

**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.

As you would agree that 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.

IMC's Travel, Tourism and Hospitality Committee has organised its annual event on the occasion of World Tourism Day an **Interaction on 'Rethinking Tourism'** on **Wednesday, September 28, 2022** from **11:00 a.m. – 12:15 p.m.** at **Babubhai Chinai Committee Room (2nd Floor), IMC Building, IMC Marg, Churchgate, Mumbai - 400 020.**

We are also pleased to inform you that **Shri Mangal Prabhat Lodha**, Hon'ble Minister of Tourism, Government of Maharashtra has kindly consented to be the **Chief Guest** of the event.

The interaction will be held with **Dr. Dhananjay Sawalkar**, Joint Director, Directorate of Tourism, Govt. of Maharashtra, **Mr. Gurbaxish Singh Kohli**, Vice President, The Federation of Hotel & Restaurant Associations of India (FHRAI), **Mr. Carl Vaz**, President, SKAL International India & Chairman & CEO, Charson Advisory Services Pvt. Ltd. and **Mr. Vivek Braganza**, Assistant Vice President, Shangri-La Group.

As this COVID-19 pandemic has cost the global economy \$4 trillion due to its impact on tourism. The developing world will be among the hardest hit. One out of every 10 persons on the planet works in tourism. 100-120 million direct tourism jobs are at stake as a result of the pandemic.

The interaction will also address 'what policies and actions can reimagine and revitalize the sector, Sustainable, Community Tourism and new opportunities for Indian MSMEs and how rethinking the tourism model will improve the tourist's experience, better managing the impacts of tourism, and in what way encouraging positive spillover effects on the wider economy.'

The Interaction would be beneficial to Travel, Tourism & Hospitality Community as this will give insights and in-depth knowledge about UNWTO theme 2022 that will focus on re-imagining the sector's growth, both in terms of size and relevance.

The event will highlight the opportunity to rethink how we do tourism as the sector begins to recover, building on unparalleled political and popular recognition for the sector. This requires prioritizing human and environmental well-being over other considerations and coordinating efforts across levels of government, corporations, and communities to create a resilient, inclusive, and environmentally friendly economy. Hence to partake many valuable takeaways from this session, **we cordially invite you to attend this event.**

Kindly note there is **NO PARTICIPATION FEE**. However, **registration is mandatory**. For registrations and other details please contact Mr. Anup Misal at [anup.misal@imcnet.org](mailto:anup.misal@imcnet.org) or visit IMC website: <https://www.imcnet.org/events-1788>

We do hope you will be able to seize this opportunity and participate on September 28, 2022.

Looking forward to your valued presence.

With regards,

**Ajit Mangrulkar**  
**Director General**