present at the inaugural session.

The event received participation from who's who from the Travel, Tourism & Hospitality sector, key Industry stakeholders and Policy makers from Kashmir and various parts of India.

A special event of one to one B2B meetings was also organised among key industry stake holders from Travel, Tourism & Hospitality Industry of Jammu and Kashmir and the delegates from rest of India at Srinagar. The meetings were attended by local tour operators, hoteliers, houseboat owners, transport companies and other key stake holders of Travel, Tourism & Hospitality from Kashmir as Sellers. The buyers included top notch Tour operators, DMC's, Film personalities, Eco tourism specialists from various parts of India.



Addressing the gathering virtually during inaugural session **Shri Manoj Sinha** mentioned that the UT of J&K will come out with a new policy on Film shooting to attract film makers and promote the region as a hot spot film shooting destination.

Minister of State (IC) Tourism and Culture, Government of India, **Shri Prahlad Singh Patel** mentioned that the abrogation of Article 370 and other subsequent development works has given a big boost to tourist influx in the region.

Speaking on the occasion **Shri Arvind Singh** said that they are keeping no stones unturned to revive tourism for Jammu and Kashmir, the effort started from the winter and the process will continue in summers especially for the domestic tourists. **Mr. Sarmad Hafeez**, on the occasion highlighted some of the historical tourism sites in the region and their importance.

**Smt. Rupinder Brar** mentioned that the rise of domestic tourism is the sign of revival and the conference will deliberate upon the strategies to showcase best tourism products of Jammu & Kashmir to attract domestic tourists. **Dr. G.N. Itoo** made a presentation to the audience showcasing various tourist destinations of Jammu & Kashmir. ■



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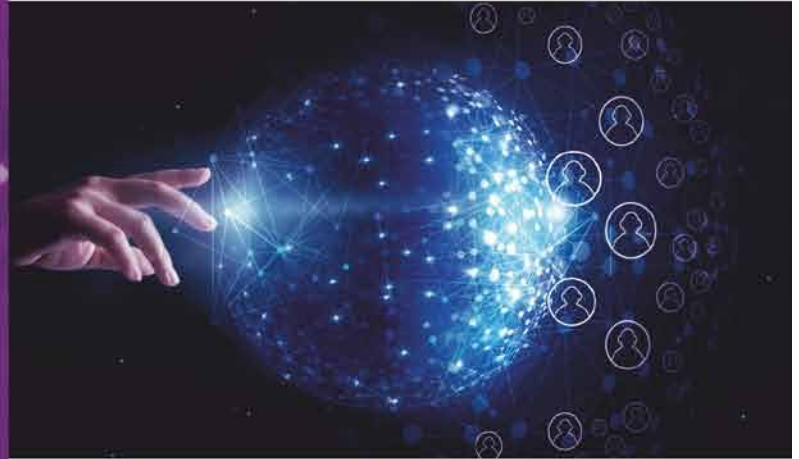
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**India Convention Promotion Bureau**

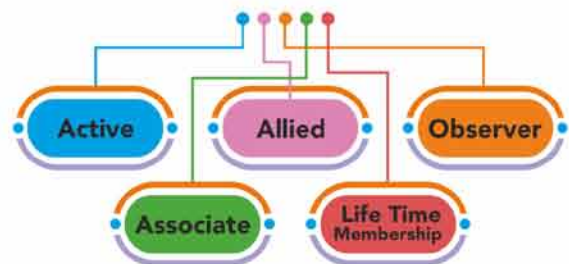
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