



# HRAEI NEWSLETTER

July – September, 2014

[Organisation Member  
of the Federation of  
Hotel & Restaurant  
Associations of India]

## AREA

West Bengal, Bihar,  
Odisha Assam, Jharkhand,  
Meghalaya, Arunachal  
Pradesh, Nagaland,  
Manipur, Mizoram,  
Sikkim, Tripura, and The  
Andaman & Nicobar  
Islands.



### President's Reactions on the Union Budget 2014-15

From the perspective of the Hotel and Restaurant Industry the initial impression of the budget was disappointing.

Two key issues, outlined by the FHRAI in its pre budget memorandum to the government, which were hurting the industry and which FHRAI was hoping the government would attempt to resolve or provide some relief or incentives were largely ignored.

a) Multiple taxation (Service tax in particular) and

b) Inclusion of this industry in the priority lending sector to help hospitality to expand in tier 2 and 3 cities by having access to cheaper finance repayable under infrastructure route over a longer period.

Keeping in mind the potential of what the hospitality industry and tourism can generate in terms of revenue, foreign exchange and employment if given a boost to overcome the downturn the industry is facing over the past few years and grow further, the budget did not live up to expectation.

However, the announcement made for implementation of the ETA/e Visa policy, allocation for 5 theme based tourist circuits, emphasis on airports in 2 tier cities for better connectivity are all positives of this budget. Further, certain salient advantages and features of this budget was circulated to you through the Report of FAITH on July 14, 2014.





## NEW GOVERNMENT'S "LOOK EAST POLICY" FOR TOURISM.

In his first ever foreign visit to Bhutan as the Prime Minister, Narendra Modi advocated tourism and cultural exchanges between the two countries. Addressing the joint house of Bhutan Parliament in Thimpu recently, he urged to work together to form a "tourism circuit" connecting North Eastern states and Bhutan. He said that while "terrorism divides, tourism unites". The natural beauty of Bhutan has the potential to attract tourists the world over. The Himalayas unite India and Bhutan and the mountain ranges are part of the two countries' common heritage. The need of the hour is to study the various aspects of the Himalayas. He suggested that establishing a Central University for Himalayan Studies would benefit both India and Bhutan. The Prime Minister mentioned that the relationship between the two counties was not based on administrative ties only but on a shared cultural heritage which would be nurtured by the future generations.



## **Growth of Tourism in the year 2014**

**Foreign Tourist Arrivals (FTAs):** Foreign tourist arrivals in the country in June 2014 were 4.92 lakh as compared to 4.51 lakh in June 2013 and 4.33 lakh in June 2012.

**Foreign Exchange Earnings (FEEs)** from Tourism: Foreign exchange earnings from tourism in rupee terms during the month of June 2014 were Rs.8,458 crore as compared to Rs. 7,149 crore in June 2013 and Rs.6,485 crore in June 2012.

### **News from Odisha**

The Odisha Government has received about 70 proposals from private investors for the development of various tourism projects worth upto Rs. 150 crores. These proposals relate to the construction of hotels, launch of hovercraft facilities and for setting up a hotel management institute in the state. All possible incentives will be given to the promoters including a single window clearance. The state government has also increased its tourism allocation from Rs. 30 crore in 2012-13 to Rs. 133 crore in 2013-14. In addition, plans are afoot to get Sri Lanka Airlines to include Bhubaneswar in its network to encourage Buddhist tourism.







## Heritage Tourism in West Bengal

Presidency University of Kolkata is working on a project to digitize all the hand-written material concerning the Dutch colony in Chinsurah that have been found at the West

Bengal State Archives. The documents relate to the Dutch colony in Chinsurah that started flourishing from the late 16<sup>th</sup> university's Digital Humanities Centre will look into the heritage, urban planning and

academics of the yet unknown Dutch settlement story and heritage. The project is in collaboration with the Netherlands government and the State Tourism department and is named the "Chinsurah Initiative". The project aims to identify the heritage sites for restoration and conservation for the future. The project will promote Heritage Tourism along the 30 km. stretch where the Portuguese (Bandel), Dutch (Chinsura), French (Chandernagore) and Danes (Serampore) established their flourishing colonies. century along the Hooghly (Ganges) river. The



### News from West Bengal

The West Bengal Government is poised to develop a large number of tourist spots in the state and efforts are being made to aggressively market these places. Twelve new circuits are waiting to be unveiled and work is in full swing to revamp the infrastructure for tourists from the rest of the country and abroad. Chief Minister had hinted on these mega tourism circuits that are being developed. These would be in region of Dooars, Purulia, Mushidabad, Kandi, Darjeeling, Jalpaiguri, Nadia, Ganga Heritage Trail, Birbhum, Howrah, Tea tourism and East Midnapore beach circuit. A lot of work is afoot in setting up tourist lodges and transport facilities to renovating existing infrastructure and also to showcase local art and craft of a place to attract tourists.



## HOSTS Tradeshow in Kolkata 7<sup>th</sup> to 9<sup>th</sup> August from 11 a.m. to 7 p.m.

Hotel & Restaurant Association of Eastern India has in the past supported HOSTS, a premium and respected hospitality tradeshow in India to hold its event in Kolkata. On the 7<sup>th</sup> of August, 2014 they will be holding a show at Milan Mela for the second time and we should give our collective support and encourage such events. It will change the way hospitality industry sources in the Eastern region and make accessible the latest equipments and processes that are available to the rest of the country, thereby, helping our industry here, raise the bar.

Please take out your time to visit the hospitality tradeshow in Kolkata.



The 49<sup>th</sup> FHRAI Annual Convention is scheduled to be held from 12<sup>th</sup>-14<sup>th</sup> September, 2014 at the Jaipur Marriot Hotel, Jaipur, Rajasthan. The theme chosen for the Convention is "Hospitality & Tourism: The key to unlocking India's global potential". For more information and updates on the FHRAI Convention, please visit the website at [www.fhrai.com](http://www.fhrai.com)

## Circulars Sent to HRAEI Members

- ❖ Hosts Tradeshow in Kolkata- 7<sup>th</sup> to 9<sup>th</sup> August 2014 from 11 a.m. to 07 p.m. [July 14, 2014]
- ❖ Yearly Report of FAITH on impact of Union Budget on Tourism & Hospitality Industry. [July 14, 2014]
- ❖ No License required for playing FIFA World Cup on Television, [June 12, 2014]
- ❖ Inviting nominations for the FHRAI awards 2014 [June 06, 2014]
- ❖ 2-Day Peg Measure Sales Camp in HRAEI Office on June 18 & 19, 2014-Circular to All Members In Kolkata, [June 06, 2014]
- ❖ Amendments in the Ministry of Tourism's Classification/Reclassification Guidelines for Hotels. [May 13, 2014]
- ❖ Important Legal Update-M/s ESPN Software India Pvt. Ltd. Vs TRAI and Ors. [May 05, 2014]



Please send your articles/correspondence to Mr. Partha Pratim Dutta, Secretary General

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