



Dear Sir/Madam,

Travel, Tourism and Hospitality Committee of IMC is pleased to inform you that we are celebrating the World Tourism Day. **Shri Vijay Gautam**, Principal Secretary, Tourism and Cultural Affairs Department, Government of Maharashtra is invited as the Chief Guest for the event.

The program details are as under:

Topic : 'Tourism and Digital Transformation'
Day & Date : Thursday, September 27, 2018
Time : 5:00 p.m. to 6:30 p.m.
Venue : Walchand Hirachand Hall, IMC Building, IMC Marg, Mumbai 400020

Ever since its inception, World Tourism Day is celebrated on 27 September to foster awareness among the international community the importance of tourism and its social, cultural, political and economic value. The celebrations of world tourism day started in 1980 as a mark of respect towards the adoption of UNWTO Statutes. This adoption is considered a milestone in global tourism. World Tourism Day focuses on global challenges outlined in the United Nations Millennium Development Goals (MDGs) and highlights the contribution of tourism sector can make in reaching these goals.

The program will include panel discussion on '**Tourism and Digital Transformation**' and our esteemed speakers for the panel discussion are:

Moderator : **Mr Sai Sadagopan**, Head – Digital Business, India, TCS

Panelist :

- **Mr Prasad Iyer**, Associate Vice President - Digital Marketing & E-Commerce, Indian Hotels Company Ltd.
- **Mr Atul Hegde**, Co-founder Rainmaker Ventures Pvt. Ltd
- **Ms Ritu Mehrotra**, Country Manager, India- Booking.com
- **Ms Bansari Vyas**, Business Head, BFSI & Travel at Facebook India & South Asia, Facebook
- **Mr Gowthamram Nallan**, Manager – Solution Consulting, Adobe

The event will be followed by cocktails

India is a large market for travel, tourism and hospitality. In India the travel and tourism sector had contributes around 41 million jobs in 2017 and this trend is expected to rise in the fourth coming years to 2 % p.a. till 2028. With the changing trends in tourism the service industries are moving towards the advance level of **Service 4.0** where customers generally consider the opinions of existing users before making a conscience decision. Aggregators such as online companies in hotel industry, mobile taxi services, booking industry have brought in a major destruction in the Tourism sector. The social media has also played an influential role in modulating consumer behavior patterns.

In 2014 the Government made its landmark move in digitization by introducing e-visa initiative and surprisingly the number of tourist seeking this service has increased to 19 lakhs in 2017 and it is expected to increase to 25 lakhs in 2018. E-visas have also been extended to medical tourist. The government has also proposed to make the FCRA website more users friendly to ensure hassle-free interaction with the government.

Interested participants are requested to register by filling the participation form.

Delegate fee is as under:

- IMC Member : no participation fee (IMC membership no is mandatory)
- Non IMC Member: Rs 500/- + GST@ 18%

Kindly send the participation form via email to ujwal.dsouza@imcnet.org /anu.oomman@imcnet.org and for any further information kindly contact Ms Ujwal Dsouza or Ms Anu Oomman at 71226684.

Since we have limited seats please send your confirmation at the earliest.

With regards,

Ajit Mangrulkar
Director General