

Dear Sir/Madam,

World Tourism Day is commemorated each year on 27 September. Its purpose is to foster awareness among the international community of the importance of tourism and its social, cultural and economic value.

The COVID-19 pandemic has had a massive social and economic impact. Both developed and developing economies have been hit. And marginalized groups and the most vulnerable have been hit hardest of all. The restart of tourism will help kickstart recovery and growth. It is essential that the benefits this will bring are enjoyed widely and fairly.

World Tourism Organization (UNWTO) has therefore designated World Tourism Day 2021 as a day to focus on “Tourism for Inclusive Growth.”

IMC Chamber of Commerce and Industry through its Travel, Tourism and Hospitality Committee has organised its annual event on the occasion of World Tourism Day an **Online Interaction on ‘Tourism for Inclusive Growth’ on Monday, September 27, 2021 from 04.00 p.m. – 05.30 p.m.**

The 2021 UNWTO theme for World Tourism Day seeks to create decent employment through inclusive economic growth, and a skilled and vibrant workforce to support an inclusive growth path.

This is an opportunity to look beyond tourism statistics and acknowledge that behind every number, there is a person. IMC invites its Members and affiliates to celebrate tourism’s unique ability to ensure that nobody is left behind as the world begins to open up again and looks to the future.

We at Chamber believes that, unlocking the potential of the tourism ecosystem and its extensive value chain, and investments facilitation in tourism can deliver more inclusive and sustainable growth in new areas, including traditionally-marginalised communities. Alongside this, expanding access to tourism education and delivering sector-specific training will give everybody the chance to benefit from tourism’s future growth.

The interaction will be held with:-

1. **Mrs. Valsa Nair Singh (IAS)**, Principal Secretary, Tourism, Excise & Civil Aviation, Government of Maharashtra
2. **Ms. Rupinder Brar (IRS)**, Additional Director General (Tourism), Ministry of Tourism, Government of India
3. **Mr. Gurbaxish Singh Kohli**, Vice President, The Federation of Hotel & Restaurant Associations of India (FHRAI)
4. **Ms. Mridula Tangirala** , Head - Tourism, Tata Trusts
5. **Mr. Paras Loomba**, Founder, Global Himalayan Expedition (GHE)
6. **Mr. Prashanth Rao Aroor**, Executive Director, The Avatar Hotel Mangalore

The Online Interaction would be beneficial to Travel, Tourism & Hospitality Community as this will give insights and in-depth knowledge about Covid-19 crisis - which has had a crippling impact on business.

World Tourism Day 2021 is also a unique occasion to amplify the conversation about the sector's role in recovery and growth. The event therefore lends impetus to the Tourism Sector Recovery Plan which contains a set of interventions to protect and rejuvenate supply, reignite demand and strengthen enabling capability to support the sector's recovery. Hence to partake many valuable takeaways from this event, **we cordially invite you to attend this Online Interaction.**

We also request you to disseminate the event information amongst your Members, Associates, Affiliates and other important stakeholders who wish to benefit from this informative session.

Kindly note there is NO PARTICIPATION FEE. However, **registration is mandatory.** To register kindly visit us at <https://www.imcnet.org/events-1302>

On receiving your confirmation Zoom login details will be shared accordingly.

We do hope you will be able to seize this opportunity and participate on September 27, 2021.

Looking forward to your virtual presence.

With regards,

Ajit Mangrulkar
Director General