

International Conference on “Innovation in Tourism: Competitiveness and Sustainability inaugurated by Governor.

Dt. 20.12.2007

Governor Murlidhar Chandrakant Bhandare today inaugurated an international seminar on “ Innovation in Tourism: Competitiveness and Sustainability” at Hotel Kalinga Ashok organized by Indian Institute of Tourism and Travel Management and Tourism Department, Government of Orissa.

In his address, Bhandare said Orissa has all the potential to become one of the most sought after tourist hot spots in world. With sprawling beaches, temples, Buddhist sites, Orissa can attract international tourists in great number. He said if Gibraltar, Thailand can attract millions of tourists, why can not we? Bhandare also suggested for thinking some innovative packages, such as a cruise journey from Orissa to Bali or Indonesia or Thailand. Moreover, concrete-marketing strategies should be formulated and implemented in right earnest. Another aspect which all of us should give emphasis on is employing well-trained guides at all tourist sports. Infrastructure is also important so that tourists coming to Orissa do not face any problems, he said.

Tourism Secretary Asit Kumar Tripathy said we are witnessing change in every field, be it industry or tourism or culture or education or IT sector. If we do not change according to the changing times, we would never be able to catch up with the rest of the world. Orissa has enormous potential and it can not only compete, but surpass states like Kerala, Goa and Rajasthan, which are at present ahead of Orissa in Tourism sector. Saying that Orissa has a problem of plenty, Mr. Tripathy said we have to initiate concrete steps to promote tribal tourism, eco-tourism so that foreign tourist inflow into the state increases multifold.

Governor’s Secretary Parag Gupta said tourism sector, apart from boosting economic growth, melts down borders between nations. World becomes smaller and smaller as people get to know each other and each other’s culture. In such a scenario, competition increases. To withstand competition, one has to go for constant innovation. Not only this, we have to sustain all the innovation, he said.

Director, IITTM Dr. Sitikantha Mishra, Nodal officer Dr. S.K. Lenka and Conference Coordinator Dr. B.B. Parida also spoke. The Governor also released a souvenir.
