***Press Release***

***FICCI-MRSS Knowledge Paper***

**Report recommends creation of regulatory authority to boost inbound tourism**

FICCI’s Knowledge paper recommends setting up of a Tourism Board which will function as the Regulatory Authority of tourism in the country. The Board will focus on developing, maintaining and strengthening the backward (Intra India) and the forward (India to inbound market) linkages to make India a prominent inbound destination of the world.

FICCI-MRSS Knowledge Paper entitled ‘India Inbound: Tapping the Power Packed Growth Engine’ was unveiled by the Chief Minister of Rajasthan, Smt. Vausundhara Raje, at the inaugural ceremony of the Great Indian Travel Bazaar on Sunday evening in Jaipur. The paper  attempts to map and present India's performance as a major tourist destination in the world over the last few years, how it is performing at present and what it needs to focus upon to become the inbound super power of the world.

The report further states that India is well positioned to take the advantage of the enthusiasm of tourism where it possesses some of the greatest wealth like archaeological, historical, religious, natural resource India has been a big draw to attract tourists from across the globe. Tourists have kept on visiting this mystic land in search of destinations, experiences, with immense potential of tourism. The past, present and future has always motivated tourists to keep flocking in to it.

Apart from the Regulatory Authority, the report suggests a 13-point roadmap for sustainable growth of inbound tourism in India. These points relate to market intelligence system to track competition; national emergency response system; Skill up gradation; improve connectivity; Safety and Security; among others.

**Inauguration of the Exhibition and B2B Meet**

Today at the Sitapura the Tourism Secretary, Government of India, Mr. Vinod Zutshi and the Chairperson of the FICCI Tourism Committee, Dr. Jyotsna Suri inaugurated the Exhibition and B2B meet. Later, they went around the travel bazaar and interacted with the ‘buyers’ and ‘sellers’. Later, over 5,000 pre-fixed B2B meetings were held between the ‘buyers’ and ‘sellers’ of the tourism products.

**J&K is a Safe Destination:**

Director Tourism, Jammu & Kashmir, Mr. Mahmood Ahmad Shah while addressing the media today said that the state is as safe a destination as any other part of the country. He regretted that some vested elements at times try to create negative perceptions about the state which can impact healthy tourism trends. He said that events which happened off late in Kupwara, which is 100 kms away from Srinagar, was portrayed negatively affecting tourist arrivals.

He further informed that from the first week of May 5 more flights are being introduced which will take the total number of flights connecting Srinagar to 40. The state is fast emerging as a wedding and a MICE destination.

This international mart is being organized by the Department of Tourism, Government of Rajasthan, the Ministry of Tourism, Government of India and Federation of Indian Chambers of Commerce and Industry (FICCI). It is supported by leading national and regional associations like Hotel & Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO).