



Confederation of Indian Industry

Telangana
Tourism

TOURISM [4.0]

DESTINATION TELANGANA

Linking Heritage, Tradition and Technology for a Sustainable Tourism

14 June 2019, Hotel Taj Krishna, Hyderabad



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Background

Tourism is one of the most promising drivers of growth for the world economy. Tourism has emerged as an instrument of employment generation, poverty alleviation and sustainable human development. Travel & Tourism is one of the leading job creators in the world. The Tourism Industry in India is vibrant and country is fast becoming a major global destination both for inbound and outbound Tourism. The World Travel and Tourism Council calculated that tourism generated 15.24 lakh crore (US\$210 billion) in 2017 and supported 41.622 million jobs. The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore (US\$450 billion) by 2028. In October 2015, India's medical tourism sector was estimated to be worth US\$3 billion, and it is projected to grow to US\$7–8 billion by 2020. In 2014, 184,298 foreign patients traveled to India to seek medical treatment. Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, representing a growth of 15.6%. Domestic tourist also visits to all states and union territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.

Telangana is a twelfth largest state in India, with Hyderabad as its capital. Hyderabad is ranked second best place in the world as per the Traveler magazine of national geographic in 2015. Tourist attractions in Telangana include historical places, monuments, forts, waterfalls, forests and temples. Telangana State Tourism Development Corporation (TSTDC) is a state government agency which promotes tourism in Telangana with an aim to provide infrastructure, conveyance and other facilities to tourists visiting Telangana. Part of mission is also to promote unknown tourist spots in Telangana.

Some of the special attractions of Telangana Tourism are adventure clubs at Bhongir Fort for rock climbing activities and trekking, adventure jeep ride into the forest at Kawal Wildlife Sanctuary, Jannaram in Adilabad District. Parasailing activity at Hussain Sagar etc. TSTDC presents Sound & Light shows at Golconda Fort, Shilparamam and the Taramati Baradari. These shows have recorded narrations (English, Hindi & Telugu) along with imaginative use of music, sound and light effects.

With this background, Confederation of Indian Industry propose to organize a one day conference - TOURISM 4.0: DESTINATION TELANGANA with the theme "Linking Heritage, Tradition and Technology for a Sustainable Tourism" at Hyderabad.

The objective of the Conference will be to promote Telangana as a potential tourism hub and to bring all the stakeholders of Tourism, Arts & Culture and the allied sector together and create business opportunities.

Panel Discussion

- 1 Business Opportunities in Tourism sector in Telangana and Need for state specific Tourism Policy.
- 2 Exploring weekend gateways to develop rural tourism and business models.
- 3 Strengthening the Telangana Culture, Handicrafts and Textiles to cater to Global Markets

Who can participate?

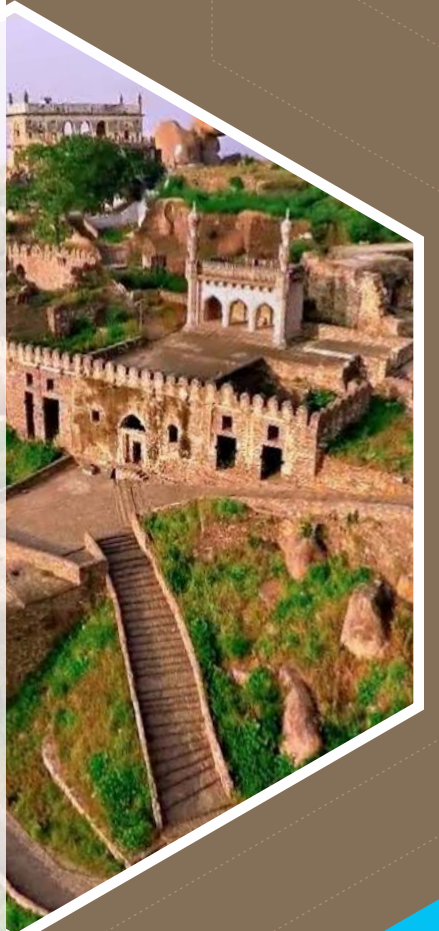
Department of Tourism, bloggers, Ambassadors and Diplomats, Various Tourism Boards; Travel writers; Indian Travel & Tour operators, Representatives from the Tourism & Hospitality Industry, Airlines industry, Representatives from Rural tourism, Culture & Heritage tourism, and Adventure tourism amongst many other Stake Holders.

Exposition

As we know, Telangana has rich cultural heritage and is known for its unique traditional arts, handicrafts, traditional foods that has evolved over the centuries. And Geographical Indication (GI) has been an important tool to protect these products by way of registration. We can say that the State of Telangana has an important set of unique art and crafts which if properly promoted can assist Telangana to emerge as a potent tourist destination and can help the state to attract a large share of foreign and domestic tourists. Hence, on the sidelines of Tourism 4.0 CII shall also be organizing an exhibition to showcase all registered GIs products and its uniqueness under one platform.

Speakers Invited

- **Sri V Srinivas Goud**, Minister for Prohibition & Excise, Sports & Youth Services, Tourism & Culture and Archaeology, Govt. of Telangana.
- **Mr Venkatesham**, IAS, Secretary to Govt., Youth Advancement, Tourism & Culture Dept., Govt of Telangana.
- **Ms DrChristina Z Chongthu**, IAS, Commissioner, Tribal Welfare, Govt. of Telangana.
- **Ms Sunita M Bhawat**, IFS, Commisioner of Tourism, Govt. of Telangana.
- **Mr B Manohar**, Patron and Managing Director, Telangana State Tourism Development Corporation.
- **Ms Shailaja Ramaiyer**, IAS, Director, Telangana State Handicrafts Development Corporation.
- **Mr Mamidi Harikrishna**, Director (Culture), Govt. of Telangana.
- **Mr D Raju**, Chairman CII Telangana, CEO & Managing Director Kirby Building Systems India Ltd.
- **Mr Krishna Bodanapu**, Vice Chairman CII Telangana, CEO & Managing Director CYIENT Ltd.
- **Ms Vanitha Datla**, Past Chairperson CII Telangana, Executive Director & CFO, Elico Ltd.
- **Ms Sandhya Tholi**, Co- Convenor, Co- Founder & CEO, Trippongo.
- **Mr Mohan Chandran**, General Manager Taj Krishna, Director at HRATS. (The Hotels and Restaurants Association of Telangana State)
- **Mr Hari Prasad**, President, Apollo Hospitals.
- **Ms Vaishali Niota**, Co-Founder and CEO at Merxius.
- **Mr Dr S Chinnam Reddy**, Director, NITHM.
- **Ms Hetal Doshi**, Founder, The Wander Girls
- **Mr Diyanat Ali**, Founder, Greater Hyderabad Adventure Club.
- **Mr N Vijay Kumar**, Director, Lead Winner.
- **Ms Jai Bharathi**, Traveller & Adventure Motorcyclist, MOWO Social Initiatives
- **Ms Mayura Balasubramanian**, Founder, Craftizen.
- **Mr Ajay Kundalia**, Founder, Yellow Verandah



About CII

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has around 9000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India's overall growth with a special focus on India@75 in 2022, the CII theme for 2018-19, India RISE : Responsible. Inclusive. Sustainable. Entrepreneurial emphasizes Industry's role in partnering Government to accelerate India's growth and development. The focus will be on key enablers such as job creation; skill development; financing growth; promoting next gen manufacturing; sustainability; corporate social responsibility and governance and transparency.

With 65 offices, including 9 Centres of Excellence, in India, and 10 overseas offices in Australia, China, Egypt, France, Germany, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

Join us

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