

THE SRINAGAR RETREAT  
A REPORT

WORLD  
TRAVEL &  
TOURISM  
COUNCIL



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Hotel Financing  
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Continental Airlines

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The Taj Group of Hotels

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Uniglobe Travel (International)  
Inc

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Raffles International Hotels &  
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Interval International

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Insurance & Related Services  
American International Group Inc

Alain Demissy  
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Mondial Assistance Group

Rod Eddington  
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Mathias Emmerich  
Chairman  
Rail Europe Group, Inc

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Worldspan

Laurence Geller  
Chairman & CEO  
Strategic Hotel Capital

Henri Giscard d'Estaing  
Chairman & CEO  
Club Méditerranée

Maurice H Greenberg  
Chairman & CEO  
American International Group  
Inc

Naresh Goyal  
Chairman  
Jet Airways

Richard Helfer  
Raffles International Hotels &  
Resorts

James Hensley  
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Allied Europe

James Hogan  
President & Chief Executive  
Gulf Air

Stephen Holmes  
Vice Chairman  
Cendant Corporation

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President & CEO  
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Chairman & CEO  
Iberia, Airlines of Spain

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Kerzner International Ltd

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Managing Partner  
DLA

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The Taj Group of Hotels

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Kuoni Travel Holding Ltd

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The Leading Hotels of  
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The Boeing Company

John M Noel  
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The Noel Group

Tom Nudley  
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Reed Travel Exhibitions

Alan Parker  
Managing Director  
Whitbread Hotel Company

Jean Gabriel Pèrès  
President & CEO  
Mövenpick Hotels & Resorts

Dionísio Pestana  
Chairman  
Group Pestana

Stefan Pichler  
Chairman & CEO  
Thomas Cook AG

Fernando Pinto  
CEO  
TAP Air Portugal

Wolfgang Prock-Schauer  
Chief Executive Officer  
Jet Airways

David Radcliffe  
Chief Executive  
Hogg Robinson plc

Kurt Ritter  
President & CEO  
Rezidor SAS Hospitality

Peter Rogers  
President & CEO  
Diners Club International

Carl Ruderman  
Chairman  
Universal Media

Bruno Schöpfer  
Chairman of the Board  
Mövenpick Hotels & Resorts

Robert Selander  
President & CEO  
MasterCard International

Per Setterberg  
CEO  
Global Refund Group

Barry Sternlicht  
Chairman & CEO  
Starwood Hotels & Resorts  
Worldwide, Inc

Ron Stringfellow  
Executive Chairman  
Southern Sun Group

Lalit Suri  
Chairman & Managing Director  
Bharat Hotels Ltd

Ian Swain  
Chairman & CEO  
Swain Travel Services Inc

Kathleen Taylor  
President  
Worldwide Business Operations  
Four Seasons Hotels and Resorts

José Antonio Tazón  
President & CEO  
Amadeus Global Travel  
Distribution

Jeffrey Toffler  
Chairman  
Coventry Partners

Mustafa Türkmen  
CEO & Managing Director  
Enternasyonal Tourism  
Investments, Inc

Patrice Vinet  
Partner  
Accenture

Daniela Wagner  
Managing Director, International  
Octopustravel.com

Peter Yesawich  
Managing Partner  
Yesawich, Pepperrine, Brown &  
Russell

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Lord Marshall of Knightsbridge  
Chairman  
British Airways plc

Sir Frank Moore, AO  
Chairman  
Taylor Byrne Tourism Group

Frank Olson  
Chairman of the Board  
The Hertz Corporation

Gérard Pélisson  
Co-Chairman, Supervisory Board  
Accor SA

Tommaso Zanzotto  
President  
TZ Associates Ltd

**CHAIRMAN EMERITUS:**

James D Robinson III  
General Partner  
RRE Ventures

**IMMEDIATE PAST  
CHAIRMEN:**

Harvey Golub  
Retired Chairman & CEO  
American Express Co  
WTTC Chairman (1996–2001)

Robert H Burns  
Chairman  
Robert H Burns Holdings Limited  
WTTC Chairman (1994–1996)

**PRESIDENT:**

Jean-Claude Baumgarten

*As at October 2003*

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# Introduction

## SECTION 1

## President's Foreword

WHILST THE WTTC INDIA INITIATIVE HAS EVOLVED ENORMOUSLY SINCE ITS INCEPTION IN FEBRUARY 2000, OUR PRINCIPAL GOAL REMAINS UNCHANGED – TO RAISE AWARENESS OF THE CRUCIAL ROLE THAT TRAVEL & TOURISM PLAYS IN THE INDIAN ECONOMY.

The WTTC India Retreat has proved to be a successful vehicle for communicating this message and I am grateful to the participants of the first three Retreats for making this possible. There is no doubt that the success of these events is due to the commitment of the delegates who, not only agree to spend a weekend locked in debate, but also play a crucial role in unraveling what needs to change in order for Travel & Tourism to flourish in India.

Readers of this report will not be surprised to learn that our decision to hold the third Retreat in the State of Jammu & Kashmir was not one that was taken lightly. Security issues were discussed at length and a number of our guests had strong reservations.

However, I think I speak for everybody involved when I say that, once there, we were all convinced that this was an extremely apt and pertinent location for discussing the economic importance of Travel & Tourism. After all, the State of Jammu & Kashmir was formerly one of India's most popular tourism destinations and yet currently tourists are few and far between. Mr Omar Abdullah, President of the National Congress and keynote speaker at this Retreat explained to us that everything had changed extremely rapidly. People who had previously relied on Travel & Tourism suddenly found that they had no income and handicrafts that had been sold in abundance within Jammu & Kashmir, became items for export.

This was how the people of this beautiful State came to realise the extent to which they

had relied on Travel & Tourism for their livelihood.

So what better place than Srinagar for recognising the economic and job-creating importance of Travel & Tourism?

I am extremely grateful to the Chief Minister of Jammu & Kashmir, Mufti Mohammad Sayeed, who acted as the Patron of this Retreat and whose support was a source of enormous encouragement.

Moving onto the business agenda of the Retreat, I am delighted to highlight two recent steps which were the direct result of our discussions in Srinagar:

1. The decision to release a WTTC White Paper on Civil Aviation.
2. The decision to make the State of Jammu & Kashmir a WTTC Partner State.

I hope that these steps and the recommendations offered in this report demonstrate our commitment to Travel & Tourism. It is our firm belief that this industry can provide an important tool for tackling some of the economic, social and environmental challenges facing India today.



JEAN-CLAUDE BAUMGARTEN  
President  
World Travel & Tourism Council

## The WTTC India Initiative: The Members

THE WTTC INDIA INITIATIVE IS BACKED BY TWENTY-THREE KEY PLAYERS FROM SOME OF THE MOST INFLUENTIAL TRAVEL & TOURISM COMPANIES IN THE WORLD.

In joining this Initiative each Member has made a personal commitment to work towards overcoming the barriers to tourism growth in India, irrespective of their individual business needs.

It is our belief that through coming together and speaking with one voice, we are better positioned to advance the cause of Travel & Tourism in India.

### The Members of the WTTC India Initiative are:

**Mr Vikram Madhok\***  
Abercrombie & Kent

**Mr Sunder G Advani**  
Advani Hotels & Resorts (India) Ltd

**Mr Ankur Bhatia\***  
Amadeus India Pvt Ltd

**Mr K L Muralidhara\***  
American Express

**Mr Harsh Neotia**  
Ambuja Cement Eastern Ltd

**Mr Shiv Kumar Jatia**  
Asian Hotels Ltd

**Mr K Roy Paul**  
Air India

**Mr Lalit Suri\***  
The Grand Group of Hotels

**Mr Maurice Flanagan\***  
Emirates

**Maharana Arvind Singh Mewar**  
Historic Resort Hotels Ltd

**Mr Vivek Nair**  
Hotel Leelaventure Ltd

**Mr Sunil Arora**  
Indian Airlines

**Mr Nakul Anand**  
ITC Hotels

**Mr Naresh Goyal**  
Jet Airways

**Maharaja Gaj Singh of Jodhpur**  
Maharaja Heritage Resorts

**Mr P R S Oberoi\***  
The Oberoi Group

**Ms Priya Paul**  
The Park Hotels

**Mr Uttam Kumar Bose**  
Sahara Airlines India

**Mr Arjun Sharma**  
Select Holiday Resorts

**Mr Himmat Anand**  
Sita World Travel

**Mr Chandan Kashikar\***  
Six Continents Hotels

**Mr R K Krishna Kumar\***  
The Taj Group

**Mr Adi J Katgara**  
Travel Corporation India Pvt Ltd

**Mr Ashwini Kakkar\***  
Thomas Cook (India) Ltd

*\* Also Global Members*

## The Srinagar Retreat

# SECTION 2

# PROGRAMME

## DAY 1 - FRIDAY, 5 SEPTEMBER 2003

- 12.35 Participants arrive at Srinagar Airport on Flight 9W 603
- 13.15 Participants check-in at InterContinental The Grand Palace, Srinagar
- 13.30-15.00 **Buffet Lunch**  
*Hosted by Mr Jean-Claude Baumgarten, President, WTTC*
- 15.00-17.30 **Leisure time for Shikara ride or walk by the Dal Lake**
- 17.30 Participants assemble for Tea in Chinar Bagh
- 18.00 **Inaugural Session commences in Durbar Hall**
- Introduction**  
*Mr Yogesh Chandra, Secretary General, WTTC India Initiative*
- Welcome Address**  
*Mr Lalit Suri, Chairman & Managing Director, The Grand Group of Hotels*
- Presidential Address**  
*Mr Jean-Claude Baumgarten, President, World Travel & Tourism Council*
- Address by Chief Guest - The Chief Minister of Jammu & Kashmir**  
*Mufti Mohammad Sayeed*
- Inaugural Address**  
*Dr Karan Singh, Member of Parliament*
- Presentation by Department of Tourism**  
*Government of Jammu & Kashmir*
- 20.30 **Cocktails and Dinner**  
*Hosted by Mr M Y Khan, Chairman, Jammu & Kashmir Bank*

## DAY 2 - SATURDAY 6 SEPTEMBER 2003

- 07.30-09.30 **Breakfast at Chinar Café**
- 09.45-10.00 **Delegates assemble in Durbar Hall**
- 10.00-10.05 **Opening Remarks on the Retreat Agenda**  
*Mr Yogesh Chandra, Secretary General, WTTC India Initiative*
- 10.05-10.30 **Presentation - Progress Through Partnership Amongst People**  
*Mr Suhel Seth, CEO, Equus Red Cell Advertising*
- 10.30-11.00 **The Impact of Tourism on the State Economies**  
*Mr Jairam Ramesh, Secretary, All India Congress Committee*
- 11.00-11.30 **The Marketing of Tourism**  
*Mr Amitabh Kant, Joint Secretary Tourism and CMD, ITDC*
- 11.30-12.00 **Tourism and Jammu & Kashmir**  
*Mr Omar Abdullah, President, National Conference*
- 12.00-13.30 **Reflections on morning Session - Questions and Answers**  
*Anchored by Mr Suhel Seth, CEO, Equus Red Cell Advertising*
- 13.30-14.30 **Luncheon at Chinar Bagh**  
*Hosted by Mr Suhel Seth, CEO, Equus Red Cell Advertising*
- 14.30-16.00 **Break-out sessions to cover the following topics:**
1. Aviation/Taxation
  2. Marketing of tourism
  3. How tourism impacts the state economies
  4. Infrastructure (particularly roads and railways)
  5. Development of Gateways (airports, ports and marinas)
- 16.00-18.00 **Working Group Presentations to be followed by open debate**  
*Anchored by Mr Suhel Seth, CEO, Equus Red Cell Advertising*
- 18.00-18.30 **Valedictory Address**  
*Mr N K Singh, Member, Planning Commission*
- 18.30-18.45 **Closing of Retreat**  
*Mr Jean-Claude Baumgarten, President, World Travel & Tourism Council*
- 20.30 **Cocktails and Theme Dinner (Black and White)**  
*Hosted by Mr Lalit Suri, Chairman & Managing Director, The Grand Group of Hotels*

## The Delegates

### MEMBERS OF PARLIAMENT

Mr Ashwani Kumar  
and Mrs Madhu Kumar

Begum Noor Bano

Mr Dineshbhai Trivedi  
and Mrs Minal Trivedi

Dr Karan Singh  
and Mrs Yasho Rajya Lakshmi

Mr Prithviraj Chavan  
and Mrs Satya Sheela Chavan

Mrs Renuka Chowdhury  
and Ms Poojita Chowdhury

Mr Saleem Iqbal Shervani

### MEDIA

Ms Bachi Karkaria  
Resident Editor  
The Times of India

Mr Chandan Mitra  
and Mrs Shobori Ganguly  
Editor-in-Chief  
The Pioneer

Mr Karan Thapar  
President  
Infotainment Television

Mrs Naazneen Karmali  
And Mr Aquil Karmali  
Consultant Editor  
The Business India Group

Mr Rabindra Seth  
Freelance Journalist

Mr Rohit Bansal  
Resident Editor  
Financial Express

Dr Sanjay Baru  
and Mrs Rama Baru  
Chief Editor  
Financial Express

Ms Tavleen Singh  
Columnist

### GOVERNMENT

Mr N K Singh  
and Mrs Prem Kumari  
Member  
Planning Commission

General S K Sinha  
Governor  
Jammu & Kashmir

Mr Sudhir S Bloeria  
Chief Secretary  
Jammu & Kashmir

Mr Ghulam Ahmad Mir  
Minister of Tourism  
Jammu & Kashmir

Mufti Mohammad Sayeed  
Chief Minister  
Jammu & Kashmir

Mr V Subramanian  
and Mrs Subramanian  
Additional Secretary  
Ministry of Civil Aviation

Mr Amitabh Kant  
and Mrs Ranjeeta Kant  
Joint Secretary  
Ministry of Tourism

### WTTC MEMBERS

Mr Sanjeev Talwar  
Regional Director  
Air India

Mr Lalit Suri  
and Mrs Jyotsna Suri  
Chairman & Managing Director  
The Grand Group of Hotels

Maharana Arvind Singh Mewar  
Chairman  
Historic Resort Hotels

Princess Padmaja Kumari Mewar  
Historic Resort Hotels

Ms Anjana Maheshwari  
General Manager  
Indian Airlines

Major S S H Rehman  
Director  
ITC Limited

Mr Nakul Anand  
Managing Director  
ITC Hotels

Ms Nandini Verma  
Vice President  
Corporate Affairs & Public Relations  
Jet Airways

Mr Saroj Datta  
Executive Director  
Jet Airways

Ms Ragini Chopra  
Vice President  
Business Development  
& Corporate Communications  
The Oberoi Group

Mr Himmat Anand  
CEO  
Sita World Travel

Mr Ajoy Misra  
Senior Vice President  
Sales & Marketing  
The Taj Group of Hotels

Mr D K Beri  
Vice President  
Business & Corporate Affairs  
The Taj Group of Hotels

Mr Ashwini Kakkar  
CEO & Managing Director  
Thomas Cook India Ltd

Mr Alok Sharma  
Vice President  
Corporate Strategy and Commercial  
Sahara Airlines Ltd

### PARTNER STATE

Mr Rajeeva Swarup  
Commissioner  
Department of Tourism  
Art & Culture  
Government of Rajasthan

### WTTC TEAM

Mr Jean-Claude Baumgarten  
President

Mr Yogesh Chandra  
Secretary General, WTTC India

Ms Marianne Thompson-Hill  
Director, Regional Programmes

### CONSULTANT

Mr Suhel Seth

## Conclusions and Recommendations

### Aviation/Taxation

#### The Working Group

##### Chairman

Mr Saroj Datta

##### Rapporteurs

Mr Alok Sharma

##### Delegates

Mr S K Misra

Mr V Subramanian

Ms Anjana Maheshwari

Mr Sanjeev Talwar

Mr Chandan Mitra

Mr Rohit Bansal

Mr Prithviraj Chavan

#### RECOMMENDATIONS

The principal issue of concern for this working group was the price of travel. In that respect, the group made the following recommendations:

##### Aviation

- Civil Aviation should be treated as an employment generator and used as an 'economic activity engine'. Such an approach would enable the country to exploit the direct and indirect economic benefits of civil aviation. The cost of domestic flights should be lowered. Airlines should recognise that while, lowering fares will inevitably lead to a reduction in revenues from each traveller, this would quickly be counteracted by an increase in the number of travellers. The final result would benefit everybody – the tourist, the airline, the hotelier, the taxi driver and the guide.
- WTTC would need to convince the Ministry of Finance of the benefits of cutting the cost of travel. It was noted that the Ministries of Tourism, Civil

Aviation and all other related departments were already convinced that this would be a beneficial step.

- Cost cutting should not be perceived to be a short-term solution, but rather one that would benefit India in the long-term.

##### Taxation

We should appeal for a lowering of the cost of:

- Aviation Turbine Fuel; and
- landing and navigation charges.

We should also highlight the need:

- For the elimination of Inland Air Travel tax.
- To review the Route Dispersal Guidelines.

# Conclusions and Recommendations

## The Working Group

### Chairman

Mr Nakul Anand

### Rapporteur

Ms Ragini Chopra

### Delegates

Mr Amitabh Kant  
Mrs Renuka Chowdhury  
Ms Padmaja Kumari  
Ms Tavleen Singh  
Mr Karan Thapar

## Marketing of Tourism

### RECOMMENDATIONS

The working group looked at the problem of marketing in terms of both the external message and the internal challenge. They made the following comments and recommendations:

#### External Marketing of India

With regards to the external marketing of India, the group posed three questions:

1. How successful was the *Incredible India Campaign*?
2. What makes India a unique and distinctive destination?
3. How could India be distinguished from neighbouring destinations?

As a result of their discussions, they recommended that it was necessary to:

- Enhance awareness of India as a tourism destination.
- Create an India brand that strongly attracts consumers.

However, the group felt that these goals could not realistically be reached without a huge commitment in terms of time and money. As a means of raising money they made the following suggestions:

- A special tax of 1,000 Rupees could be levied on the outbound tourist. This was likely to generate as much as 450 Crores. This fund could then be used solely for the purposes of an integrated communications strategy to build Brand India.
- The private sector could be allowed access to the *Brand India Fund*, currently managed by the Ministry of Commerce, and to the *Special India Investment Fund*, created and managed by the Ministry of Finance.

#### The Internal Challenge

- Once lured to India, it was important that the brand lived-up to people's expectations.
- In order to do this, it was necessary to invest in a number of factors including infrastructure, hygiene, airports and aviation.
- Industry leaders should work together in partnership with the Governments.
- In order to gain support from the Government - both Central and State - WTTC should continue to raise awareness of the importance of Travel & Tourism as a creator of jobs and economic prosperity.

- Members of Parliament who had participated in the Retreats could also raise awareness both with Central Government and in their States, as well as among elected representatives and opinion makers.
- The media could address crucial economic and development issues through comments and articles.
- Awareness programmes could be created for schools, colleges and discussion fora.



# Conclusions and Recommendations

## The Working Group

### Chairman

Maharana Arvind Singh Mewar

### Rapporteur

Mr Rajeeva Swarup

### Delegates

Ms Bachi Karkaria  
Mr Himmat Anand  
Mr Dineshbhai Trivedi  
Begum Noor Bano  
Mr D K Beri

## Tourism & the State Economies

### RECOMMENDATIONS

This Working Group felt that Tourism was the only industry that boosts every state economy. They were encouraged to note that most of the State Governments were fully aware of this fact as well as of the other benefits of Travel & Tourism. Prior to making specific recommendations, they identified six ways in which Travel & Tourism benefited the States:

1. By generating employment:

- Tourism is one of the largest generators of employment.
- It generates jobs for every age, gender and skill level.
- It provides opportunities for self-employment.

2. Through the 'chain effect':

- Tourism is an engine for economic growth.
- It benefits everybody, not just the person who sells the holiday. Money spent by the tourist filters down from the top and typically thirteen people will benefit. Examples include the taxi driver, the guide, the man selling the camera film or the postcards.

3. By generating revenue.

- 4. By encouraging sustainable development.
- 5. By encouraging the development of underdeveloped regions.
- 6. By helping to establish an image and brand for the State.

Hence, the recommendations of the group were that Travel & Tourism should:

- Be universally accepted on the Government agenda for development.
- Be made an integral part of public policy, with a comprehensive Master Plan.
- Have commensurate budgetary allocations.
- Sensitise all stakeholders.





# Conclusions and Recommendations

## The Working Group

### Chairman

Mr N K Singh

### Rapporteur

Ms Nandini Verma

### Delegates

Mr Ashwani Kumar

Ms Naazneen Karmali

Mr Satish Jacob

Mr Lalit Suri

Dr Sanjay Baru

## Infrastructure

### RECOMMENDATIONS

The Working Group reviewed the recommendations that had been made at the Goa Retreat in February 2003. It was found that many of these recommendations were still valid and the following assessment was made:

#### 1. Civil Aviation

- It was noted with disappointment that very little progress had been made in this sector.
- A forward looking Civil Aviation Policy was required and should be announced as early as possible.
- There was an urgent need to privatise Delhi and Mumbai airports.
- Greenfield airport projects in Metro cities should be made a priority and the 1998 cabinet decision regarding airport privatisation should be implemented immediately.
- A regulatory framework was required to provide a level playing field and to facilitate the development of the requisite infrastructure.

- Initiatives should be undertaken for promoting an Open Skies Policy and to encourage healthy competition in this sector.
- It was noted that airports are windows into a country, state and city. Indian airports should therefore be refurbished to global standards and provide travellers with a highly efficient service.

#### 2. Railways

The recommendations made at the Goa Retreat were still valid, namely that:

- There should be an increase in tourist trains.
- The Government should consider the possibility of allowing the private sector to operate on certain routes.
- Infrastructure should be improved.
- Entertainment and luxury services should be introduced such as catering, ayurvedic treatment and massage.
- Overseas tour operators and travel agents should have access to the railway reservation system and have global connectivity for on-line bookings.

In addition, it was necessary:

- To focus on efficiency, reliability of schedules, safety and hygiene.
- To expand facilities at stations for waiting and stranded passengers.

These recommendations were considered critical, especially bearing in mind that 1.4 Crore passengers travel on trains in India every day.

#### 3. Roads

The Goa Recommendations needed to be brought into focus again as follows:

- Prioritise six or seven important tourist areas for intensive infrastructure development. Government/private sector investment should be concentrated in these areas until infrastructure reaches international standards.
- A percentage of the national earnings from tourism should be set aside for infrastructure improvement.

In addition, issues relating to long-term operations and the maintenance of roads should be carefully considered and financial engineering options should be suitably explored.

#### 4. Urban Sector

- It was felt that this sector needed to be included under Infrastructure.
- Drainage, sewage, sanitation and water were of particular concern and it was recommended that these issues should be addressed urgently.

In conclusion, this Working Group reminded delegates that Mr N K Singh, Chairman of the Planning Commission, had informed the delegates of an earlier Retreat that a fund existed specifically for tourism development. This fund had been mentioned by the Prime Minister, during his Independence Day address from the Red Fort.

It was noted that the Five Year Plan for the Tourism Development Fund had an allocation of 3,000 Crores for the development and promotion of tourism. This was an opportunity to ensure that this fund was adequately spent.



# Conclusions and Recommendations

## The Working Group

### Chairman

Major S S H Rehman

### Rapporteur

Mr Ajoy Misra

### Delegates

Mr G S Dhar  
Mr Karan Thapar  
Mr Yogesh Chandra  
Mr Rabindra Seth

## The Development of Gateways

### RECOMMENDATIONS

This Working Group made the following recommendations:

- We should choose quality over quantity, and start by developing a few of the gateways to international standards, eg:
  - **A category airports** – Delhi and Bombay. These should be benchmarked against the best international airports such as Singapore and Hong Kong.
  - **B category airports** – These should be benchmarked against other international airports.
  - **Hub/spoke configuration** – eg at places like Jaipur, Aurangabad, etc.
- We should develop New Delhi as the International transit hub for Asia.
- Other alternative gateways should also be developed.

### Sea

Currently all our ports are geared essentially for cargo. We need to develop port handling facilities for cruise ships.

- East – Chennai
- West – Mumbai
- South – Cochin

### Road

- Roadlink to China?
- Roadlink through Pakistan?
- Asian roadlink through North East to Myanmar, Thailand and Vietnam.

### Rail

- Rail-link through Pakistan?
- Asian roadlink through North East?
- General upgradation of existing key rail terminus.
- Energising rail tourism through surplus land development, special rail tourism circuits and private sector participation in railway station management.



# Glimpses



## The Group Photograph



**Sitting (from left):** Tavleen Singh, Chandan Mitra (MP), Karan Thapar, Suhel Seth, Meenakshi Singh, Jyotsna Suri, Renuka Chowdhury (MP), Vandana Chandra, Begum Noor Bano (MP), Mrs Ashwani Kumar, Anjana Maheshwari, Mrs V Subramanian

**Sitting 2nd Row (from left):** Satya Sheela Chavan, Poojita Chowdhury, Naazneen Karmali, Bachi Karkaria, N K Singh, Prithviraj Chavan (MP), V Subramanian, Dineshbhai Trivedi (MP), Ashwani Kumar (MP), Jean-Claude Baumgarten, Lalit Suri (MP), Amitabh Kant, Ragini Chopra, Dr Sanjay Baru, Rabindra Seth

**3rd Row (from left):** Major S S H Rehman, Aquil Karmali, Saroj Datta, Alok Sharma, D K Beri, Nakul Anand, Ajoy Misra, M Ashraf, Himmat Anand, Rajeeva Swarup, Satish Jacob, G S Dhar, Rohit Bansal, Marianne Thompson-Hill, Sanjeev Talwar, Yogesh Chandra

The Next Step



SECTION 3



## The Srinagar Declaration

ON 7 SEPTEMBER 2003 THE WORLD TRAVEL & TOURISM COUNCIL INDIA INITIATIVE DETERMINED THAT THE STATE OF JAMMU & KASHMIR WOULD BENEFIT FROM A PARTNERSHIP WITH WTTC. IN LINE WITH THIS DECISION, THE DECLARATION BELOW WAS SIGNED BY THE WTTC PRESIDENT, JEAN-CLAUDE BAUMGARTEN AND PRESENTED TO MUFTI MOHAMMAD SAYEED, CHIEF MINISTER OF JAMMU & KASHMIR.

The signing of the Declaration affirms that WTTC is confident that despite the current conflict in the State, Jammu & Kashmir continues to have enormous potential as a tourist attraction. It is important to recognize that a resurgence in Travel & Tourism would bring new hope for the people and the economy.



## The Valedictory Remarks



### MR N K SINGH

Member  
Planning Commission of India

WTTC IS GRATEFUL TO MR N K SINGH, MEMBER OF THE PLANNING COMMISSION FOR AGREEING TO GIVE THE VALEDICTORY ADDRESS IN SRINAGAR.

Mr Singh was not only able to offer the wisdom that comes from his experience and position in Government but also, having attended the two earlier Retreats, he was familiar with the work of WTTC and therefore able to assess its progress.

In the summing up of his address, Mr N K Singh made the following recommendations.

- The industry should aim to reposition India both externally and internally. The ministry of Finance India Investment Fund could be used for this purpose.
- The private sector should provide the government with a study of the impact of taxation on the Travel & Tourism industry. This should include a comparison to neighbouring destinations and an analysis of the benefits of the rollbacks affected recently.
- The hotel industry should request a restructuring of the current debt in line with the benefits introduced for the textile industry.
- The Travel & Tourism industry should maximize benefits from the development of the Prime Minister's quadrilateral roads project.
- The private sector should push for a reformed Civil Aviation Policy.
- The private sector should offer to help the Ministry of Tourism to plan how to best use their allocated resources in the coming years.

## The Conclusion

THERE IS NO DOUBT THAT INDIA IS RAPIDLY BECOMING A MAJOR PLAYER IN THE TRAVEL & TOURISM INDUSTRY, BOTH AS A KEY POTENTIAL TOURISM DESTINATION FOR BUSINESS AND LEISURE TRAVELLERS, AND AS A GENERATOR OF SUBSTANTIAL NUMBERS OF TRAVELLERS TO OTHER DESTINATIONS.

At the end of our fourth year in India, WTTC remains convinced that the fastest and most effective way to move forward is to form a partnership between the private and public sectors. By working together we are in a better position to deliver consistent results that match the needs of economy, local authorities and communities with those of business. The WTTC Retreat is now established as an important forum for facilitating this as it brings together senior Members of India's Parliament and Government, leaders from the Indian tourism industry and key media from the region.

The WTTC Retreat is recognized for promoting the cause of Travel & Tourism and the Srinagar Retreat was no exception. Held in the beautiful but troubled State of Jammu & Kashmir, it quickly became apparent that this was the perfect setting for discussing the Retreat theme - The Impact of Travel & Tourism on the State Economies.

WTTC research shows that in 2003 Travel & Tourism is expected to generate 3.7 per cent of world GDP and 67,441,000 jobs while the broader Travel & Tourism Economy is expected to total 10.2 per cent of GDP and 194,562,000 jobs. In India alone it is predicted to generate 2.0 per cent of GDP and 11,093,100 jobs, while the broader Travel & Tourism economy is expected to total 4.8 per cent of GDP and 23, 839,800 jobs.

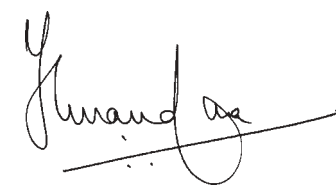
Certainly in Srinagar the economic impact of Travel & Tourism was clear from the speech of the keynote speaker, Mr Omar Abdullah who spoke of the devastating impact of the loss of tourism on the local economy "Once we were home to wave after wave of visitors. Tourists came not just for a few days or weeks but stayed for months on end in houseboats and cottages in Srinagar

Gulmarg and Pehelgam as well as in other parts of Jammu & Kashmir. Tourism provided the entire valley with employment and income. It was like a gift from God. And then, we began taking everything for granted. And it all changed."

It was this sentiment and the on-ground realities facing the State which encouraged us to invite Jammu & Kashmir as the fourth WTTC Partner State. The signing of the Srinagar Declaration demonstrates the commitment of WTTC India to helping the people of Jammu & Kashmir to reposition their region as a tourist attraction.

The next WTTC India Retreat will be held in Kolkata from 13-15 February 2004 and will focus on the issue of regional tourism. We are delighted to announce that the Kolkata Retreat will be hosted by Mr Nakul Anand, Managing Director, ITC Hotels at the ITC Sonar Bangla, Kolkata. We are confident that this next Retreat will give us the opportunity to further our discussions and to tackle some of the outstanding issues that continue to form barriers to tourism development.





YOGESH CHANDRA  
Secretary General

World Travel & Tourism Council India Initiative

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