



ENGAGE

July-Aug 2023 | Volume 3 | Issue 4



Indian Hospitality@2047 SCRIPTING A NEW INDIA

**Exclusive Insights from HAI-Benori Knowledge Report
VISION 2047: Indian Hotel Industry
*Challenges and the Road Ahead***

WE ADD FLAVOUR TO YOUR BUSINESS

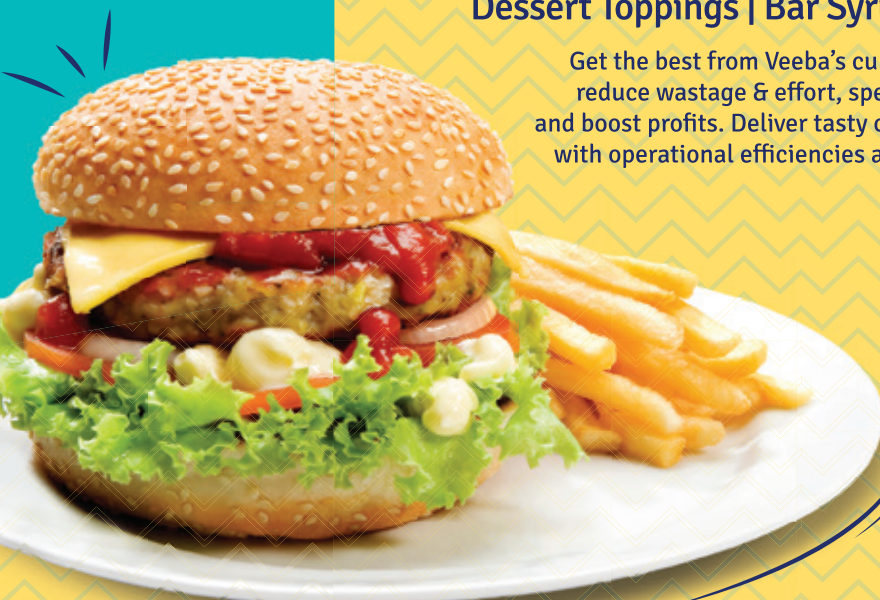
Quality | Taste | Innovation



ONE STOP SOLUTION

**Sauces | Mayonnaise | Seasonings |
Dessert Toppings | Bar Syrups | Cake Mixes**

Get the best from Veeba's culinary experts,
reduce wastage & effort, speed up service
and boost profits. Deliver tasty culinary creations
with operational efficiencies and profitability.



CREATIVE VISUALISATION
SERVING SUGGESTION

©Veeba, Tasty Pixel & Bene Tibi are trademarks of VRB Consumer Products Pvt. Ltd. Packs shown are for creative representation only, actual packs may vary. For further details refer to the pack.
For business enquiries contact: VRB Consumer Products Pvt. Ltd. (formerly Veeba Food Services Pvt. Ltd.) Office No. 101, 1st Floor, Pegasus One,
(Inside Ibis Hotel Complex) Golf Course Road, Sector 53, Gurugram, Haryana 122002 Email: info@vrbconsumer.com | Tel: +91-124-4653250 | www.veeba.in

From the President's Desk



PUNEET CHHATWAL
President, Hotel Association of India
MD & CEO, The Indian Hotels Company Limited

The Indian hospitality sector is on the brink of transformative change. As per the 'Vision 2047: Indian Hotel Industry' report, jointly published by the Hotel Association of India (HAI) and Benori Knowledge, the hospitality sector is on track for an unprecedented boom. The report estimates that the industry's direct contribution to India's GDP will touch \$1 trillion by 2047.

As we look to the next quarter-century, a dramatic increase in hotel demand is expected, particularly in Tier 2 and Tier 3 cities. This growth cannot be sustained without careful planning and effective policies that cater to the sector's needs. The time is ripe for establishing a robust tourism policy structure. With a unified approach, we can expect a rise in both national and international tourist footfalls.

At present, the absence of uniformity of state policies serves as an impediment. While some states have conferred the hospitality sector with 'industry status,' others lag behind, and that stalls growth. To kickstart expansion and encourage investment, a more unified policy stance across the board is needed.

One of the most pressing issues is the necessity for infrastructure status for hotels. This will not only facilitate long-term loans at competitive interest rates but also fuel overall sector growth. Additional stimuli such as tax incentives, lenient land use rules, and cash flow support for Small and Medium Enterprises (SMEs) can be crucial game-changers. With improved infrastructure enhancements like better connectivity, specialized tourism packages, and development grants, the industry will be able to see unprecedented heights.

The Draft National Tourism Policy of 2022 aims to restructure the tourism landscape, providing the necessary base to build upon existing strengths and develop new sub-sectors. Of note is the plan to identify 50 new locations to be developed into prime tourism sites.

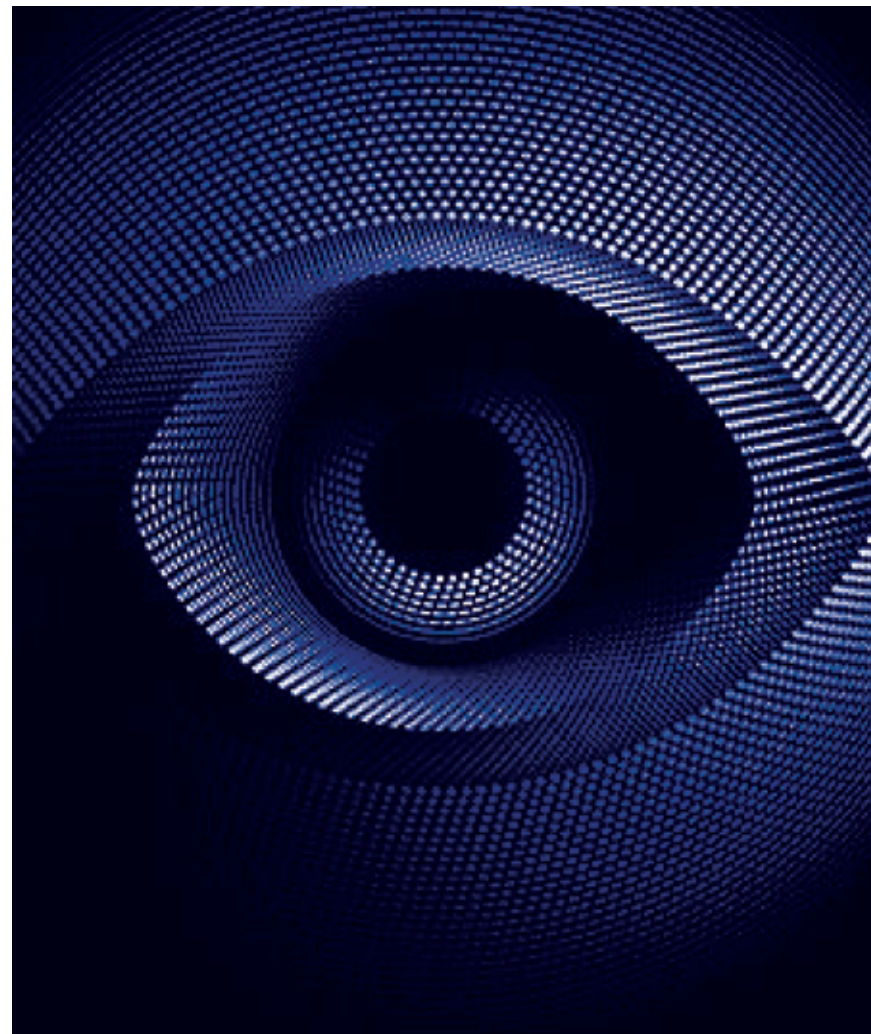
As stewards of this dynamic industry, let's join forces to capitalize on these promising opportunities and contribute to India's growing tourism landscape. **HAI**

CONTENTS

VOLUME 3

ISSUE 4

JULY - AUGUST 2023



Cover Story

Vision@2047 Seizing the Opportunities

India@2047 isn't merely a catchphrase; it represents India's targets, steering all sectors towards its transformation into a global force to reckon with. With changing geopolitics, and India's unique achievements in all sectors, including space, the world's gaze is turning towards India. The Indian Hospitality sector has the chance to propel itself into a \$3 trillion tourism economy.



Leader Speak

“For transformative change, there has to be the creation of right policies”

In an exclusive interview with HAI Team, **Puneet Chhatwal**, President HAI & MD & CEO, IHCL, talks on the opportunities and challenges in the sector.



Guest Column

“We must do carrying capacity studies for all destinations”

Rakesh Mathur, President, Responsible Tourism Society of India, and a seasoned Hotel luminary, talks about the sustainable initiatives of the society, the imperatives of making sustainability centre stage, as well as the need for responsible traveller campaigns. Excerpts from the interview.

Health

Millets on Platter



Embracing sustainability with a gourmet twist, Oberoi Hotels leads the way by weaving millets into its delectable culinary tapestry. Oberoi Corporate **Chef Satbir Bakshi** gives an expert twist.

Destination

LADAKH: The Crown of India

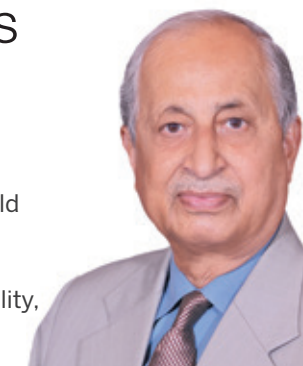
We turn the focus northwards to the magnificent sprawl of Ladakh, a hotbed of culture, heritage and adventure tourists.



The Last Word

The Future is not What It Used To Be

While vision for 2047 should be steady, its supporting action should be open to constant review and flexibility, to respond to emerging changes.



30



HOTEL ASSOCIATION OF INDIA

Copyright@Hotel Association of India, New Delhi
Volume 3, Issue 4, July- August 2023
Edited, Printed and Published by
Hotel Association of India
B 212-214, Somdutt Chambers-1,
Bhikaji Cama Place,
New Delhi-110066, India
T +91 11 26171114, 26171110
info@hotelassociationofindia.com
hai@hotelassociationofindia.com
www.hotelassociationofindia.com

PRINTED AT
Thomson Press (India) Limited
Delhi-Mathura Road, Faridabad -121 007, Haryana

EDITOR & PUBLISHER
Hotel Association of India
info@hotelassociationofindia.com

CONSULTING EDITOR
Kunal Advant

CONTENT & MARKETING



editorhai@consociaadvisory.com

DESIGN
Anthony Lawrence
anthonylawrance@gmail.com

EDITORIAL ENQUIRIES
(concerning reproducing of article)
editorhai@consociaadvisory.com

ADVERTISING ENQUIRIES
info@consociaadvisory.com

DISCLAIMER

All information in HAI ENGAGE is derived from sources, which we consider reliable. The contents of this publication contain views of authors and are not the views of HAI ENGAGE.

The information given is as available at time of interview/ printing as it may have changed since then.

All rights reserved. Reproduction strictly prohibited. Material appearing in HAI ENGAGE cannot be reproduced in whole or in part without prior written permission. The same rule applies when there is a copyright or the article is taken from another publication. Publications reproducing material either in part or in whole without permission would face legal action. The publisher assumes no responsibility for returning unsolicited material nor is he responsible for material lost or damaged in transit. Any material submitted to HAI ENGAGE will not be returned.

All advertisements must comply with the Indian Advertisements Code as well as the Advertisements Code of South Asia. The publisher will not be liable for any damage or loss caused by the late publication, error or failure or advertisement or editorial to appear.



Honorary Secretary HAI, J.K. Mohanty honoured

J K Mohanty, CMD, Swosti Group & Chairman of Hotel & Restaurant Association of Odisha, was awarded the Honoris Cause by the Kalinga Institute of Industrial Technology (KIIT). The honour was conferred by the Governor of Odisha, Sri Ganeshi Lal, in recognition of Mohanty's outstanding contributions to the growth of tourism in Odisha.

Vice President HAI, K.B. Kachru unveils his first book

K B Kachru, one of the most respected hospitality veterans of the country, has published his first book, "Humility and Agility : A life of a Hotelier". He has shared his extraordinary five-decade journey, including the lessons learnt in the course of his career. An admired industry leader, Kachru demonstrates a variety of behaviours that leaders may imbibe. The book traces the evolution of the hotel industry and the changing landscape thereof.



HAI mourns loss of Vincent Ramos

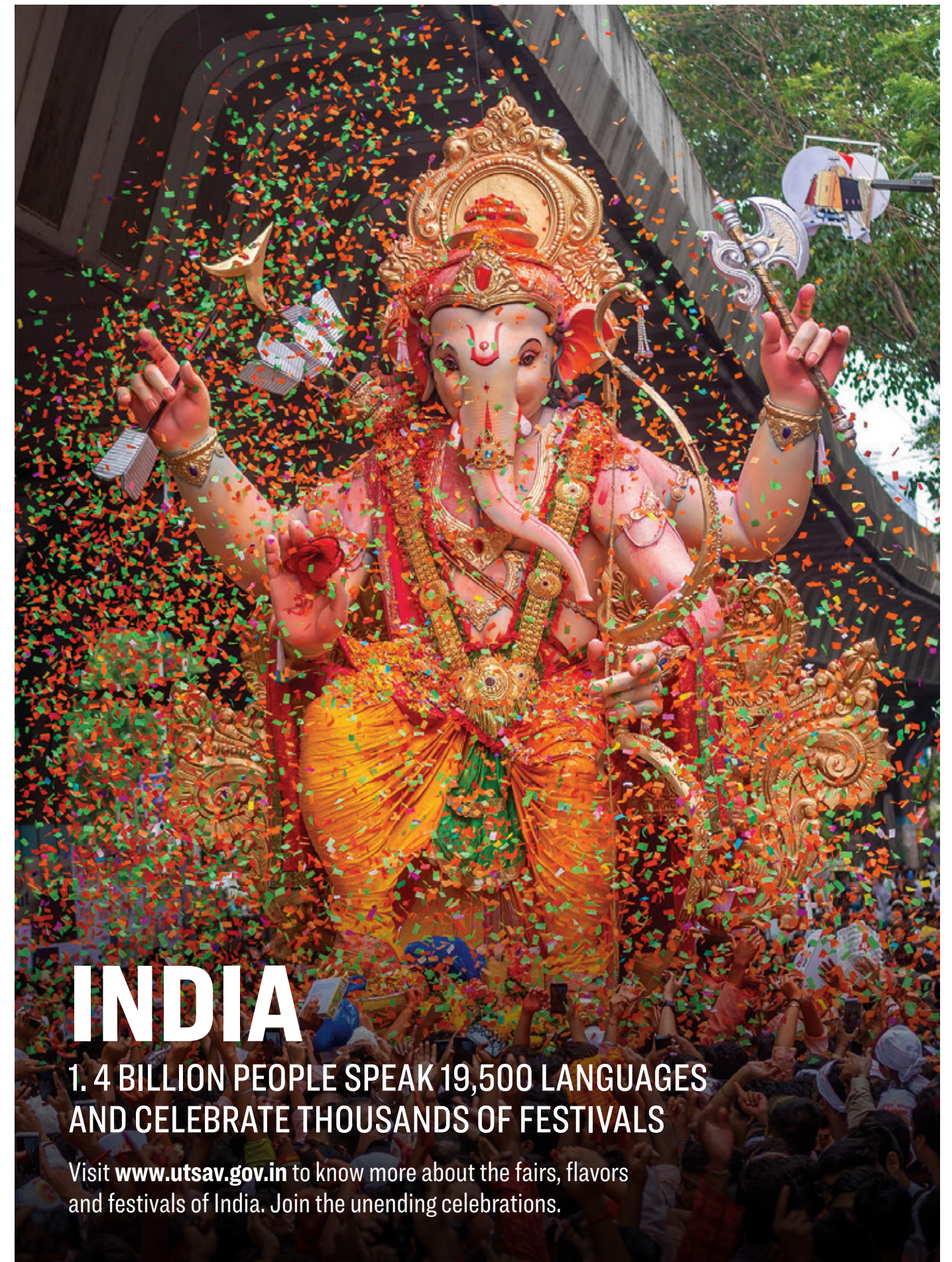
The Hotel Association of India (HAI) is deeply saddened by the untimely demise of Vincent Ramos, Senior Vice President, IHCL. Ramos was a well-known name in the hospitality industry. His contributions to the HAI State Chapter were invaluable. He will be missed dearly.



UHNIs, corporate businesses set to lead hotels sector

The next phase of growth for the booming hospitality sector is expected to witness a shift in ownership, with traditional realty developers ceding ground to professionally managed businesses such

as corporate houses, private equity firms and ultra-high net worth individuals (UHNIs), according to a JLL India research report, titled The Great Indian Hotel Sector Boom Amid GDP Growth.



INDIA

1. 4 BILLION PEOPLE SPEAK 19,500 LANGUAGES
AND CELEBRATE THOUSANDS OF FESTIVALS

Visit www.utsav.gov.in to know more about the fairs, flavors and festivals of India. Join the unending celebrations.

SRM-IHM, Wyndham Hotels sign pact



SRM University-Institute of Hotel Management (SRM-IHM) has announced a strategic alliance with Wyndham Hotels & Resorts, a global leader in the hotel industry. The four-year Memorandum of Understanding (MoU) signed between the institutions will cover areas relating to Academia Industry Partnership, including the representation of Wyndham Hotels & Resorts on the Board of Studies Committee of SRM-IHM as well as internship and placement opportunities for students at Wyndham Hotels & Resorts properties across the region. As part of the partnership,

Wyndham Hotels & Resorts will assist SRM-IHM in delivering sessions on professional excellence by participating in guest lectures and workshops moderated by corporate employees and hotel GMs. Wyndham Hotels & Resorts will also facilitate tailored internship and placement opportunities at their hotels in the region. Detailing his vision, Dr Ravi Pachamothoo, Chancellor of SRM University Stated, stated: "At SRM University, we strongly believe in industry-relevant quality education and providing skills to the students which make them ready for the real world."

Marriott to post over \$1 bn revenue in India

Marriott International, the world's largest hotel chain in terms of number of rooms, will shoot well past a billion dollars of top line revenue in India this year. Rameev Menon, president, Asia Pacific (excluding China) at Marriott International, told ET that the growth of the hotel chain in India has been inspiring.



Kashmir gaining popularity as a travel destination post pandemic

As a travel destination, Kashmir is re-gaining popularity, more so for Adventure Tourism. This comes on the back of swelling tourist numbers into the Union Territory as well as greater emphasis from the Central Government and the UT Administration. The recent G20 meeting held in the Union Territory provided a boost to tourism in the region, and showcased the region's attractiveness and potential as a destination for MICE and wedding tourism. The Government has announced a record budget allocation for the tourist sector in Jammu and Kashmir in FY24. The allocation of Rs 786 crore is Rs 509 crore higher than that of the previous FY. In addition to Srinagar and Gulmarg, many top hospitality brands have started operations in Sonmarg and other famous spots in the Valley.



THSC to analyse skills gap



Expecting a bumper festive quarter, the hospitality sector is hiring talent for different roles across hotels & restaurants. The Tourism and Hospitality Skill Council (THSC) is conducting a study to analyse the skills gap in the industry nationwide.

Enhance your property's guest experience with Magzter Smart Reading Zone®

Go Green with Magzter and offer your guests contactless and unlimited access to 7,500+ magazines and newspapers anywhere inside your property



Magzter Smart Reading Zone® - There's something exciting for everyone



Families



Leisure Travellers



Backpackers



Business Travellers

Our Existing Hospitality Sector Clients



Exclusive limited period offer available for hotels

Contact now to get a free trial



Chander Shekhar



+91-7011580422



chander@magzter.com

“For transformative change, there has to be the creation of right policies”



In an exclusive interview with HAI Team, **PUNEET CHHATWAL**, President HAI & MD & CEO, IHCL, talks on the opportunities and challenges in the sector.

What's your broad vision for Tourism@2047?

With a rich history going back centuries, India has always charted its own path. Owing to its immense potential, expansive resources, and a strong talent pool, the country is on a growth trajectory. As we plan for the *Amrit Kaal* of growth to complete 100 Years of Independence in 2047, there is a tremendous opportunity for India to become one of the world's top three economies. This will be further boosted by India's travel and hospitality sector, which will continue to grow in the coming years, buoyed by the country's diverse offerings and a burgeoning aspirational middle class.

The government needs to fund tourism directly, instead of dovetailing it with infrastructure like roads and transport

If developed strategically, led by global standards and a focus on sustainability, the sector will play an even more pivotal role in contributing towards the economy and job creation, as India continues its journey to become a nation to reckon with on the global stage.

As people's incomes increase, the desire for new entertainment options and better experiences will also rise. As this growth pans out, travel and hospitality would move to experiential products, to appeal to the largest chunk of the population.

How can the sector be reimagined? How can the government help in this?

For transformative change, there has to be the creation of the right policies that encourage supply-side growth, provision of tax and investment benefits for hospitality, and so on. While travel and hospitality are designated as industries by the Centre, the states do not have consistency on that front. As a result, we don't get benefits as an industry uniformly. For, example electricity costs—a large chunk of Hotel expenditure—differ across all states.

The government needs to fund tourism directly, instead of dovetailing it with infrastructure like roads and transport. Loan support on easy market terms for the smaller and medium players in the industry is a welcome move.

Next, to beat competition globally, we need a reimagined Incredible India campaign and the creation of tourism board offices abroad that can take the message of a resurgent India further. We are not just an exotic land, we are also a progressive nation—our size and demographics (being among the largest markets in the world) and a huge variety of offerings, along with outstanding hospitality, should be able to pique growing interest among foreign travellers. Rebates on Tax for domestic spending on tourism and GST/VAT refunds for foreign tourists spending in the country will definitely enhance India's appeal among foreign travellers.

The Hotel Association of India's latest study anticipates the growth of the industry to be at 11%, 13%, and 15% in the short, mid, and long term. The direct

Indian hospitality is one of our greatest cultural assets and an important cog in the wheel of the nation's development. We need to fully leverage all that we have to make even greater gains

contribution of the hotel industry to the GDP was \$40 billion in 2022 and is expected to reach \$68 billion by 2027, and \$1 trillion by 2047, as per the report. Thus, tourism will be one of the most important pillars of the nation's growth with a huge multiplier effect on economic prosperity and employment generation.

Indian hospitality is one of our greatest cultural assets and an important cog in the wheel of the nation's development. We need to fully leverage all that we have to make even greater gains, for all stakeholders, the industry, the workforce, and the nation's economy.

How to explore MICE tourism potential to the fullest, especially for global conventions?

The G20 meetings are already underway, and fortunately, they're not solely focused in metropolitan areas. By distributing these events across the nation, local governments are motivated to enhance their infrastructure, subsequently bolstering tourism. To achieve the ambitious target of welcoming 100 million international tourists by 2047, we must spotlight not just popular destinations, but also the hidden gems—ancient castles, stunning murals, and diverse local cultures and landscapes that await discovery.

Thoughtfully orchestrated tourism can propel growth of economies, create quality employment, and generate tax revenue, all while respecting local communities and preserving ecosystems. The hospitality industry in India accounts for 10% of direct employment and supports millions more indirectly, serving as a barometer of the nation's well-being. We need to act fast to capitalize on G20 as a pivotal moment for us.

What for you are the top opportunities in Indian hospitality at present? What are the gaps that can be plugged in?

Though the industry has a larger inventory of branded rooms in key

metro cities, they continue to be underserved. With the addition of new micro markets, there is scope for adding more rooms across segments. As per industry reports, the smaller cities with a lesser share of branded rooms too have witnessed almost a 50% growth in the last decade.

At the pace at which hospitality is booming, the industry needs to expand and explore opportunities in the Tier 2 & 3 markets in addition to the metropolitan cities.

India today has a chain-affiliated room inventory of 1,73,000 which is expected to grow to 2,34,000 by 2026. Despite this addition, we will continue to be underserved in comparison to major lodging markets. The combined supply of Dubai and Singapore—much smaller nations—exceeds 1,95,000 rooms.

And the top challenges? Indian hospitality has been plagued by issues such as capital availability, infrastructure, inflation, competition, government policies, lack of brand awareness or brand loyalty, disruptions and now a significant staff shortage, etc. How do you address these?

India is witnessing an increase in infrastructure across railway and roadways, air networks, and better connectivity is anticipated with the announcement of 220 new airports, more highways, bridges, and hi-speed trains. This will offer the much-needed internal connectivity and accessibility to multiple new destinations and tourism circuits making tourism and travel a pillar to drive sustainable economic growth across India.

The sector has got a few boosters in recent years and several Indian states have granted industry status to tourism. It is imperative that we recognize the tremendous opportunity for the tourism sector in India, which if developed strategically, can help the nation be among the top three global economies while boosting prosperity and employment generation. **HAI**

Vision@2047 Seizing the OPPORTUNITIES

India@2047 isn't merely a catchphrase; it represents India's targets, steering all sectors towards its transformation into a global force to reckon with.

With changing geopolitics, and India's unique achievements in all sectors, including space, the world's gaze is turning towards India. The Indian Hospitality sector has the chance to propel itself into a \$3 trillion tourism economy.

Team HAI Engage



HAI met the hon'ble secretary (tourism), Mrs V Vidyavathi, recently and presented her with a copy of the report "Vision 2047-Indian Hotel Industry-Challenges & The Road Ahead".

The delegation comprised HAI Vice President, Mr K.B. Kachru, Chairman Emeritus and Principal Advisor, South Asia Radisson Hotel Group, Secretary General Mr M.P Bezbaruah, HAI Founding Members Ms Priya Paul, Chairperson, Apeejay Surrendra Park Hotels Limited,

Dr Jyotsna Suri, Chairperson, and MD, Bharat Hotels Limited,

Mr Ajay K. Bakaya, HAI Fellow Member & Managing Director, Sarovar Hotels Pvt. Ltd., Mrs Charulata Sukhija, Deputy Secretary General, HAI.



"Convergence of efforts at different levels and collaboration between the government and private stakeholders will be the key to the successful realisation of the vision of creating jobs and contributing to the national growth story"

PUNEET CHHATWAL
HAI President and Managing Director & CEO, IHCL

national and international tourist footfalls and 100% FDI. The HAI's long-standing demand for infrastructure status to hotels will facilitate loans at competitive interest rates, boosting the industry's growth. Currently, different states have different policies when it comes to tourism, while some have given the sector an industry status, others have not.

Says **Puneet Chhatwal**, HAI President, and Managing Director & CEO, IHCL, "Convergence of efforts at different levels and collaboration between the government



Goal setting is vital to ensure growth. The Government of India has announced visionary plans for India@2047, when the country would complete 100 Years of Independence. But "India@2047" is more than just a slogan; it's a goalpost for India, to ensure that all sectors keep the track, for India to become a global powerhouse, with the size of the economy around \$35-40 trillion. With changing geopolitics, and many international companies looking to veer away from China, the spotlight is on India.

To seize the opportunities and to pursue transformative growth as against a conservative, linear growth, all stakeholders need to make sure the ball does not drop. The tourism & hospitality sector is vital to India's growth, and directly accounts for 10% of the

overall employment while contributing to 8% of the GDP.

As per a recently released HAI report (engaged with Benori Knowledge), the contribution of the hotel industry to the GDP was \$40 billion in 2022 and is expected to reach \$68 billion by 2027, and \$1 trillion by 2047. The report anticipates the growth to be at 11%, 13%, and 15% in the short, mid, and long term for the hospitality industry. The sector is poised to contribute \$1,504 billion to the country's overall GDP by 2047, from \$65 billion in 2022. The report highlights that to reach the \$3 trillion economic target by 2047, the tourism and hospitality sectors will need policy support, ease of doing business, and infrastructure status. There is an urgent need for a robust tourism policy structure; a rise in



KEY GOVT INITIATIVES

- 100% FDI (Foreign Direct Investment) allowed through the automatic route in the tourism sector.
- A five-year tax holiday has been offered for 2, 3 and 4-star category hotels located around UNESCO World Heritage sites.
- Swadesh Darshan to promote domestic tourism, and the PRASHAD (spiritual tourism) scheme for temple circuits.
- In 2019, the government reduced GST on hotel rooms with tariffs of Rs 1,001 to Rs 7,500 per night to 12% and those above Rs 7,501 to 18%.
- In the 2019-20 budget, the government intro-

duced a Tax Refund for Tourists (TRT) scheme in line with countries like Singapore to encourage tourists to spend more in India and boost tourism.

- To enhance India's soft power, the government plans to develop 17 iconic tourist sites in India into world-class destinations. These include Taj Mahal and Fatehpur Sikri (Uttar Pradesh), Ajanta & Ellora (Maharashtra), Humayun's Tomb, Red Fort and Qutub Minar (Delhi), Colva (Goa), Amer Fort (Rajasthan), Somnath and Dholavira (Gujarat), Khajuraho (Madhya Pradesh), Hampi (Karnataka), Mahabalipuram (Tamil Nadu), Ka-

ziranga (Assam), Kumarakom (Kerala) and the Mahabodhi Temple (Bihar).

- E-visas are now available in 171 countries and are divided into five categories: *'e-Tourist visa,' 'eBusiness visa,' 'e-medical visa,' 'e-Medical Attendant Visa,' and 'e-Conference Visa'.*
- In line with the Prime Minister's vision to boost domestic tourism and to reduce the dependency on inbound travel market, the Ministry of Tourism launched "DekhoApnaDesh" program.

- The tourism and hospitality industries employ a large number of gig workers. On September 29, 2020, the Ministry of Law and Justice passed the Code On Social Security, 2020. The Code brings the unorganised sector, gig workers and platform workers under the ambit of social security schemes, including life insurance and disability insurance, health and maternity benefits, provident fund and skill upgradation. Workers in the gig economy will have to update their details on a web portal to avail social security benefits, and gig firms will have to submit contribution towards a fund through self-assessment, according to draft labour rules published by the Central government.

"India Vision 2047 is for a \$3 trillion tourism economy and a million international tourist arrivals. The hospitality sector will play a pivotal role. The HAI-Benori report takes a look at the road ahead and the challenges, highlighting the policy interventions required to support the rapid growth of hotels to meet the targets of tourist inflows-both domestic and foreign"

KB KACHRU

Vice President, HAI, and Chairman Emeritus and Principal Advisor (South Asia), Radisson Hotel Group



and private stakeholders will be the key to the successful realisation of the vision of creating jobs and contributing to the national growth story. As the industry equips itself to face the new challenges aiming to achieve greater heights and recognition globally and redesign itself to be an important pillar of national development goals, the HAI-Benori report will be a very useful reference and guide."

About the report, **KB Kachru**, Vice President, HAI, and Chairman Emeritus and Principal Advisor (South Asia), Radisson Hotel Group, says: "India Vision 2047 is for a \$3 trillion tourism economy and a million international tourist arrivals. The hospitality sector will play a pivotal role. The report takes a look at the road ahead and the challenges, highlighting the policy interventions required to support

the rapid growth of hotels to meet the targets of tourist inflows-both domestic and foreign."

The long-awaited National Tourism Policy is expected to be introduced this year, and that will help to iron out some of Hospitality sector's challenges, particularly regarding incentives for investments. Rationalisation of GST in hotels; reduction of minimum alternate tax (MAT) from 18% to 15% in 2019; reduction of Corporate Tax to 25% for hotels and many such policies have been beneficial. Last year, GST Council announced that even hotels that charge below Rs 1,000 a day will come under the GST net. High taxes discourage growth, and a holistic approach is needed. There is also a strong imperative to look at the supply side, like air seat capacity, accommodation, and carrying capacity of known destinations.

It is pertinent to recall that 32 years after planned development started in the country, in 1982, the first National Tourism Policy was adopted. The Eighth - Five Year Plan (1992-97), among other things, suggested that “the future growth of tourism should therefore be achieved mainly through private initiative.” Over the years, the government has acknowledged Hospitality and Tourism’s long demands for “industry status” and “infrastructure status”, putting tourism in the concurrent list, and so on. But a lot more work still needs to be done, and uniformity in policies is needed across all States, for Hospitality to truly flourish.

A lot has happened in the last few months that shows that all stakeholders are determined to stay on the path. The Ministry of Tourism organized a 2-Day National Workshop, called Chintan Shivir, on “Tourism in Mission Mode: Convergence and Public - Private Partnership” to brainstorm on some of the most critical topics in the sector, on 28-29 March, 2023, New Delhi. Some of the key outcomes of Chintan Shivir are given in the *Box* (below).

Convergence of government programs in developing different sectors, developing homestays, souvenirs, and Tourist Guides and

developing Adventure Tourism and Rural Tourism in the country were among the main discussions at the Chintan Shivir. Adventure Tour Operators Association of India (ATOAI) Vice-President Vaibhav Kala presented the Mega Trails project. The project leverages India’s natural advantages, for sustainability, employment and differentiation. Kala spoke of the power of enhancing tourism in remote regions, that can lead to greater employment, economic development and responsible & sustainable tourism.

Over 200 G20 meetings are being held in over 60 cities this year. Decentralisation of

these meetings mean that not just the bigger cities, but even small cities have the opportunity to showcase their offerings to the international visitors. The G20 Tourism and SDG Dashboard is a pioneering initiative developed in collaboration with UNWTO. An exclusive seminar on the “Importance of Travel & Tourism to the G20 Economies” was organized by the Ministry of Tourism in Goa on 21 June 2023 in association with World Travel and Tourism Council (WTTC) and United Nations World Tourism Organization (UNWTO). The G20 countries and all other stakeholders made a firm commitment to the goal of Sustainable Tourism. Recently, the

TARGETING TOURISM

Key highlights of the 2-Day National Workshop, Chintan Shivir, on “Tourism in Mission Mode: Convergence and Public - Private Partnership”, held in March, in New Delhi:

- Industry aspirations for a \$3 trillion GDP in 2047
- Grant of Industry Status to Tourism & Hospitality sector by Rajasthan to be taken up for replication by other states
- A more focused state tourism policy benchmarking exercise will be taken up with less parameters and more rigour
- A working group to go into various aspects of ease of doing business in Tourism and Hospitality
- Destination profiles to be created to attract private investment
- Lakshadweep as a success story for public private partnership (PPP) to be used for replication
- Impetus to India as MICE and Wedding Destination & launch of national marketing campaigns
- MICE-Hyderabad Convention Promotion Bureau, a model for destination-level convention bureau
- Ministry to engage with UNWTO for capacity-building tourism investment strategy
- Ministry to pursue strong engagement with startups
- NIDHI plus will be positioned as the National Tourist Services Portal and linked to Incredible India for SEO
- ATITHYAM, a major transformative initiative from Gujarat Tourism, to be replicated at the national level
- Convergence, inter-ministerial working groups set up to develop convergence matrix, in the key areas of connectivity and infrastructure, tourism



products and experiences, skill development, regulatory reforms and ease of doing business

- Homestays: one nation, one registration to be pursued
- Centre of Excellence for Best Practices to be explored to benchmark, replicate and scale up

best practices by the States and Industry

- Rural Tourism Cluster Development model to be developed
- Mega Adventure Trails: to be developed in partnership with MoEFCC, MHA, Civil Aviation and States
- Model Law on Adventure Tourism: to be finalised
- Adventure Tourism Rescue Centre: to be finalised
- Challenge mode for selection of 50 destinations as per budget announcement presented to the States.

SCO Tourism Ministers' meeting was held in Kashi (Varanasi), which has been designated as the first cultural capital of SCO. All these are government attempts to get the world looking at India as a MICE destination.

There's a lot we have to offer. World heritage sites, national parks, tiger reserves, exotic lions, the Taj Mahal, hill forts and palaces, spiritual sites, Himalayan hills, sun-kissed beaches, colonial towns, award-winning Hotel, and many such unforgettable experiences beckon tourists to India. Add to this, niche products like the adventure circuit, medical tourism, wellness, sports, MICE, eco-tourism, film, rural, religious tourism, cruises, art and craft expos, yoga & ayurveda, culinary and cultural bonanzas that differ in each region... there is enough in India to wow the visitor any time of the year. The United Nations declaring June 21 as International Yoga Day with unanimous support from 175 countries shows the appeal of the country globally.

Tourism has been termed in the Union Budget 2023-24 speech by Union Finance Minister Nirmala Sitharaman as a key sector that holds opportunities for jobs and entrepreneurship and has a big potential. In Budget 2023-24, out of the total Rs 2400 crore allocated to Ministry of Tourism, major portion of the outlay amounting to Rs 1742 crore is allocated for development of tourism infrastructure and an amount of Rs 242 crore for promotion and branding. An outlay of Rs 1412 crore has been allocated for the Swadesh Darshan Scheme.

We can also take a leaf out of other international tourism offices. For example, the Swedish Tourism Board came up with a lovely incentive for its tourists: a free cake for those cycling in their cities rather than using fuel-guzzling modes of transport; Visit Flanders, the tourism organisation representing Northern Belgium, has the mission of creating an "economy of meaning", that includes among

other initiatives, linking visitors with locals who share their passions for things like history or food and making story telling central to its sites.

To spread the message of e-visas, a marketing thrust across all overseas markets along with other initiatives like ease of doing business, will go a long way in boosting foreign travel. Taking all along, the People & the Planet will be vital, in the *Amrit Kaal* of growth. Sustainability, circular economy, conserving water and energy, reducing plastics, Public-Private handshake, and increased digitisation will be fundamental to growth. The digital is seeping into all businesses, and our success hinges on the speed of its integration, promoting adaptability and responsiveness. Under G20 Tourism Track, the Tourism Working Group is working on five interconnected priority areas. These are key building blocks for accelerating the transition of the tourism sector and achieving the targets for 2030 SDGs. These are:



We spoke to a few industry leaders.

Dr Jyotsna Suri, Chairperson & MD, Bharat Hotels Limited, says that by 2047, Indian Hospitality will be at its peak. "The industry will embrace technology and sustainability, while not losing the human touch. It will be an era of travel where guests' desires will be met with precision, yet with responsibility towards the environment. Smart technologies will erase the language and culture barrier. People will enjoy inclusive and immersive experiences. The industry will recognize the importance of diversity and inclusion."

About increased digitisation, she says: "While AI and technology will undoubtedly enhance efficiency, it cannot replace the warmth and personal touch of people, and that will remain irreplaceable." She adds: "The top talent attraction and retention strategies would be, career development, compensation rewards and values and culture of the organisation. Institute

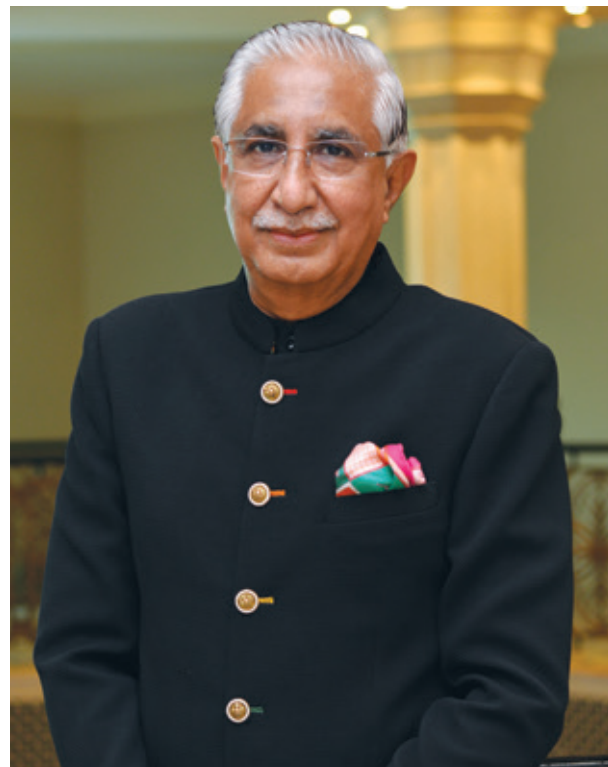
curriculum should be in sync with emerging technologies and sustainable practices. Industry partnerships for internships and real-world exposure can help students prepare for the demands of the hospitality sector." The industry, she says, will reinvent itself to provide exceptional services. "The government has been very encouraging and supportive. India's Hospitality industry is on track to reach \$1 trillion by 2047. The government should offer more Public-Private Partnership (PPP), provide incentives for eco-friendly initiatives and innovation." About smaller hotels she suggests, they should be focusing on their unique selling propositions, personalized guest experiences, and should leverage digital marketing to reach broader audiences. "Collaborations with local businesses and using innovative technologies will allow small hotels to thrive," she says.



"While AI and technology will undoubtedly enhance efficiency, it cannot replace the warmth and personal touch of people, and that will remain irreplaceable"

DR JYOTSNA SURI
Chairperson & MD,
Bharat Hotels Limited

Nakul Anand, Executive Director, ITC says: “Indian tourism will see a quantum leap by 2047. India has the potential to go up to \$3-trillion tourism GDP output by 2047. This will be driven by 10 times increase in FTAs from 11 million (2019) to 100 million by 2047, a similar jump in domestic tourism, from 2.3 billion (2019) to 20 billion, a quantum growth in branded accommodation and an increase in tourism infrastructure creation across airports, ports, railways, destinations and attractions. All of these demand and supply drivers should put Indian tourism firmly on the track to proportionately increase more



“Aggressive international marketing, enabling a friendlier tax regime and investment climate will usher in higher capital into the sector. Both the central and the state governments have a pivotal role to play in this”

NAKUL ANAND
Executive Director, ITC Ltd

than 10-15 times its tourism GDP from ~ 0.2 tn in 2019.”

The sector can be reimagined, he says, by adding new destinations across segments like adventure, MICE, heritage and spirituality. “All destinations need to be upgraded with better connectivity and aspects of sanitation and safety. Aggressive international marketing, enabling a friendlier tax regime and investment climate will usher in higher capital into the sector. Both the central and the state governments have a pivotal role to play in these. PPP in tourism is already paving the way forward; homestays illustrate this beautifully. Such opportunities will engage even the last denominator of the tourism cycle.”

Says **Kamal Kant Pant**, Principal, IHM Pusa: “I see three important factors playing out which will realize the objective of tourism becoming a \$3 trillion industry by 2047. India’s tourism potential is not as much in the foreign tourist arrivals as much as in the domestic market. The continental size of the country with diversity of mammoth proportions, fuelled with the increasing purchasing power of the middle class, is going to get ten domestic tourists for every single overseas tourist. Also propelling tourism will be the centre-stage which India is enjoying in the new world order, post Covid-19 pandemic. India’s economic performance has been stellar in comparison with the struggling major economies of the world. This has transformed the image of our country, making it interesting to the people around the world, for business and for leisure. Coupled by the soft power of India, increasing number of people are going to line up to our shores.”

He adds: “Four A’s are the precursors for the popularity of a tourism destination. They are Attractions, Accessibility, Accommodation and Amenities. Attractions like the Statue of Unity, War memorial, the



“Four A’s are the precursors for the popularity of tourism destinations. They are Attractions, Accessibility, Accommodation and Amenities”

KAMAL KANT PANT
Principal, IHM Pusa

highest bridge in Kashmir, the border villages tourism, Ram temple in Ayodhya and the corridor in Varanasi, to name a few. Accessibility has become better with the Indian airports featuring in some of the best in the world, and with new coming up. In the accommodation sector, with the unlocking of the potential of homestays, and particularly with major hospitality players getting into the fray for their management, these have become attractive. With this initiative, challenges of capital requirement, project execution time as well as the penetration in interiors have greatly eased.

“Tourism and Hospitality programs are witnessing interest in some of the brightest talent in the country. Our graduates are competing with those of Ivy Leagues institutions. In the next few decades, I would not be surprised if Indian chefs and managers bring us laurels and dollars, just like IT professionals. What the industry needs to do is to invest in grooming talent. Collaborating with the education sectors will certainly help the industry. Hospitality operators must reach out and give the educators a shot in the arm by sharing the

cues and emerging trends in hospitality, and participating in the grooming process themselves. The lack of such coordination with the educators might be the only pot-hole in the hospitality industry. The issue has not been addressed so far as the crises had not arisen for talent acquisition and retention, but time has come to seriously work out a mechanism to make the industry competitive with same benefits of work-life balance available to youngsters, as in competing industries.”

His thumb nail sketch for the future: “I see people taking short-duration holiday breaks many times a year, some short-haul and many long-haul trips. More and more repetitive, menial jobs like cleaning, washing, cooking will be passed on to machines, leaving the more important job of hosting and customer relations to the professionals with the aid of artificial intelligence. I also foresee people getting conscious about the carbon footprints they leave behind after having a good time. Preference would go to businesses which convince the consumer about the cleanest processes and the most responsible treatment of Earth’s resources.”



“To ensure the industry retains skilled personnel, it’s imperative for educational institutions to align their curricula with industry requirements. Frequent updates to skill courses should be based on inputs from stakeholders, including industry professionals and academicians”

RAJAN BAHADUR
CEO, Tourism and Hospitality
Skill Council

Rajan Bahadur, CEO, Tourism and Hospitality Skill Council, says: “The hospitality industry is a major contributor to climate change. In order to become a \$3 trillion industry, sustainability will be important. This means reducing the carbon footprint, using renewable energy, and minimizing waste.” He says technology adoption, personalisation, collaborations to develop common standards, share data, and create joint marketing campaigns and skilling will be imperative.

About increased use of tech, he said: “A complete takeover by AI is unlikely. AI can enhance guest relations and foster more meaningful interactions. To ensure the industry retains skilled personnel, it’s important for educational institutions to align their curricula with industry requirements. Frequent updates to skill courses should be based on inputs from stakeholders, including industry professionals and academicians. This should extend to higher education institutions offering degree programs. Collaboration with industries is pivotal;

institutions must maintain industrial partnerships, allocating a substantial portion (around 50-60%) of students’ time for industry exposure.” By nurturing soft skills and enhanced tech knowledge, flexible work arrangements, professional development and training, facilitating advancement opportunities, by fostering an inclusive workplace and catering to various skill sets and preferences, will help to attract young talent. “Given the swift transformations spurred by technology, institute curricula must mirror these shifts, incorporate an amplified technological emphasis, encompassing AI, robotics, and augmented reality.” He adds that the only industry that can help the nation thrive in a way that is both significant and sustainable is the tourism industry.

To usher in fast growth, ultimately each stakeholder, the government as well as private participants, down to the smallest player, needs to push the benchmark, and leave lasting imprints on visitors. The exciting journey to usher in the *Amrit Kaal* of growth has just started. **HAI**



Mr. P.R.S. Oberoi
Patron-in-Chief
Hotel Association of India
Chairman Emeritus
EIH Limited

EXECUTIVE COMMITTEE



Mr. Puneet Chhatwal
President
Hotel Association of India
Managing Director & CEO
The Indian Hotels Company Limited



Mr. K.B. Kachru
Vice President
Hotel Association of India
Chairman Emeritus &
Principal Advisor, S. Asia
Radisson Hotel Group



Mr. Vikram Oberoi
Corporate Member
Hotel Association of India
Managing Director & CEO
EIH Limited



Ms. Priya Paul
Corporate Member
Hotel Association of India
Chairperson
Apeejay Surrendra Park Hotels Limited



Mr. Nakul Anand
Corporate Member
Hotel Association of India
Executive Director
ITC Limited



Dr. Jyotsna Suri
Corporate Member
Hotel Association of India
Chairperson & MD
Bharat Hotels Limited



Mr. Patu Keswani
Corporate Member & Hony. Treasurer
Hotel Association of India
Chairman and MD
Lemon Tree Hotels Limited



Mr. Ajay K. Bakaya
Fellow Member
Managing Director
Sarovar Hotels Pvt. Ltd.



Mr. Sanjay Sethi
Fellow Member
Hotel Association of India
Managing Director & CEO
Chalet Hotels Limited



Mr. Rohit Khosla
Member
Hotel Association of India
Executive Vice President
(Operations), IHCL



Dr. J.K. Mohanty
Member & Hony. Secretary
Hotel Association of India
Managing Director
Swosti Premium Limited



Mr. R. Shankar
Member
Hotel Association of India
President - Corporate & Legal Affairs,
EIH Limited



Mr. Samir M.C
Member
Hotel Association of India
Managing Director
Fortune Park Hotels Limited



Mr. Rupak Gupta
Member
Hotel Association of India
Managing Director
U.P. Hotels Limited



Mr. Surinder Singh
Member
Hotel Association of India
Area Director, IHCL



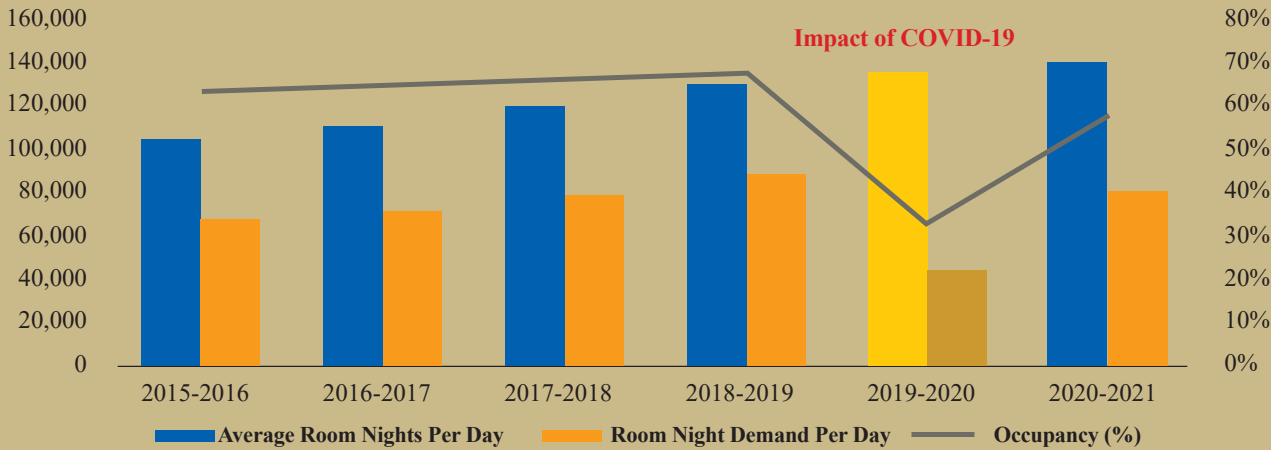
Mr. M.P. Bezbaruah
Secretary General
Hotel Association of India

EXCERPTS FROM HAI REPORT (ENGAGED WITH BENORI KNOWLEDGE) ON

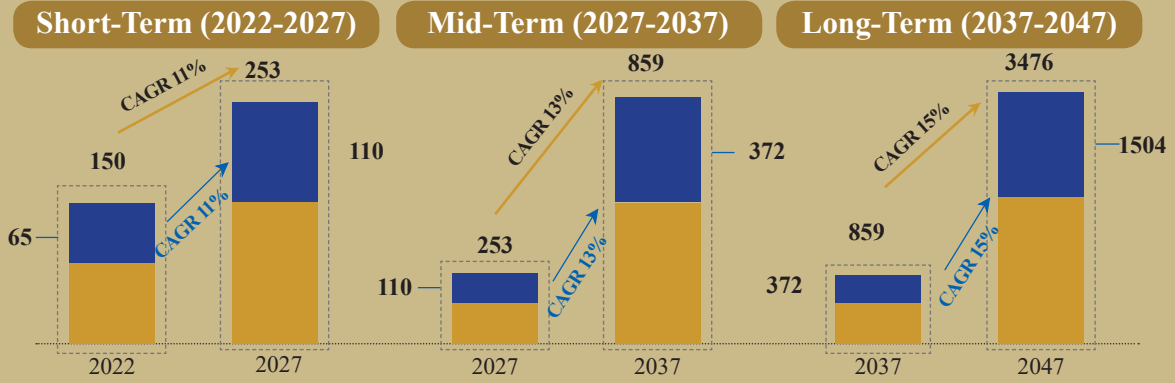
VISION 2047: INDIAN HOTEL INDUSTRY-CHALLENGES AND THE ROAD AHEAD



Key Operating Statistics



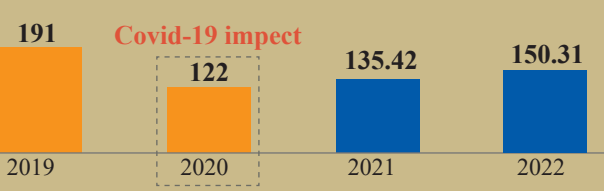
Total Contribution of Indian Hotel Industry to GDP (in USD billion)



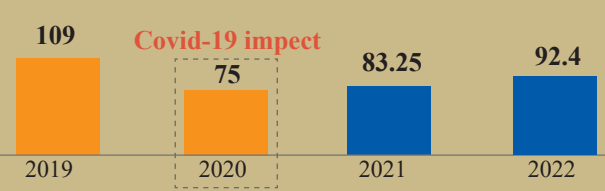
● Based on expert interviews and input from various stakeholders, we have anticipated the growth to be at 11%, 13, and 15% for short, mid and long term for the overall tourism and hospitality industry and Indian hotel industry.

● The total contribution includes aspects of services from corresponding industry vertical such as food & beverage, salon & spa, etc. This excludes consideration of services market growth and therefore it also excludes scenario-based contribution estimates.

Total Contribution of Tourism & Hospitality to GDP, by value in (USD billion)

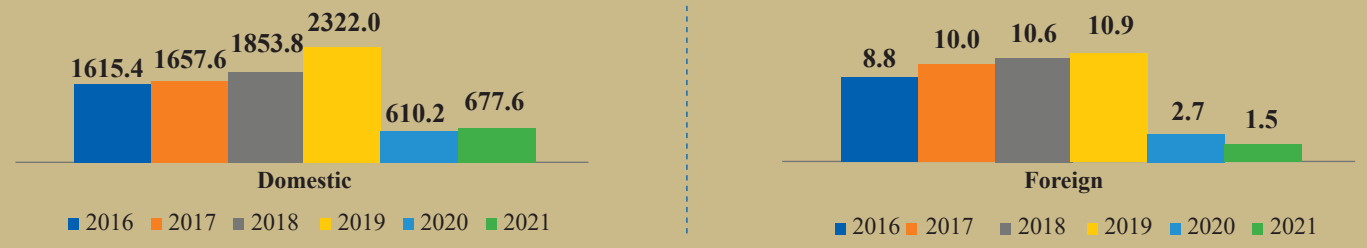


Direct Contribution of Tourism & Hospitality to GDP, by value in (USD billion)

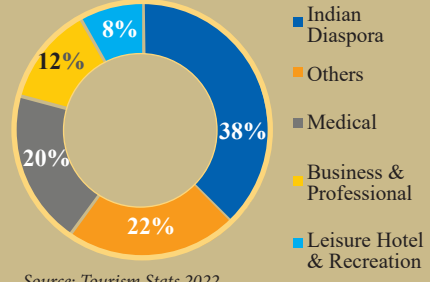


Source: Tourism Statistics

Number of Domestic & Foreign Tourists (Value in million, 2016-2021)



Purpose of Visit for Foreign Tourists



Source: Tourism Stats 2022

Existing Supply of Hotel Rooms across Major Cities

Tier	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21
Tier - 1	64,175	67,132	69,873	70,585	74,455	76,213
Tier - 2	18,980	20,235	21,399	20,044	21,581	21,864
Others	28,445	31,852	35,293	8,772	43,370	45,970
Total	111,600	119,219	126,565	99,401	139,406	144,047

Drivers and Impacts of Evolving Policies

DRIVER

- Ease of doing business policy for hospitality industry in all states.
- Effective and constructive PPP (Public-Private Partnerships).
- Capital investment in creating and promoting destinations.
- Tourism and hospitality industry to be included under Concurrent list of the Constitution.
- Formulate favourable policy framework aligning state and centre responsibilities.
- Single window system to issue licenses with speedy clearances and lesser approvals.
- Enhanced transparency, accountability, and clear timeliness of developmental projects.

IMPACT

Short-Term (2022-2027)	Mid-Term (2027-2037)	Long-Term (2037-2047)
<ul style="list-style-type: none">• Expected increase in the number of airports from 140 in 2022 to 220 by 2025.• The grant of 'Industry Status' to the tourism sector in many states, has boosted the recovery of the hospitality industry through numerous benefits including applicability of industrial tariff for electricity and property taxes, among others.	<ul style="list-style-type: none">• Revising policy for setting up tourism properties (reduction in the number of licenses, NOCs, and applications) for all states.• Implementation of a national framework for Green Tourism - to align with Sustainable Development Goals 2030.	<ul style="list-style-type: none">• Increased digitisation of the industry from inspection to compliance management to regulatory communication.• Enabling the vision of activating India 2.0, fueled by the spirit of Aatmanirbhar Bharat, for the future of India's tourism guiding its course for the next 25 years to make India as the most sought-after travel destination in the world.

“We must do carrying capacity studies for all destinations”



RAKESH MATHUR, President, Responsible Tourism Society of India (RTSOI), and a seasoned Hotel luminary, talks about the sustainable initiatives of the society, the imperatives of making sustainability centre stage, as well as the need for responsible traveller campaigns. *Excerpts from the interview.*

[Tell us about the Responsible Tourism Society of India, its origin and its aim.](#)

When I was president at the Welcome Heritage hotel group, I got a fantastic exposure to some rural locations as most heritage properties are in rural areas. At the ground level, I discovered a complete disregard for maintaining the environment in a clean and hygienic way. People running hotels or eateries in rural areas seemed clueless about proper waste disposal, pollution control, and conservation of resources like water and energy.

Fortunately, I wasn't the only one concerned about this issue. Among others, Mandip Soin, running Ibex Expeditions, an Adventure Travel Company, shared my sentiments. Thus, we decided to band together, along with a few others, and make a case to the Ministry of Tourism.

We met with then Tourism Minister Ambika Soni,

expressing our concerns and emphasizing the urgency for change. She agreed, indicating that the industry needed to address this.

So we drew up a charter and registered a society called the Eco-Tourism Society of India. Our aim was to educate tourism service providers and rally local and state government support for organizing training workshops. We were also bringing out publications on ecotourism and were helping the state governments and the central government evolve the sustainable tourism criteria of India. These guidelines are based on the Global Sustainable Tourism criteria, but tweaked to suit the Indian context.

The criteria, adopted in 2010, have come a long way since inception. We also evolved the code of conduct for Safe & Honourable Tourism to Safeguard, as well as inclusive welfare.

We realised that we need to ensure sustainable tourism and sustainability practices that take all along, including local communities. And that's how we became the Responsible Tourism Society of India.

[You were recently at the G20 meet in Kashmir.](#)

I was representing the Responsible Tourism Society of India. But this was a tourism meeting in Kashmir and the focus was the promotion of Kashmir as a tourism destination, especially film tourism. As part of the agenda, we offered insights on crucial aspects of this industry and discussed the newly unveiled policy on film tourism in Srinagar. The event also showcased the stunning beauty of the valley to foreign delegates.

[The big hotel chains are, by and large, responsible, because they have to comply with norms and regulations, but hospitality comprises the bulk MSEs. How can small hotels be roped into the big sustainability picture?](#)

The organized hospitality industry can be broken into several segments. One is the luxury segment, that you have mentioned. But they are high

“We must do carrying capacity studies for all destinations, introduce compulsory law, spread responsible citizen awareness campaigns, and encourage local consumption”

“We clearly need to rethink, redraw the grey line between extreme luxury and high-quality comfort”

consumers of energy and water purely because of the standards they aim to achieve. They are also high producers of pollutants, because higher the luxury, more the consumption of raw materials, energy and water, and other resources. And therefore, higher the production of garbage, pollutants, and waste.

You go to a luxury resort, your bedsheets are changed every day, and you have five or six cushions on your bed. And if they are true to their strict quality standards, they will change the cushion covers after every guest checks out. If they don't, then they are not safe. Consider the significant environmental impact of such practices! The chemical runoff from washing and cleaning, coupled with the energy consumed, leads to a substantial environmental strain.

Moreover, in luxury hotels, you have imported foods, like lamb from Australia or New Zealand and caviar from Russia, Pate de Foie Gras from France, and the environmental costs of importing such stuff is huge. Also, it's not just about the transportation from the point of origin, but also the energy-intensive cold storage required to keep the produce fresh until it's ready for the kitchen. Consequently, these luxury establishments are huge energy consumers.

True, a lot of them are all responsible and systems are in place to offset the carbon footprint, but the fact remains that they have already contributed to the environment burden. Neutralizing it is something else. So we clearly need to rethink, redraw the grey line between extreme luxury and high-quality comfort.

The mid-market segment comprises the branded 2-3 star hotels. They are following good standards to cut down waste, to abide by sustainability norms, and so on. These hotels do not consume as much as luxury hotels do.

The third segment, which is the lower-end of the budget, comprise *dharamshalas*, local guest houses, and homestays. This is where the problem lies, because most of them are not in the organised sector. Most of them are not even registered or

recognised hotels/guest houses, etc. You may spot a beautiful inn along the highway and enjoy the hot food being cooked there, but if you go behind, you will see garbage dumped mindlessly, all things mixed up, no sensitivity towards sustainability and the environment.

We need to bring this segment under some kind of control by the state governments and sensitize them by training and enforcing codes of conduct. So, in a nutshell, the high-quality luxury segment is practicing sustainability, though there are areas they could reduce the carbon footprint. The mid-market segment is quite aware, and it's the unorganized sector that needs to be sensitized more.

There is also a crucial need to educate and raise awareness among travellers, especially with domestic tourism growing. I propose the establishment of tourism wardens, to check abuse in the form of wastage and plastic dumping, who are empowered to impose fines etc.

We also strongly believe that there should be a compulsory subject introduced in all schools in India to sensitise children between classes 5 & 10 to be a responsible citizen. Along with this some form of half day social service every Saturday should be made compulsory. This will inculcate the much needed values and mindsets in children at an early stage who will then evolve into Responsible Citizens.

What's the RTSOI roadmap in the coming six months?

We depend on the budget provided to us by the state government, as we don't have any other source of funding, except membership and contribution by patron members. If the state government wants to conduct a workshop, they have to fund it.

Every year, before the budget we write to every state government where tourism is of importance, especially in states like Uttarakhand, Himachal Pradesh, Kerala and Rajasthan, to conduct workshops in their states. Since our inception in 2008, we have organised around 24 workshops in 13 states. We would like to do four workshops every quarter.

We also want to promote the Responsible Traveller Campaign. We have made small 1-2 minute video clips by social influencers and by celebrities to

“There is a crucial need to educate and raise awareness among travellers, especially with domestic tourism growing. I propose the establishment of tourism wardens, to check abuse in the form of wastage, plastic dumping, and so on”

spread the message of responsible travel. Such campaigns are very effective.

Thirdly, with the United Nations Environment Programme (UNEP), we are running two initiatives: one is the plastic recycling initiative for which Rishikesh has been chosen as a case study. The second initiative with the UNEP is that we created a CEO platform for all hospitality firms wherein we are bringing them together, and through their cooperation, we are promoting sustainable tourism.

Within our organization, there's a self-certification scheme where the members can be certified as Responsible Sustainable Tourism-friendly hotels/resorts. Two resorts, Karma Lakeland in Delhi and Empyrean Resort in Sanget Valley near Jammu have been certified. These are some of our objectives, apart from advocacy.

Any country, that you would say, is a benchmark for responsible tourism?

Bhutan, I couldn't have thought twice about it! Sustainable tourism is a keyword in Bhutan. Not only do they follow principles of carrying capacity, but they make sure that the tourists are sensitized and aware of the laws, and penal action sets in against violators.

The problems in India are very different from those in countries like Norway, as we have a huge population. Bhutan is controlling tourists while European countries don't have huge populations, so they can have a large number of tourists. We must do carrying capacity studies for all destinations, introduce compulsory laws, spread responsible citizen awareness campaigns, and encourage local consumption. Technology can play a big role in reducing consumption, like clean energy and low water consumption, but ultimately, if the mindset of people does not change, nothing will. **HAI**

TIME BEAUTIFULLY FILLED

Entrepreneur Zino Davidoff was born on March 11, 1906, in the former USSR. His family moved to Geneva in 1911. He traveled extensively throughout the world, exploring the finest tobacco leaves and working with master blenders to create unique and flavourful cigar blends. He came back to join his family business in Switzerland and in 1947 created the first Davidoff Cigars.



EVERY CIGAR WE MAKE PASSES THROUGH 300 HANDS - SORRY, 301

THE WHITE BAND IS

THE DIFFERENCE

Zino Davidoff believed in the importance of time and therefore "Time beautifully filled" was coined as the brand philosophy of Davidoff. Time is simply a moment, waiting to be filled, allowing Davidoff Cigars to fill it beautifully.

Zino Davidoff established himself as one of Europe's principal suppliers of cigars, and his name remains as one of the most powerful brands in the field of luxury products. He is credited with inventing a desktop humidifier in which cigars could be kept at the same degree of humidity and temperature. Some of the brands available in India which also come under Davidoff are Ava, Camacho, Zino, Cusano.

DAVIDOFF WHITE BAND CAMPAIGN LAUNCH 2023 - ICON OF SOPHISTICATION & REFINEMENT

Davidoff cigars has launched a campaign titled "The Difference", revolving around the Davidoff White Band collection. It takes 10 years of experience to roll a Davidoff cigar. It is handmade to deliver the perfect balance of smoothness and complexity. White band collection

includes product lines like Grand Cru with depth of character and layered aromatic flavours, Aniversario with diverse and complex flavours and Millennium with rich notes of oily tobaccos.

DAVIDOFF BLACK BAND COLLECTION - FROM EVERY ELEMENT SPRINGS A UNIQUE CIGAR

Only Davidoff master blenders could take on the power of nature and blend it into a range of exceptional cigars with distinct flavours. This collection is known for its distinct black band that distinguishes it from their regular lineup.

LIMITED EDITION DAVIDOFF CIGARS

Limited Edition Davidoff cigars offers a wide array of exclusive premium cigars like Oro Blanco, Winston Churchill, Royal Release and under the influence of Chinese New Year Davidoff created Year of The Rabbit 2023 and these are the symbol of the best cigar craftsmanship and quality supported by Davidoff's rich legacy.

Official Business Partner

N V Lifestyles Pvt Ltd

100 A/6, Ground Floor, The Capital Court, Olof Palme Marg, Munirka, New Delhi 110067, India

T: +91 011 40523774 **E:** Info@nvlifestyles.co **W:** www.nvlifestyles.in

MILLETS on PLATTER



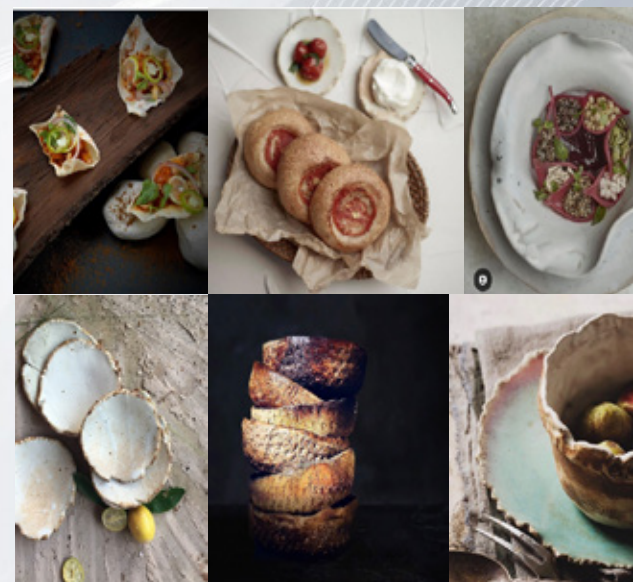
Embracing sustainability with a gourmet twist, Oberoi Hotels leads the way by weaving millets into its delectable culinary tapestry. Oberoi Corporate Chef SATBIR BAKSHI gives an expert twist.



Chef Satbir Bakshi



(above) Chef Rajiv Sinha, Executive Chef of The Oberoi Rajvilas, Jaipur, has introduced millets appetizers & recipes under the guidance of Chef Satbir Bakshi



The United Nations, recognizing the unparalleled potential of millets, has declared 2023 as the International Year of Millets. Often dubbed as “forgotten foods”, millets have lingered in the shadows of our diets far too long. As the world grapples with climate challenges, it’s imperative to spotlight millets as the superfoods of the future. These hardy grains can thrive in arid lands and also have the capacity of enduring droughts. Beyond their environmental benefits, millets herald a myriad health advantages, deserving

a prime spot on our plates. They are gluten-free wonders that facilitate weight loss. Regular consumption can ward off anemia, bolster bone health, and alleviate constipation. With their non-acidic nature, low glycemic index, and being a powerhouse of protein and essential micronutrients, consumption of millets is beneficial for heart disease and diabetes patients. Millets may be consumed as salads along with vegetables, as desserts and in many other ways. Oberoi Corporate Chef Satbir Bakshi outlines a few ways to include this superfood in our diets:

RECIPE

*A healthy and innovative salad of millets with fruits and vegetables.
This recipe helps in maintaining blood sugar levels, boosts immunity, and aids weight loss.*

Ingredients

Pearl Millet, 40 gm
Sorghum Millet, 40 gm
Finger Millet, 40 gm
Barnyard millet, 40 gm
Kodo Millet, 40 gm
Pumpkin, melon and sunflower seeds, 60 gm
Roasted vegetables (tomato, carrot, pumpkin), 40 gm
Herbs (fresh mint, basil, parsley), 5 gm
Cherry tomatoes, 20 gm

Lemon juice, 5 ml
Salt, to taste
Extra Virgin Olive Oil, 10 ml
Soaked raisins, 20 gm
Chopped nuts (almond, walnut, apricot), 20 gm
Pomegranate seeds, 20 gm
Beetroot labneh (roasted beetroot puree, hung curd, lemon juice, evoo, mint powder), 50 gms

Method

1. First soak all varieties of millets for 1 hour and boil separately till completely cooked.
2. In a mixing bowl take all varieties of millets
3. Add nuts and seeds, raisins, cherry tomatoes.
4. Then add fresh herbs and roasted vegetables and pomegranate seeds.
5. Add olive oil, lemon juice and salt, and mix well
6. Spread beetroot labneh and make space between and put the salad mix there.
7. Garnish with herbs and pomegranate seeds.

Millet's Appetizers

5 Millets Super Grain Salad
Organic jowar, pearl, finger, proso, Brown top millets
Pot roasted petit garden forage, Beetroot labneh, Caramelised nuts

Bajre ki Raab
Winters Traveller soup of Rajasthan
Local harvested Bajra, Tempered yogurt

Scotch Broth
Traditional Scottish lamb broth with Proso millet
Aravalli lamb shoulder, Garden roots

Millet Crusted Prawns
Herb and little millet crusted Indian Ocean Prawns
Citrus salsa, Mango yogurt dip

Millet Souk Platter
Little millet falafel, Pearl millet salad, Fresh millets bread

Mains
Bajre Ki khichadi
Organic jaggery, Garlic red chilly chutney, Looni famous "Ghee"

Bay of Bengal Sea bass
Pan roasted, Millet and mushroom porridge, Cherry tomatoes

Millet Pasta

Arrabiatta, Pesto e Parmigiano, Lamb ragu

Murgh Bajre ka showeta
Farmed chicken, Pearl millet, Royal Rajasthani spice
Served with choice of Indian bread or unpolished rice

Sorghum & Kodo risotto
Fresh corn, Jaipur signature sweet peas, Onions

Foxtail millet Fried Rice
Vegetable and millet dumplings, Seasonal Asian greens

Twice Cooked Pork Belly
Mostarda sauce, Millet stew, Fresh Thyme

Aravalli Braised Lamb Shanks
24 carat gold saffron millet risotto, Gremolata

Dessert

Bajre ki kheer
Local harvested Bajra, assorted nuts

Kodo millet Halwa
Moong daal, clarified butter, Almonds

Almond foxtail millet pudding
Sugar free option

Pearl millet brownie
Almond foxtail millet pudding
Sugar free option

Ladakh: *The Crown of India*

In this Issue, we turn the focus northwards to the magnificent sprawl of Ladakh, a hotbed of culture, heritage and adventure tourists.

BY RIAAN JACOB GEORGE

V

isitors to Ladakh will swear that this is one of the most unique regions in India. The spectacularly stark, dramatic landscape notwithstanding, the region is home to thriving culture with hundreds of gorgeous monasteries and temples across its length and breadth. In addition, Ladakh has established itself as a veritable hub for adventure tourism and sports, given its rugged nature. Road trippers from across the globe come here to enjoy days' worth of drives through some of the world's highest—and most beautiful—roads. We give you a glimpse of this region and its highlights across culture, festivals and adventure sports.

The Pangong Tso Lake is one of the biggest tourist draws in the region. It is the world's highest saltwater lake and is superbly photogenic as it changes colours drastically



Lang Tso & Stat Tso Lakes

Thriving spiritual culture

Ladakh is home to some of the world's most beautiful monasteries, each of which is situated spectacularly. A case in point is the Hemis Monastery, dating back to the 17th century. This is the largest monastery in the region and boasts a connection with the Drukpa culture. Attached to this is a museum, which is definitely worth visiting. Another monastery, Spituk, dates back to the 11th century and was christened by Lotsava Rinchen Zangpo, housing over 100 monks. The calendar highlight of this monastery is the Spituk Festival which takes place on the 11th month of the Tibetan calendar, with a host of cultural performances. Walk around the premises to enjoy the famous throne within Dukhang Hall and the mini-stupas around. The famous and much-photographed Thicksey Monastery offers sweeping views of the surrounding valley. Here, you can interact with locals and monks, while soaking in the positive energy that surrounds this space. Other legendary monasteries include the Shey Gumpa and Stok Gumpa, each of which have beautiful palaces attached to the complex.

The famous and much photographed Thicksey Monastery offers sweeping views of the surrounding valley. Here, you can interact with locals and monks, while soaking in the positive energy that surrounds this space



Nubra Valley



Hemis-Monastery



Festival in Ladakh



Spiti Valley



Khardung La Pass

The festive spirit

One of the big draws for tourists to Ladakh is the slew of festivals that take place around the year. These are of major cultural and religious significance and, as you would expect, play an important part in the cultural fabric and day-to-day life of the local people. Take the Dosmoche Festival, for instance. This celebration takes place in February at the grand Leh Palace and is conducted by regional monks to ward off evil spirits and natural disasters, thereby protecting the locals. You can also experience this festival in Nubra Valley's Diskit Monastery and Likir, where you will see ornate decorations and many celebrations. The Losar festival is a very important month in the calendar. History has it that King Jamyang Namgyal, in the 17th century, brought forward the New Year celebrations by two months, before the war with Baltistan forces started. In villages across the region, villagers make snowmen, people get together to enjoy local sweets and cups of tea, each teacup bearing the family member's name. In addition to these major festivals, we would also recommend the Ladakh Festival with its music, dance and spiritual rituals, along with the Tak Tok Festival, the Hamis Festival at the monastery by the same name and the gorgeous Sindhu Darshan festival.

Road trippers from across the globe come here to enjoy days' worth of drives through some of the world's highest-and most beautiful-roads



Shop for antiques from Leh Market



Large Thiksey Gampa

Grandiose monuments

This region features a multitude of monuments, most of which have strong Buddhist connections here. For instance, the Shanti Stupa, which represents 2,500 years of Buddhism. Its construction can be credited to the Japanese Buddhist Bhikshu and there is a relic of Lord Buddha underneath the stupa. As you walk through the complex, you will find architectural marvels such as dharma chakras and relief panels that represent different anecdotes from the life of Buddha. This is also a beautiful spot to photograph some panoramic aerial views of Ladakh.



Shanti Stupa Leh

Start or end your trip in the capital city of Leh. Here, the sprawling nine-level Leh Palace goes back to the reign of King Sengge Namgyal in the 17th century. This is one of the best-preserved heritage structures in this region. Today, you can visit the Leh Palace and enjoy its curated offering at the in-house museum, stop for some meditation at the prayer hall and enjoy some breathtaking views of Leh from high above. Through the palace, you will see how ancient Ladakhi kings lived, and you will find royal artefacts, relics and utensils. Don't forget to visit the Gurudwara Pathar Sahib, a place of religious significance to the Sikh community. This beautiful Gurudwara is open to the public and you can spend some time meditating here. Other places of importance include the famous Khardung La Pass, which leads to the Nubra Valley and the Siachen Glacier. An absolute must-visit is the Kargil War Memorial in the town of Dras, which will fuel the fires of patriotism within you. The Ladakh Rocks and Minerals Museum



Pathar Sahib

is worth a visit for nature geeks. It is located in the Shey Palace. While not a monument technically, the Pangong Tso Lake is one of the biggest tourist draws in the region. It is the world's highest saltwater lake and is superbly photogenic as it changes colours drastically. It is shared between India and China.

Adventure trail

Given how rugged and spectacular the landscape is here, it is one of India's trekking capitals. There are multiple treks across Ladakh, which include the Chadar trek, the Snow Leopard trek. We also love trekking through the Markha Valley and Stok Kangri. There are multiple travel companies that organise guided treks to these places. Athletes flock from around the world for the challenging Ladakh Marathon where participants run at a height of between 11,500 and 17,600 feet, across an itinerary of 72 kms. The marathon trail is spectacular but not for the faint-hearted. Motoring enthusiasts are quick to head to Khardung La every season because this is said to be the highest motorable pass in the world at a whopping 17,500 feet. This trip too needs to be undergone with precaution and medically fit people are best suited for this.

Other adventure activities include Quad biking, where you can take an ATV and drive it across certain sections of Nubra Valley. There are many tour companies that specialise in this. Adventure activities here could range from rafting in the icy rapids to taking a safari through the valleys, or even camping expeditions, which are done with expert guides. You may indulge in a camel safari in Nubra Valley. Adventure junkies also love to go to Magnetic Hill, which is an optical illusion, where drivers feel like they are going uphill, against gravity, but the layout is such that they are actually going downhill.

A well-researched trip through Ladakh must definitely be on the cards, whether you like culture, festivals, architecture, nature or outdoor adventures. **HAI**



Leh Srinagar Motor Bike Safari



Zaskar



Camel Safari



The Future is not What It Used To Be

While vision for 2047 should be steady, its supporting action should be open to constant review and flexibility, to respond to emerging changes.

By MP BEZBARUAH

Secretary General, Hotel Association of India



“**T**he future, like everything else, is no longer quite what it used to be. ...We used to consider the unknown future as a simple combination of already known things, and the new was analysed according to its unoriginal elements. But that is ended...The rules of the game are changed at every throw. No calculation of probabilities is possible.”

Thus wrote the French philosopher Paul Valery in 1937. Things have moved at a much faster pace since then. John Naisbitt noted in his book Global Paradox: “Technology developing at an ever-accelerating rate of speed, with each new technology compounding the speed and capabilities of those that came before.” This observation was made at the end of the last century. The new millennium has only seen the pace of change further accelerate, establishing the truth of the statement, that the only prediction one can make is, that no prediction can be made.

In such a scenario is a long-term vision relevant? In fact, more the uncertainties are, more it is necessary to have a vision as a guiding star to the place we want to reach. The vision should show what

The most important driver of the Vision will be policy support and business environment. Of late the sound bytes have been optimistic—talking of convergence, mission approach, comprehensive destination developments

is achievable and what needs to be done to arrive at that destination. I had written some time back in my Last Word that in such a volatile and dynamic world, static future vision will be an anachronism. While vision should be steady, its supporting action should be open to constant review and flexibility to respond to emerging changes.

HAI's Vision 2047 for the Indian Hotel Industry puts things in that perspective. It first lays out what is possible to be achieved by 2047. The sector could directly contribute \$1 trillion to the country's GDP and its total contribution taking into consideration all the multiplier effects could even be \$1.5 trillion. This growth will most likely be propelled by exponential growth of domestic tourism to 15 billion visits and therefore the policy planning of the government and the strategy of the sector must be tuned to the nuances of this growth. The share of hospitality in total GDP growth will depend on the rate of growth of the GDP, but the Vision indicates that not only the quantum, the share of the sector is likely to go up substantially, strengthening the argument for more careful nurturing of the sector as one key pillar of national development.

The numerous factors which will determine how and whether this projected growth will materialise can be grouped into four.

First is the macroeconomic atmosphere—global economic situation, national economic growth parameters etc. **Second** is the ecosystem and business environment, management of the supply side of the economy, and ease of doing business. **The third** crucial influence will be technology intervention and innovation. It is worth repeating a story



The Vision 2047 incorporates 3 Zero targets—zero kilometres, i.e adopting local supply value chains to encourage inclusive growth, zero carbon emission, and zero waste generation

Naisbitt had related to illustrate the encompassing power of technology. “A theologian asked the most powerful supercomputer—is there a God? The computer said it lacked the processing power to know. It asked to be connected to all the other super computers in the world. Still it did not have enough power to know. So the computer was hooked to all the main frames in the world and then all mini-computers and to all personal computers. And eventually it was connected to all the computers in cars, microwaves, VCRs, digital watches and so on. The theologian asked for the final time—is there a God? And the computer replied, there is NOW.”

Technology will impact on cost saving, efficiency in operations, customer relations interface, health safety, security, increase customers options and therefore increase competition and the endless possibilities

The Vision’s fulfilment will depend to a large extent on the policy support on the supply side—like infrastructure status, and benefits of an industry to be passed on to Hospitality

will depend on human ingenuity. The effectiveness will of course depend on depth of adoption, constant innovation and skilling of the manpower to get the best out of technology.

Fourthly, the most important driver of the Vision will be policy support and business environment. Of late the sound bytes have been optimistic—talking of convergence, mission approach, comprehensive destination developments. All these await the important step of implementation. The hospitality sector expects that implementation plans will not ignore the commitment to develop structured, strong and meaningful partnership. In more specific terms the Vision’s fulfilment will depend to a large extent on the policy support on the supply side—like infrastructure status and benefits of an industry to be passed on to hospitality.

If Covid-19 taught the world one lesson, that is, the future path will have to be sustainable. UNWTO’s future vision to centres around the People, the Planet and Prosperity—where prosperity flows from concern for the other two and not the other way round. The tourism and hospitality sectors. while setting the goal in terms of numbers, must shift, as has been pointed out by various international bodies like the OECD, the paradigm, from a growth-oriented model to an approach focused on the quality of growth.

HAI has reasons to feel optimistic on this count. First, its members particularly the bigger ones, have been leading from the front with initiatives, innovations and ideas that are path-breaking. Such initiatives include reducing the use of plastics, moving to energy-saving tech, reduction in water use and wastage and empowering local communities in sustainable initiatives. Efforts are on to spread the initiatives among all members. Second, HAI is trying to enthuse members to adopt self-regulating mechanism for sustainable benchmarks and evaluation. HAI has collaborated with the global initiative of Sustainable Basics by WTTC, propagated the Ministry of Tourism’s sustainable guidelines and also formulated industry relevant guidelines for its members. The Vision 2047 also incorporates 3 Zero targets—zero kilometres, i.e adopting local supply value chains to encourage inclusive growth, zero carbon emission, and zero waste generation.

“We are limited,” said Khalil Gibran, “not by our abilities but by our vision.” HAI’s Vision 2047 is a small effort, to set the abilities of the sector, free to soar. **HAI**

INTRODUCING

Alan's

BUGLES™

MRP ₹10*
Incl. of all taxes*

TASTE KA PUNCH, NON-STOP BUGLES MUNCH!

The all-new light 'n' crunchy corn snack.
Taste it once and you'll keep going back for more.

1ST TIME IN INDIA

ORIGINAL

MRP ₹10*

16g Alan's Bugles.

*MRP 10 incl. of all taxes for 16g Alan's Bugles.

**Brand Bugles launched for the first time in India. Images shown for representation purpose only.

READY TO EAT SAVOURY SNACK

Building Water Resilience in India

Coca Cola India becomes the first beverages company in India to receive the National Award for water stewardship, setting an inspiring precedent.

In June 2023, Coca-Cola India became the first beverages company in the country to receive the National Award 2022 for water stewardship by the Government of India's Ministry of Jal Shakti.

Coca Cola India Foundation, Anandana, teams up with SM Sehgal Foundation for Jaldhara project addressing water security and conservation amid global scarcity.

Coca-Cola India has made commendable headway under the project, by conducting water tank desiltation in Kolar (Karnataka), and by building check dams in Anantapur (Andhra Pradesh).

The Coca-Cola India Foundation, Anandana's bottling operations, and implementation partners, have successfully established over 500 Amrit Sarovar projects across the nation.



Coca-Cola India's shared vision of a 'Jal Samridh Bharat' or 'Water Prosperous India!

