

HOTEL & RESTAURANT ASSOCIATION OF ODISHA

Regd. Off :

105, Janpath, Bhubaneswar – 751001, Orissa, India
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Regd. No. – 1078-296 of 1985-86

Shri Naveen Patnaik
Hon'ble Chief Minister
Govt. of Odisha

8th March 2018

MEMORANDUM

Sub: Establishment of Tourism Development Authority of Odisha

Hon'ble Sir,

We wish to express our heartiest congratulations to your honour for making Odisha one of the preferred investment destinations for industries in the country. Your initiative in boosting the MSME sector is also praiseworthy.

By formation of the Skill Development Authority in Odisha and its success by choosing the right professional on the right chair all credit indeed goes to you.

Sir, Tourism is a sector of Odisha has more potential above the soil than the mineral resources below the soil. But the regular changes in the government postings of Director, Secretary etc., the continuity in tourism promotion regularly gets a set back.

APPEAL

Sir, you have been a pioneer in changing the investment scenario of Odisha from a backward state to a most progressive investment destination in the country. The host of advantages the state enjoys in terms of connectivity, mineral reserves, vast tourism potential and various attractive policies have combined to make Odisha a most preferred investment destination that Odisha always deserved to be. Our state has made notable progress over the past decade in terms of industrial growth.

We, on behalf of the Hospitality industry would like your honour to become the pioneer by introducing '**TOURISM DEVELOPMENT AUTHORITY OF ODISHA**' in similar line with the Skill Development Authority of Odisha to be lead by a senior bureaucrat nominated by the Government for a five year term period.

The Tourism Development Authority of Odisha can be an extended arm to assist the State Tourism Department with a continuity term of five years and can be given target in terms of tourist footfalls to the state, boosting image of Odisha through national and international publicity, branding of Odisha at different levels, attracting investments to boost the infrastructure in the tourism sector and give rise to the employment generation in Odisha.

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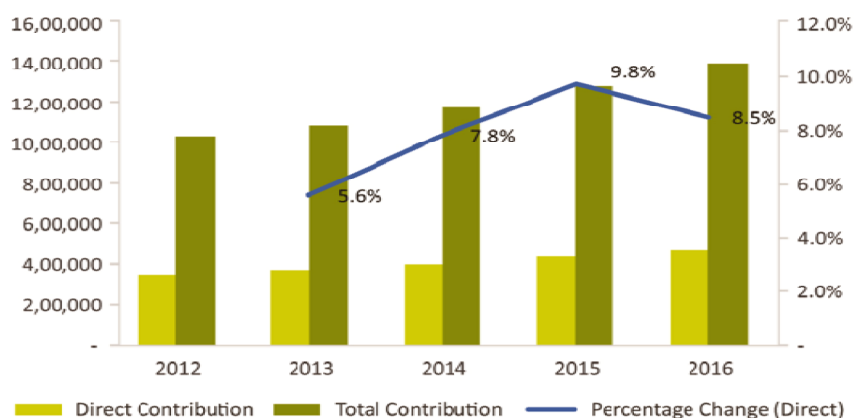
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According to the World Travel & Tourism Council Report, India's Travel & Tourism sector ranks 7th in the world in terms of its total contribution to the country's GDP. The Travel & Tourism industry has been a major contributor to the economic growth of India, and is fundamental in creating employment and generating income for both skilled and unskilled labour. The industry contributed 9.3% of the total employment (both direct and indirect) in 2016. India's Travel & Tourism sector was also the fastest growing among the G20 countries, growing by 8.5% in 2016.

The following matrices highlight the performance of the Travel & Tourism industry in India.

TRAVEL & TOURISM CONTRIBUTION TO INDIA'S GDP

(2012 – 2016, ₹ CRORE)



Source: World Travel & Tourism Council's Economic Impact 2017 – India Report

TRAVEL & TOURISM CONTRIBUTION TO EMPLOYMENT

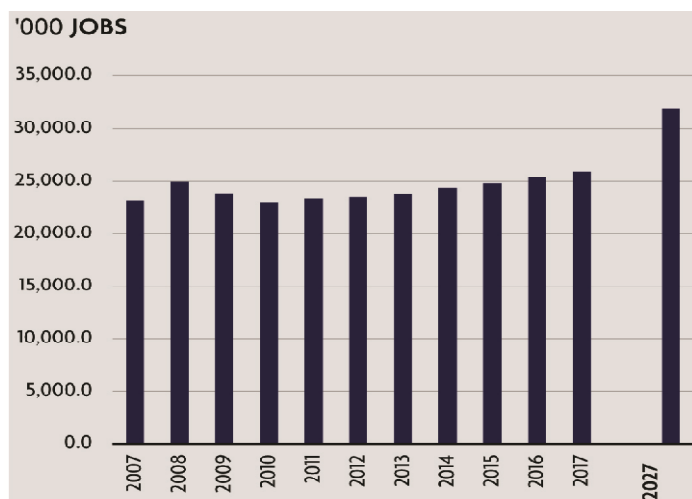
Travel & Tourism generated 2,59,25,500 jobs directly in 2017 (5.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services. By 2027 travel & tourism will account for 31910000 jobs directly, an increase of 2.1% p.a over the next ten years.

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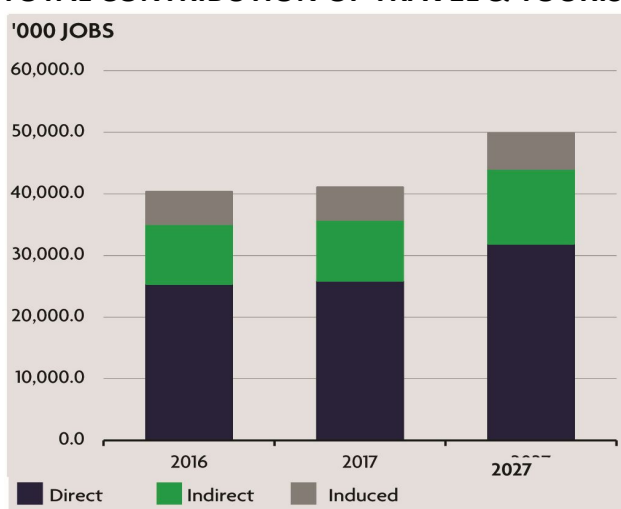
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DIRECT CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



TOTAL CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT



The total contribution of travel & tourism to employment (including direct & indirect) was 9.2% of total employment in 2017. By 2027 Travel & Tourism is forecast to support 4,98,68,000 jobs (9.6% of total employment, an increase of 2.0% pa over the period.

Tourism is the only industry which has the capacity of earning foreign exchange without exporting any commodities, minerals and materials from the country. Tourism can be the largest employment generator for the country (both direct & indirect) and the highest foreign exchange earner for the country.

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As per the report of Ministry of Tourism, Govt. of India, Ministry of Tourism earned USD 1,80,379 in foreign exchange through tourism in 2017 with a growth of 17 percent over 2016.



The State Tourism Development Authority would aim at boosting the image, branding, publicity and employment generation in the tourism sector of Odisha under your able guidance.

Thanking you
Yours sincerely
Sd/-

J K Mohanty, MHCIMA

Chairman-HRAO, IATO – Eastern Region
Member – Tourism Advisory Council, Govt. of Odisha

Copy forwarded for kind information to

Shri Asit Kumar Tripathy, I.A.S, Adl. Chief Secretary, Home Department, Govt. of Odisha

Yours sincerely

J K Mohanty, MHCIMA