

THE KHAJURAHO RETREAT
A REPORT

WORLD
TRAVEL &
TOURISM
COUNCIL
INDIA INITIATIVE



WTTC India Initiative is a not for profit organization committed to making Travel & Tourism work for the benefit of the country and society. Our task would not be possible without the backing and support of our Members all of whom have made a commitment to work with us to overcome the barriers to the growth of tourism. Leading Travel & Tourism companies of international acclaim have pledged solidarity to our initiatives.

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The Oberoi Group

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Managing Director
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COO, India & South Asia
Kuoni Destination Management

Raghu Menon
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Arjun Sharma
Managing Director
Le Passage to India

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Chairperson & Managing Director
The Bharat Hotels Ltd

Vivek Nair
Vice Chairman & Managing Director
Hotel Leelaventures

Raymond Bickson
Managing Director
Taj Hotels, Resorts & Palaces

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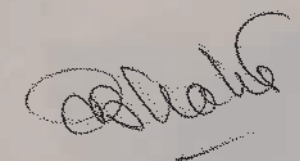


The Khajuraho Retreat - Messages

The World Travel & Tourism Council was established in 1990 as a global organization to promote all sectors of Travel & Tourism. Its main goal is to make National Governments aware of the full potential of the industry. WTTC India Initiative was launched in February 2000 with the purpose of uniting key players from the industry to speak with a single global voice.

WTTC India Initiative constituted with leading stakeholders of the Travel and Tourism industry has since been working on issues of relevance to the sector. The India Initiative has successfully organized Retreats in Agra, Goa, Srinagar and a National Conference in Delhi bringing together Members of Parliament, heads of Media, members of the Government and industry leaders for outlining thrust areas to take the industry forward.

We gathered at a Retreat in Khajuraho to deliberate and debate on the future of the Travel & Tourism Industry. The participation and contribution of each delegate has made this Retreat constructive and successful. I do hope that this Report will demonstrate our commitment to Travel & Tourism. Developed in the right way the industry can become an important tool for economic benefit of the nation.



Radha Bhatia
Chairperson
WTTC, India Initiative

विशेष आवरण Special Cover



WTTC-KHAJURAHO RETREAT 5-7 September-2008

KHAJURAHO MONUMENTS- A UNESCO WORLD HERITAGE SITE
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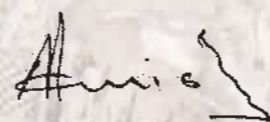


भारतीय डाक विभाग Department of Post, India

Department of Post, Government of India released a Special First Day Cover to coincide with the Khajuraho Retreat. This cover was released by Kalpana Tewari, Chief Post Master General, Madhya Pradesh on the 5th of September 2008.

The Khajuraho Retreat - Messages

Taj Hotels, Resorts and Palaces were delighted to play an active role at this Retreat. It is a very significant development for WTTCII to restart this format of intense industry engagement with government, policy planners and other stakeholders. The Retreats have always been a successful forum for ideating, sharing perspectives and learning. The out of the box approach followed in the Retreat format is very congenial to quality deliberations to arrive at conclusions. The recommendations and conclusions are serious considerations that policy planners & industry will have to note and act upon. The Taj as Chairperson of WTTCII for next year, commits itself to take this momentum forward with renewed vigor.



Ajoy Misra
Vice Chairperson,
WTTC, India Initiative

The Khajuraho Retreat - Messages

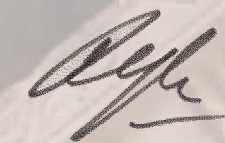
The significance of the Tourism industry to the economy in terms of creating wealth and employment is by now well accepted in India. And yet in many ways we have not got our act together for success depends on the management of many sectors that impact the development and showcasing of tourism products and sites.

We need effective coordination across sectors that address infrastructure, culture, environment, heritage, nature and many more. And also across support sectors in aviation, transportation, hospitality, human resources and travel services. The most important of all are the strategic initiatives that Government needs to provide in an appropriate regulatory framework to promote responsible and inclusive Tourism.

The Retreat brought together policy makers, industry leaders and media - all stakeholders to interact on issues impacting Tourism in India. The Retreat, an active forum for a free exchange of views dwelt on the subject of "Mapping the Future." The recommendations and conclusions arrived at have since been deliberated upon at appropriate fora. However a constant dialogue on such issues has to be a continuing exercise.

A constructive partnership has been established with the policy makers in Government and with industry stakeholders outside the WTTCII fold. Our future initiatives will endeavor to strengthen such partnerships in order to ensure that we work together and speak the same language of advocacy in the interests of the Tourism sector.

We thank all those who have been at this Retreat and those that are walking along with us on the road towards a strong and successful pinnacle for India Tourism.



Rathi Vinay Jha
Secretary General
WTTC, India Initiative

The Khajuraho Retreat - Delegates

MINISTERS

Kanti Singh, Minister of State for Tourism, Govt of India
Tukoji Rao Pawar, Minister for Tourism, Madhya Pradesh

MEMBERS OF PARLIAMENT

Shyam Benegal
BJ Panda
Rajiv Pratap Rudy
Dr Ramkrishna Kusmaria

GOVERNMENT OF INDIA & MADHYA PRADESH

S Banerjee, Secretary, Ministry of Tourism
S K Misra, Chairman INTACH
VK Duggal, Member, Centre State Relations
Amitabh Kant, Principal Secretary, Government of Kerala
E.K. Bharat Bhushan, Joint Secretary & Financial Adviser, Ministry of Tourism
Arun Mishra, Joint Secretary, Ministry of Civil Aviation
Ashutosh Dikshit, Joint Secretary, Revenue, Ministry of Finance
Kalpana Tewari, Chief Post Master General, Madhya Pradesh
Ashwani Lohani, Managing Director, MPSTDC, Government of Madhya Pradesh
Alka Jha, Secretary to MoS, Ministry of Tourism
GS Chahal, Executive Director, MPSTDC, Government of Madhya Pradesh
Veena Raman, DGM, MPSTDC, Government of Madhya Pradesh
VP Singh, RM, MPSTDC, Government of Madhya Pradesh
BR Mani, Joint Director General, Archeological Survey of India
Syed Jamal Hasan, Superintending Archeologist, Archeological Survey of India

INTERNATIONAL SPEAKERS & SPECIAL GUESTS

Jean-Claude Baumgarten, President, WTTC
Shekhar Kapoor, Film Director
Anil Goyal, CEO, MDLR
Ramesh Chandra, UNOPS
Renton de Alwis, Chairman, Sri Lanka Tourism Board & Tourism Promotion Bureau
Ludwig Rieder, Chairman, Asia Pacific Projects INC
Nripjit Singh Chawla, Omniconsult Management Advisory
Romi Khosla, Architect & Tourism Consultant
Prem Subramaniam, Advisor, CSR, IDFC
John Guthrie, Human Resource Consultant, WTTC

The Khajuraho Retreat - Delegates

Uttam Dave, President & CEO, InterGlobe Hotels
Suman Bery, Director General, NCAER
Ashwini Kakkar, Executive Vice Chairman, Mercury Travels

MEDIA

Dilip Bobb, Managing Editor, India Today
Kamal Gill, Executive Editor, Today's Traveller
Reema Sisodia, Editor, Express Travelworld
Parineeta Sethi, Editor & Publisher, Asiaspa India
Nirbhay Kumar, Senior Travel & Tourism Correspondent, The Economic Times
Vishnu Makhijani, Senior Travel & Aviation News coordinator, IANS
Amitabh Roy Chaudhury, Senior Travel & Aviation News coordinator, PTI
A. Sarwar Borah, Correspondent, Asiaspa India

MEMBERS

Vikram Madhok, Managing Director, Abercrombie & Kent
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Jyotsna Suri, Chairperson & Managing Director, The Bharat Hotels Ltd
Arjun Sharma, Managing Director, Le Passage to India
DK Beri, VP, Business & Corporate Affairs, Taj Hotels, Resorts and Palaces
Deepa Misra Harris, VP, Marketing, Taj Hotels, Resorts and Palaces
PK Gupta, Executive Director, Sales & Marketing, Air India
Nandini Verma, EVP, Corporate Affairs, UB Group
JJ Ghadiali, Managing Director, International Travel House
B Hariharan, VP, Sales & Marketing, ITC Hotels
Abha Dayal, GM, Corporate Relations, ITC Hotels
Farhat Jamal, President & CEO, The Bharat Hotels Ltd
Renu Kapoor, SVP, Sales & Marketing, The Bharat Hotels Ltd
Anjali Chatterjee, GM, Marketing & Communications, The Bharat Hotels Ltd
Sandeep Dayal, Vice President, Le Passage to India
Parveen Sethi, Manager Corporate Sales, The Bird Group

WTTC INDIA INITIATIVE TEAM

Radha Bhatia, Chairperson,
Rathi Vinay Jha, Secretary General
Ajay Misra, Vice Chairperson
Sumitro Kar, Manager Programmes & Communications



The Khajuraho Retreat - Programme

5th September 2008 – The Retreat, The Grand Temple View Khajuraho

Inaugural:

Chief Guest: **Kanti Singh**, Hon'ble Minister of State for Tourism, Government of India
Guest of Honor: **Tukoji Rao Pawar**, Hon'ble Minister for Tourism, Govt of Madhya Pradesh
Radha Bhatia, Chairperson, WTTC, India Initiative
Jean-Claude Baumgarten, President, WTTC
Jyotsna Suri, Chairperson & Managing Director, The Bharat Hotels Ltd
Rathi Vinay Jha, Secretary General, WTTC, India Initiative
Kalpna Tewari, Chief Post Master General, Madhya Pradesh

Session I: The Open Forum

Presentation: **Amitabh Kant**, Principal Secretary, Govt of Kerala
Moderator **Nripjit Singh Chawla**, Omniconsult Management Advisory

6th September 2008 – The Retreat, The Grand Temple View Khajuraho

Retreat Agenda: **Rathi Vinay Jha**, Secretary General, WTTC, India Initiative
Presentation: **Ashwani Lohani**, Managing Director, MPSTDC, Government of Madhya Pradesh
Presentation: **Jean-Claude Baumgarten**, President, WTTC

Session II: The Planning Imperative

Lead contributors:

S Banerjee, Secretary Tourism, Ministry of Tourism, Government of India
Uttam Dave, President & CEO, InterGlobe Hotels
Ramesh Chandra, UNOPS
Romi Khosla, Architect & Tourism Consultant
Ajoy Misra, SVP, Sales & Marketing, Taj Hotels, Resorts and Palaces
Moderator **Nripjit Singh Chawla**, Omniconsult Management Advisory

Session III: The Way Forward

Lead Contributors:

Amitabh Kant, Principal Secretary, Government of Kerala
Shekhar Kapur, Film Director
Suman Bery, Director General, NCAER
Renton de Alwis, Chairman, Sri Lanka Tourism Development Authority & Tourism Promotions Bureau
Ludwig Rieder, Chairman, Asia Pacific Projects INC
Moderator **Arjun Sharma**, Managing Director, Le Passage to India

Presentation on the HR Symposium **John Guthrie**, Human Resource Consultant, WTTC

Valedictory:

Jean-Claude Baumgarten, President, WTTC

Vote of Thanks:

Ajoy Misra, Vice Chairperson, WTTC, India Initiative

The Khajuraho Retreat - Conclusions & Recommendations

WTTCII hosts Retreats as a platform to bring together major stakeholders of the Travel & Tourism industry to discuss and debate issues of concern to the Travel & Tourism Industry. They help to identify best practices and constructive solutions for the growth of tourism in India. The Khajuraho Retreat was another milestone event in the initiatives of the Council—the conclusions and recommendations are listed below.

1. Tourism is a multisectoral activity and there is need for institutional reforms and a mechanism within Government to achieve objectives of development. There must be a well represented Government-industry forum hosted by the Ministry of Tourism & Culture that acts as a platform for frequent and ensuing dialogue and interaction. At the Government level there must be a dedicated GOM to address issues relevant to coordination and development of the sector. The development of Tourism must be taken up as a National Mission.
2. Strategic Planning for this sector must involve a shared vision among all stakeholders at all levels and encourage participative action. India must learn from benchmarks in world class destinations whether it is for urban cities, island resorts, wildlife or mountain resorts etc. Basic infrastructure, budget accommodation, transportation in remote and rural tourism locations call for attention. Research and development information and statistics needs to be strengthened.
3. The Government of India will need to use fiscal and monetary policies to encourage and incentivise a regulatory framework that provides for safeguards to environmental protection and heritage conservation. Since State Governments depend largely on support from the Union Government for their projects, convergence must be achieved on basis of compliance requirements in the interest of Responsible Tourism. The Government can specify that project support will be made available only on the basis of compliance of guidelines prescribed to ensure such protection of heritage and the environment.
4. The need for a Tourism Marketing Board supported by a Public Private Partnership Model was strongly recommended. It was felt that Government must play a critical and significant role in such an organization and lead in the constitution of a Tourism Marketing Board.
5. The image perception of India as a country rich in culture and heritage but not tourist friendly needs correction. This will entail attention to destination and heritage management systems and projects with specific attention to issues concerning safety of tourists, ensuring cleanliness and sanitation facilities and providing a quality experience.
6. A Tourism Development Fund could be established with the support of all stakeholders. This fund could supplement public funding of tourism projects and marketing India.
7. A professional Institute be setup which can serve as a forum of interaction for all stakeholders. This institute will serve as a body to deliberate on policy issues, conduct research studies, collate and disseminate information on best practices and global benchmarks for responsible and inclusive tourism, create awareness on issues relevant to the development of the sector etc.
8. The demand supply imbalance in Human Resources needs urgent correction. The Government at the Union and State Levels must support creation of facilities for education and training. The private sector must be incentivised with tax breaks towards provision of such facilities.
9. There is need for focused attention to the development and marketing of domestic tourism.

The Khajuraho Retreat - Conclusions & Recommendations

10. Government needs to structure and specify with clear guidelines a strategy of Public Private Partnership projects that can benefit the development of tourism products. There must be a clear structural framework for development, management and monitoring of the implementation and progress of the various components of the tourism product.

11. The Ministry of Tourism could recommend to the Ministry of Finance that expenditure incurred by the industry/private sector on creating facilities for education and training (including in service training programmes and skill development programmes) for the Travel & Tourism sector be incentivised with a tax deduction of 150% as in the case of R&D expenditure. Ministry of Tourism could prescribe required guidelines to define and evaluate provision of such facilities for the Travel & Tourism Sector if such a concession is provided in the budget.

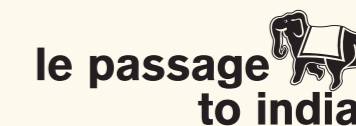
HR SYMPOSIUM

A HR Symposium was hosted on 4th September 2008 at The Taj Palace Hotel, New Delhi. Officials of the Ministry of Tourism, HR leaders of Airline, Hospitality, Travel Services and top end Consulting Firms. The exchange of ideas and issues documented and presented at the Retreat are indicated below:

- a. The main role for Government would be to set the standards, accreditation and certification systems for education, training and skill development to prepare professionals for the Tourism & Travel industry. The other proposals for consideration at Government level would be to:
 - b. To invite and encourage investment in education and skill development by Indian and foreign organizations.
 - c. To provide for executive development programmes for CEO's and higher management personnel (in short term courses) in collaboration with eminent Institutes of Management and Business Schools in India.
 - d. To create awareness of careers in the Tourism and Travel industry by means of a concerted campaign (advertisements/films/participation in Education Fairs etc).
 - e. To introduce English proficiency courses at all IHM's/IITM's for its students as also the general programmes. The latter could even be a revenue generation activity.

We thank all the Members of the WTTC, India Initiative who supported the Retreat at Khajuraho.

We specially thank our sponsors:



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The Khajuraho Retreat - Glimpses

The Khajuraho Retreat - Glimpses





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Bhopal

This historical circuit begins at the imposing archway's of one of Asia's largest mosques, Top-ul-Masgid. Walk through the fascinating Chauri, explore Shaahkai Mahal, Sadar, Manzil and Gohar Mahal. Enjoy a cultural afternoon at Bharat Bhawan, Museum of Man and the imposing State Museum. Spend the evening at Van Vihar and the Boat Club. And rest to prepare for spiritual Sanchi.

Sanchi

Make your way to the Great Stupa. Built by Emperor Ashoka in the 3rd century BC, it is one of the most revered Buddhist monuments in India. Stop by the Gateway's, the 5th century AD Gupta Temple and the Great Bowl Sanchi, a World Heritage site, will leave you with a yearning to know more about ancient India. The answers are at Bhimbetka.

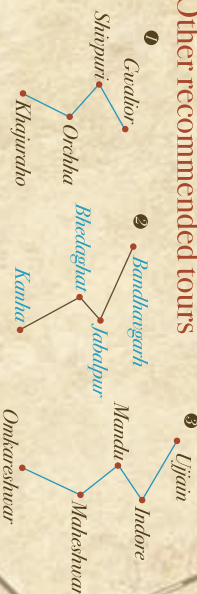
Bhimbetka

Bhimbetka, a World Heritage site, dates earlier than Sanchi. It's an Archeological treasure of over 600 rock shelters of the Neolithic age. Explore the caves, see paintings of the early settlers depicting hunting, dancing, animal fights and honey collection. When you wish for a breath of fresh air, head to Pachmarhi.

Pachmarhi

Pachmarhi, a treasure's hill resort, is ideal to rest your feet after all that exploring. Drive through enchanting woods to the Mahadeo Temple stopping by at the overwheating Handi Khoh. Enjoy the majestic Bee Falls, visit the hilltop Pandav Caves and wind up watching the sun go down sleepily at Dhoopgarh. Yes, it's been a good journey.

Other recommended tours



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