

Union Tourism Ministry organises Domestic Tourism Road Show in Goa

Updated on 6 Mar, 2010 06:27 AM IST BY INVC Team

INVC,, The Secretary, Union Ministry of Tourism Shri Sujit Banerjee has called upon the stakeholders in the tourism sector to educate the travelers and also join hands with civic authorities to keep destinations in the country clean and hygienic, adopt solid waste management practices, encourage alternative energy sources and protect fragile mountain ranges from the impact of unrestricted growth. Inaugurating the third Domestic Tourism Road show in Goa jointly with Shri Sanjaya Srivastava, Chief Secretary, Goa today he said, every one has to keep a vigil in ensuring that the forest land and animal corridors do not shrink because of the pressures of unplanned tourism activities. He said, it is necessary for all to come out from the short-term outlook of making high profits due to enhanced demand and making of tourism products prohibitively expensive. Shri Sujit Banerjee said, it is also important that a holistic growth be envisaged by looking at developing the products aesthetically, ensure proper upkeep of the destination and keep it free from the touts etc. The tourism secretary said, large Domestic Tourism Market in the country (estimated at 563 Million for 2009) has been a driver for the entire sector during all times. The tourism industry could withstand the downturn seen in the international tourist arrival side due to strong demand in the domestic segment. He said, domestic travel is to be favoured as compared to long haul travel due to its ability to provide the critical mass to keep the industry going at all times. Production differentiation and cost cutting are no longer considered as key product strength. Shri Banerjee said, today the customer is looking at value for money and customization and this has to be taken seriously. In the Road show 26 buyers from all over India and 52 sellers are participating. Travel and Tourism Association of Goa (TTAG) representatives are showcasing tourism products to the prospective buyers.

<https://www.internationalnewsandviews.com/union-tourism-ministry-organises-domestic-tourism-road-show-in-go/>