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IATO and the Ministry of Tourism organise Indo-Japan Symposium

People-to-people exchanges have been further enhanced through joint collaboration in the revival of the Nalanda University



Atul Rai, Honorary Joint Secretary, IATO

With an objective to boost strategic and global partnership between India and Japan in tourism sector, a symposium was organised on February 22, 2010 at Hotel Ashok. Sujit Banerjee, Secretary Tourism, Government of India, in his opening remarks mentioned that, “India and Japan are



Japanese symposium

ancient civilisations and they share a long history of religious, intellectual and cultural interactions...”

Elaborating on the tourist arrivals, Banerjee noted with happiness that from Japan to India, there is a positive growth. “India had received a total of 150,732 tourists in 2008, and Japan is one of the top ten source markets for India. People-to-people exchanges have been further enhanced through joint collaboration in the revival of the Nalanda University as a regional centre of learning and the establishment of a Chair on Indian Studies at the University of Tokyo. During the recently concluded Buddhist Conclave held in Nalanda in Bihar, a delegation from Japan comprising tour operators, media members and Buddhist scholars actively participated in the programme,” he added.

Masashi Mizukami, Deputy Chief of Mission,

Embassy of Japan in India, Yuichiro Honda, Chief UNWTO Regional Support Office for Asia and the Pacific & President of APTEC, and Hiroshi Tabata, Director General, Regional

Development Department, Japan Tourism Agency (JTA) along with 100 participants had attended the day-long symposium. Representatives from UNWTO, IATO, TAAI, TAFI, HAI, FHRAI and ATOAI also attended the symposium.

IATO made a special presentation showcasing how India is now ready to attract more tourist from Japan with specially focussed programmes. Atul Rai, Honorary Joint Secretary, IATO, addressed the delegation and expressed IATO’s keen interest to boost Indo-Japan tourism business. Also, N. K. Sharma, Executive Member, IATO, made a very colourful presentation, which created a positive awareness about products being introduced recently.

“Our new products like luxury rail journeys, spa holidays, state-of-art airports and luxury hotels can be seen and enjoyed,” said Rai in his address.



Japanese symposium

Ms. Cathy Greteman - visits India to foster tourism sites

Ms. Cathy Greteman, Chairman National Tour Association (NTA) who visited New Delhi for attending NTA meet had an exclusive meeting with IATO, President Mr. Vijay Thakur and his team.

A special dinner meeting with Ms. Greteman was organised by IATO to discuss matters of mutual benefit. She emphasized the need for greater exchange of visits and joint participation in global expositions as such platforms can facilitate business relations between the members of IATO and NTA.

"We would very much like to work closely with NTA members and build a solid network between the agents in USA and India," said Mr. Thakur raising the toast of friendship.

Editorial Board

- Vijay Thakur
- Arjun Sharma
- Lally Mathews
- Atul Rai
- Gour Kanjilal

Write / Fax / E-mail your opinion and suggestions to the following. Your responses will be appreciated.

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Leena Nandan attends IATO luncheon meeting

IATO organised a special luncheon meeting on February 6, 2010 at The Grand New Delhi, where Mrs. Leena Nandan, former Joint Secretary and presently the Project Director (Host Broadcaster Team) Commonwealth Games 2010, was invited as the Chief Guest. She apprised the members on the media initiatives for the Commonwealth Games and how IATO can contribute to the initiatives. Mr. Arjun Sharma, Sr. Vice President IATO while expressing gratitude to Mrs. Leena Nandan talked about the help she extended to IATO when she was Joint Secretary in the Ministry of Tourism by organising Road Shows, workshops, seminars

and specially revising the MDA scheme by providing additional incentives to IATO members. "We at IATO always feel grateful to you for

"It was of immense pleasure in partnering with professionals in the travel and hospitality industry and get their inputs which we often



Leena Nandan addressing the luncheon meeting

your cooperation and support you had extended to us and the industry. We look forward to our continued relationship," said Arjun Sharma.

Mrs. Leena Nandan while wishing IATO success in its all future efforts said,

utilised in our policy matter and promotional efforts. IATO provided the necessary industry feedback and that helped us to revise MDA norms, conduct road shows, and formulate guidelines for tour operators."

IATO Training Programme : 2010

With effect from March, IATO started its regular yearly training programmes based on the positive feedback received from its members. The faculty of the training programmes comprised experts on various

subjects from organisations like Think Inc, Trainerz, Abeacon, Trellis, TBD and SR Solutions.

Four training programmes were conducted in March and April – two in March and two in April. The

first training programme was on 'Coaching & Feedback'. Its main objective was to help the managers to oversee their performance and to help the employees to become accountable for their performance. The second training programme was on 'Leadership Skills'. The aim of the programme was to help the employees to 'unleash' their full potential.

The first training programme of April was on 'Unleashing Your Potential'.



IATO Training Programme participants

Contd. on Page 4 ▶

President Speaks

Please accept my greetings for the Baisakhi, the Hindu New Year. I wish you all a very successful year.

This year's Union Budget was released in the midst of recession, and naturally we had not too much expectations. Our only wish was to see that tourism is accorded 'Export Status' so that we could get 'Service Tax' relief. That would have made our job a bit easier to offer cheaper packages globally and attract more tourists during the commonwealth games. But as usual, tourism got no recognition in the Budget. At least, in one respect we feel happy that there is no increase in the service tax. The priority allocation of funds for infrastructure development, power, highways, etc., will indirectly benefit the tourism sector. No doubt these are bottleneck areas in the sustainable growth of tourism. The introduction of service charge on domestic air travel and on all classes, which was earlier restricted to business and first class air travel, is going to make air travel costlier. Even the hike in petrol prices is going to affect negatively. Any how, we appreciate the concern of Finance Minister to bring down fiscal deficit and his earnest attempt to introduce GST from April 1, 2011.

I would like to thank our members for bringing to our notice the difficulties faced by foreign tourists to India regarding visas. This enabled

us to take up the matter with the Secretary (T), Ministry of Tourism, and he in turn addressed letters to the Secretary (MEA/MHA) and requested for an immediate intervention. With such timely efforts, visa problems were to a certain extent streamlined. But, still a lot needs to be done. It appears that instructions from the MEA/MHA have not

The priority allocation of funds for infrastructure development, power, highways, etc., will indirectly benefit the tourism sector.

filtered down to all our missions overseas and immigration check points in India. Each one has its own interpretation while dealing with visa issues/re-entry formalities. We are seized with the matter.

We also faced the problem of registration with the Delhi Government regarding the new act passed by it, according to which all tour operators/travel agents are required to register for licence. Immediately the matter was taken up directly and also through Secretary, Ministry of Tourism with



Vijay Thakur, President, IATO

the Chief Secretary, Government of Delhi. There were a lot of ambiguities in their terms and conditions for which we needed verification and revision. We had several meetings with Mr. P.K. Tripathi, Principle Secretary and Mr. Devinder Singh, Joint Secretary, Department of Tourism, Government of Delhi. The emphasis was on the revision of the guidelines as they do not match the nature of work tour operators are doing but are more relevant for transporters.

The officials of Delhi Government seriously looked into our suggestion and requested for more inputs. These were submitted along with the request to extend the time for registration till June 30, 2010. Revised norms are now awaited.

We have also pleaded for the validity of the licence for a period of five years as per the guidelines issued by the Ministry of Tourism, Government of India which have been agreed to by the Delhi Government.

IATO, in association with the MOT, organised a one-day Indo-Japan symposium at Hotel Ashok. Over 50 members of IATO attended the meeting. IATO made a presentation, educating the attendees about the new products that focused on the needs of Japanese tourists. IATO also hosted a cocktail party in honour of the visiting Japanese delegation. We look forward to many such events organised by the Ministry of Tourism. We are in the process of working out our roadshows in association with the Ministry of Tourism and will revert as soon as they are finalised.

Our training programmes for this have already started, and I am really grateful to you all for responding to these programmes with overwhelming support. We have now decided to conduct such training programmes out of Delhi, viz., in Mumbai, Jaipur, Varanasi and Kochi to begin with. Details for of such programmes are being worked out with the concerned Chapter Chairman.

Lastly, there has been a slow but steady improvement in the international tourist arrivals. No doubt our traffic generating markets are still going through difficult times. We have to choose our markets carefully and boost our business.

I wish you all a very good health and prosperous business.

The objective of the programme was to equip the tour operators with knowledge and skill so that they excel in their professional life.

The second training programmes was on 'Communication Skills'. The aim of the programme was to equip the members with business writing skills, telephone, handling skills and empathetic listening. All the programmes were attended by 25 members.

As per calendar for the training programme, we held two training programmes in Mumbai. Similar outstation programmes for Cochin (Kerala) & Jaipur are on Cards.

Speaking on the training programmes, Mr. Arjun Sharma, Sr. Vice President and incharge for HRD programme of IATO said "Tourism business is changing so fast that one needs to remain updated on all issues. Success or failure depends on the trained manpower. It is good that our members have understood the importance of training and respond to our programmes with greater understating. Those companies who have participated in the programmes must use their knowledge and provide opportunities to the employees to give their best."

National Tourism Award 2008-09...

IATO congratulates winners of National Tourism Award 2008-09

The Ministry of Tourism, Government of India presented the annual

National Tourism Award for the year 2008-09. The awards were presented by M Hamid

Union Minister of Tourism; Sultan Ahmed, Union Minister of State for Tourism;



Lighting the lamp ceremony at National Tourism Awards' function

Such awards help pro-active involvement of tour operators to boost India destination and also it motivates them to reach higher targets to win National Award

Ansari, Vice-President of India at a function held in Vigyan Bhawan in New Delhi on March 3, 2010. On the recommendations of IATO, the number of tour operators section has been increased for the National Tourism Award.

"Such awards help pro-active involvement of tour operators to boost India destination and also it motivates them to reach higher targets to win National Award," said Vijay Thakur, president, Indian Association of Tour Operators (IATO). Also present on the occasion were Kumari Selja, Hon'ble

Sujit Banerjee, Secretary, Ministry of Tourism and Sanjay Kothari, Additional Secretary & Chairman and Managing Director, India Tourism Development Corporation (ITDC). Other prominent people who marked their presence were tourism ministers from various states; senior officials from the central and state governments, corporate leaders from the travel industry.

"IATO congratulates all the National Tourism Award Winners," said Thakur.

List of the National Tourism Award winners

Sr. No.	Category	Winners	Sr. No.	Category	Winners
1.	Best State/UT – Development of Tourism Infrastructure	Andhra Pradesh	17.	Tourist Transport Operator – Category 2 (Foreign Exchange Earnings between Rs. 50 Lakh & Rs. 1.50 Crore)	1. Alwar Tourist Transport Service, New Delhi. 2. Ex-Soldiers Tourist Taxi Service, New Delhi 3. Jayasree Travels & Tours Company, Thiruvananthapuram
2.	Best State/UT – Tourism Related Programmes – North East	Sikkim			
3.	Best State/ UT – Tourism Related Programmes – Rest of India	Rajasthan			
4.	Most Innovative Tourism Project	Commercial Hot Air Ballooning – Sky Waltz	18.	Tourist Transport Operator – Category 3 (Foreign Exchange Earnings between Rs. 25 Lakh & Rs. 50 Lakh)	Heat Travels & Tours (I) Siliguri
5.	Most Innovative Tourism Project	Chokhi Dhani Resort, Jaipur	19.	Domestic Tours Operators – Rest of India	1. Southern Travels, New Delhi 2. Yatra Online, Gurgaon. 3. Choudhary Yatra, Nashik
6.	Most Innovative Adventure Activity Snow Leopard Adventures P. Ltd.	Sea Kayaking Expeditions in India			
7.	Best Responsible Tourism Project initiative, Kerala Tourism	Kumarakom Responsible	20.	Domestic Tours Operators – North East Region including Sikkim	Heat Travels & Tours (I), Siliguri
8.	Best Maintained Tourist Friendly Monument	Bhima Devi Temple, Pinjore, Haryana Tourism Corporation Ltd.	21.	Most Innovative Tour Operator	Adventure World (I), New Delhi
9.	Best Maintained Tourist Friendly Monument	Humayun's Tomb, New Delhi, Archaeological Survey of India	22.	Adventure Tour Operator	Rimo Expeditions, Gurgaon
10.	Tour Operator/ Travel Agent Category 1- Foreign Exchange Earnings of Rs. 100.00 Crore & above	Thomas Cook (I), Mumbai, Le Passage to India, New Delhi, Kuoni Travel (I), Gurgaon	23.	Best Hotel – Two Star	Resorte Marinha Dourada, Goa
11.	Tour Operator/ Travel Agent Category 3 – (Foreign Exchange Earnings between Rs. 50.00 Crore & Rs. 100.00 Crore)	Abercrombie and Kent, New Delhi	24.	Best Hotel – Four Star	Heritage Village, Manesar
12.	Tour Operator/ Travel Agent Category 3 – (Foreign Exchange Earnings between Rs. 25.00 Crore & Rs. 50.00 Crore)	1. Minar Travels (I), New Delhi. 2. Tamarind Tours, Mumbai 3. Orient Express, New Delhi	25.	Best Hotel – Five Star	The Gateway Hotel, Calicut
13.	Tour Operators/ Travel Agent Category 4 – (Foreign Exchange Earnings between Rs. 10.00 Crore & Rs. 25.00 Crore)	1. Trail Blazer Tours India, Noida 2. Travel Inn (I), New Delhi. 3. Hi Tours (India)	26.	Best Hotel – Five Star Deluxe	The Leela Kempinski, Kovalam
14.	Tour Operator/ Travel Agent Category 5 – (Foreign Exchange Earnings between Rs. 5.00 Crore & Rs. 10.00 Crore)	1. Indian Panorama, Trichy. 2. Namaste Tours, Gurgaon 3. Holidays to Treasure India Tours, Gurgaon	27.	Heritage – Hotel	Samode Haveli, Jaipur
15.	Tour Operator / Travel Agent Category 6 – (Foreign Exchange Earnings between Rs. 2.50 Crore & Rs. 5.00 Crore)	1. Sai Voyages, New Delhi. 2. Flexi Tours, New Delhi. 3. Nandi Travels, New Delhi	28.	Heritage Classic – Hotel	Indeco Hotel, Swamimalai
16.	Tourist Transport Operator – Category 1 (Foreign Exchange Earnings of Rs. 1.50 Crore & above)	1. Ajay Travels, New Delhi 2. Mercury Car Rentals, New Delhi. 3. Rajindra Bus Service, New Delhi	29.	Heritage Grand - Hotel	Fateh Parkash Palace, Udaipur
			30.	Hotel Providing Best Facilities for the Differently Abled Guests	Taj Hari Mahal, Jodhpur
			31.	Best Eco-Friendly Hotel	ITC Maurya, New Delhi
			32.	Best Convention Centre	1. Hyderabad International Convention Centre, Hyderabad. 2. Hotel Jaypee Palace & International Convention Centre, Agra
			33.	Best Incredible India Bed & Breakfast Establishment (Gold)	Sabharwal Home Stay, New Delhi

Snapshots on Page 6-7 ▶

National Tourism Award Winners



National Tourism Award Winners



Highlights: April 2010 Foreign Tourist Arrivals Foreign Exchange Earnings

Foreign Tourist Arrivals (FTAs)

- FTAs during the month of April 2010 were 3.54 lakh as compared to 3.48 lakh during April 2009 and 3.61 lakh in April, 2008.
- There has been a growth of 1.7 per cent in April 2010 over April 2009 as compared to a negative growth of 3.5 per cent registered in April 2009 over April 2008.
- Growth rate in FTAs during April 2010 (1.7 per cent) is lower than that observed during March 2010 (12.9 per cent)
- Despite closure of airspace for more than a week in Europe due to volcanic eruption in Iceland, India registered a positive growth of 1.7 per cent in FTAs in April 2010
- FTAs during the period January – April 2010 were 19.18 lakh with a growth rate of 10.6 per cent as compared to the FTAs of 17.35 lakh and a negative growth rate of 11.7 per cent during January-April 2009 over the corresponding period of 2008.

Foreign Exchange Earnings (FEE) from Tourism in Indian Rupee terms and US\$ terms

- FEE during the month of April 2010 were Rs. 4518 crore as compared to Rs. 4061 crore in April 2009 and Rs. 3773 crore in April 2008.
- The growth rate in FEE in Rupee terms in April 2010 over April 2009 was 11.3 per cent as compared to growth rate of 7.6 per cent in April 2009 over April 2008.
- FEE in US\$ terms during the month of April 2010 were US\$ 1013 million as compared to FEE of US\$ 811 million during the month of April 2009 and US\$ 943 million in April 2008.
- The growth rate in FEE in US\$ terms in April 2010 over April 2009 was 24.9 per cent as compared to the negative growth of 14.0 per cent in April 2009 over April 2008.

Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEE) from Tourism in India during March 2010 and comparative figures of 2008 and 2009

Foreign Tourist Arrivals (Nos)					
Month	Foreign Tourist Arrivals (Nos.)			Percentage Change	
	2008	2009@	2010@	2009/08	2010/09
January	511781	421708	490868	-17.6%	16.4%
February	611493	546675	600796	-10.6%	9.9%
March	479765	417875	471781	-12.9%	12.9%
Total	1603039	1386258	1563445	-13.5%	12.8%

Foreign Exchange Earning (in rupees)					
Month	Foreign Exchange Earnings (in Rs. crore)			Percentage Change	
	2008#	2009@	2010#	2009/08	2010/09
January	5438	4598	5593	-15.4%	21.6%
February	5182	4547	6646	-12.3%	46.2%
March	5035	4437	5507	-11.9%	24.1%
Total	15655	13582	17746	-13.2%	30.7%

Foreign Exchange Earning (in US dollars)					
Month	Foreign Exchange Earnings (in US\$ million)			Percentage Change	
	2008#	2009#	2010#	2009/08	2010/09
January	1382	941	1215	-31.9%	29.1%
February	1305	923	1434	-29.3%	55.4%
March	1248	867	1209	-30.5%	39.4%
Total	3935	2731	3858	-30.6%	41.3%

@ Provisional Estimates # Advance Estimates

Calendar of Events - 2010

MAY		JULY		SEPTEMBER		OCTOBER	
11-14	Kuwait World Travel Expo, Kuwait	10-12	India International Travel Mart (IITM) Bengaluru, India	2-5	IATO Annual Convention	5-7	IT & CMA / CTW Bangkok
13-15	Bahrain International Travel Expo, Bahrain	16-18	India International Travel Mart (IITM) Chennai, India	14-17	PATA Travel Mart 2010 Macau SAR	20-22	ITB Asia, Singapore
25-27	IMEX Frankfurt, Germany			21-24	Top Resa Paris, France	25-26	Business Travel Show Dubai, U.A.E
JUNE		AUGUST		24-26	JATA World Travel Fair Tokyo, Japan	NOVEMBER	
25-27	Beijing International Tourism Expo (BITE), Beijing, China	20-22	TTF & OTM Ahmedabad, India	-	TAAI Annual Convention	8-11	WTM - World Travel Market, London, UK
						15-18	IGTM, Valencia, Spain

IATO Sub Committees

01. Adventure Tourism Committee

1. Maj. S.K. Yadav, Wanderlust Travels P. Ltd., New Delhi - **Convener**
2. Mr. K.P. Sharma, Garhwal Adventure P. Ltd., Dehradun
3. Mr. Vishwas Makhija, Luxury India Holidays, Gurgaon.

Coordinator - Mr. Sanjay Razdan, Razdan Holidays

02. Domestic & Outbound Tourism Committee

1. Ms. Ritu Saigal, Travel With Us, New Delhi - **Convener**
2. Mr. Krishen Seth, Pearl International Tours, New Delhi
3. Mr. Gajendra Singh Panwar, Indo Asia Tours, Gurgaon.
4. Mr. S.D. Khanna, X.L. Tours & Travels, New Delhi

Coordinator - Mr. Rajesh Mudgill, Planet India Travels Pvt. Ltd.

03. Education & Training Committee

1. Mr. Krishen Seth, Pearl International Tours, New Delhi - **convener**
2. Ms. S. Kumar, Travel Mate India, New Delhi
3. Ms. Sudha Gupta, Vedic Tours & Travels (P) Ltd., New Delhi
4. Ms. Veneeta Rawat, A.K. Travels & Tours, Mumbai

Coordinator - Mr. Arjun Sharma, Le Passage to India Tours and Travels Pvt. Ltd.

04. Guides Co-ordination Committee

1. Mr. Sanjeev Joshi, Tourism India Management Enterprises P. Ltd., New Delhi - **Convener**
2. Mr. Ramesh Tikku, Connecting Horizons, Delhi

3. Mr. R.K. Mathur, Top Travels, New Delhi

Coordinator - Mr. Rajesh Mudgill, Planet India Travels Pvt. Ltd.

05. Hotel Relations Development Committee

1. Mr. Rajnish Kaistha, Paradise Holidays (I) P. Ltd., New Delhi - **Convener**
2. Mr. Sunirmol Ghosh, Indo Asia Tours, Gurgaon
3. Mr. Rajeev Kohli, Creative Travel P. Ltd., New Delhi
4. Mr. Sudhir Sachdeva, Holiday to Treasure, Gurgaon.

Coordinator - Mr. Vikram Madhok, Abercrombie & Kent India Ltd.

06. IT & Website Development Committee

1. Mr. Harminder Singh, Apollo Voyages, New Delhi - **Convener**
2. Mr. Sandeep Jain, Special Holidays Travel P. Ltd., New Delhi
3. Mr. Ravi Gusain, Erco Travels, New Delhi
4. Mr. Salim Javed, Banyan Tours & Travels, Gurgaon

Coordinator - Mr. Jatinder Taneja, Travel Spirit International Pvt. Ltd.

07. Legal & Grievances Committee

1. Mr. S.D. Khanna, X.L. Tours & Travels, New Delhi - **Convener**
2. Mr. Sunil Sharma, Target Tours, New Delhi
3. Mr. Naveen Chibber, Orient Express, New Delhi

Coordinator - Mr. Atul Rai, Ananya Tours Pvt. Ltd.

08. Overseas Marketing and Promotion Committee

1. Mr. Lajpat Rai, Lotus Trans Travel P. Ltd., New Delhi - **Convener**
2. Mr. T.N. Bhatt, Mercury Travels, New Delhi
3. Mr. Govind Jaiswal, Banyan Tours & Travels P. Ltd., Gurgaon
4. Mr. Sunil Sharma, Target Tours, New Delhi

Coordinator - Mr. Pronab Sarkar, Swagatam Tours Pvt. Ltd.

09. Railway & Surface Transport Co-ordination Committee

1. Mr. Raj Bajaj, Adventure World India Pvt. Ltd., New Delhi - **Convener**
2. Mr. Naresh Trehan, Twenty First Century Travels, New Delhi
3. Mr. Gurdeep Singh Phial, Simran Holidays, New Delhi
4. Mr. Gurmit Singh Taneja, Highway Travel, New Delhi

Coordinator - Mr. Naresh Sharma, Inpac Tours Pvt. Ltd

10. Civil Aviation and Airlines Committee

1. Mr. Sunirmol Ghosh, Indo Asia Tours, Gurgaon - **Convener**
2. Mr. Ravi Arora, Angad Travels, New Delhi
3. Col. D.K. Kapoor, The Odyssey, Regalia, New Delhi
4. Mr. Rajiv Mehra, Uday Tours & Travels, New Delhi
5. Mr. P.S. Duggal, Minar Travels (India) Pvt. Ltd., New Delhi

Coordinator - Mr. Subhash Goyal, Stic Travels Pvt. Ltd.

MP Tourism Launches B&B Scheme

MPSTDC has already issued a booklet containing all the guidelines for Home Stay owners to get their establishments registered and become operational

To supplement the available tourist accommodation in cities and at places of tourist interest in Madhya Pradesh, MP Tourism has launched a Bed & Breakfast (B&B) scheme, effective from April 1, 2010. The scheme has been introduced in line with the guidelines issued by the Ministry of Tourism, Government of India, for providing comfortable Home Stay facilities to the foreign tourists, and giving them an opportunity to experience the famed Indian hospitality and get acquainted with Indian cuisine, customs and traditions.

The Government of Madhya Pradesh has authorised MP State Tourism Development Corporation Ltd. to implement the scheme in earnest. In turn,

MPSTDC has already issued a booklet containing all the guidelines for Home Stay owners to get their establishments registered and become operational. The salient highlights of the scheme are as follows:-

- Any property owner may offer a minimum of two and a maximum of five rooms in his/her property excepting the rooms

been inspected by a committee which will ensure that it is comfortable and a safe home stay as required by the published guidelines.

- Scrutiny of all applications received under the scheme will be carried out by a committee comprising a representative of the District Collector, the Regional Manager and the

from the Directory.

- Full details of the visitors and their arrival/departure will be recorded in a register which will be made available for inspection at any time. The area police will be kept informed about all visitors on a monthly basis.
- MPSTDC will publicise all registered B&B establishments through

National Tourism Awards 2008-2009

The Shri. Hari Ranjan Rao (IAS) Managing Director Madhya Pradesh Tourism received National Tourism Awards 2008-2009.

1. Best Tourism Promotion Collateral Publicity Material Special Mention



Over the years, Madhya Pradesh has been acknowledged for its high-quality publicity materials. They stand out for their visual appeal, quality of production,

lay-out and copy. Be it the package tour booklet, destination folders or city guides, the publications are well-researched, and reflect the professional approach of Madhya Pradesh Tourism in promoting the State's wonderful tourism product.

required for his/her personal use.

- The offered accommodation must have adequate facilities for a comfortable home stay, and must be well-maintained and secure.
- The property will be registered only after it has

Executive Engineer of MPSTDC.

- A Directory of all registered properties will be published by MPSTDC. Any property owner who violates any term of the scheme will be derecognised, and his/her name will be deleted

its website and other mediums.

The first few registered Home Stays are expected to become operational by the end of May 2010. In fact, MPSTDC has fixed May 24, which is a MP Tourism Day, for announcing at least 10 Home Stays under the B&B scheme.



God made
Madhya Pradesh
beautiful.
We made it
comfortable.



Acquarius Inc.

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