Travel East 2016
Conference on
Transformational Leadership in Tourism Development
24th November 2016
CII-Suresh Neotia Centre of Excellence for Leadership
DC-36, Sector-I, Salt Lake City, Kolkata-700064

Concept Note

Background

While most countries & states have some tourism asset or the other, it is only a few who are able to convert that potential into distinct tourism destinations and create a place for themselves under the sun and in the tourism map of the globe or their own country.

The challenges faced by most tourism developers are manifold. The main challenges are identification of destination, developing important connectivity and carrying capacity of destination, brand building and promotion, ensuring tourist safety and sustainability. Tourism developers and the related players around the country and the world are looking for innovative solutions and approaches in designing and developing their own interventions.

Around the world there are examples of true leadership of thought and action in tourism development work which have been game changers for this sector. A few examples are Nepal casinos in the 80’s, Mauritius honeymoon destination in 90’s, Kerala God’s Own Country, Rajasthan: forts, palaces & history. Of special significance is the emerging game changing trend in applying digitization and analysis in development of tourism strategies, destinations and markets.

To bring to the forefront such game changing cases of exemplary leadership in tourism development CII- Suresh Neotia Center of Excellence for Leadership is organizing “Transformational Leadership in Tourism Development” conference on 24th November 2016 at CII-Suresh Neotia Center of Excellence for Leadership, Saltlake, Kolkata. "Travel East" is a unique travel and tourism event organized by CII., which provides opportunities for the participants to explore markets and publicize their destinations, services and products under one roof. "Travel East" regularly draws participation from a large number of individual State tourism agencies, buyers & sellers, corporate buyers, Travel Agents, Online portals, Hotels & Resorts etc. and entire stakeholders in the tourism space.
Objectives

To create a platform for planning, development and other stakeholder in tourism sector to come together and share exemplary success stories of innovative approaches to tourism development in all aspects.

Scope and Coverage of the Conference

The conference will cover case studies in the following areas:

1) Strategic realignment of tourism sector to gain from the opportunities for the benefit of the country, the community and the people involved in a sustainable manner both for economy and environment.
2) Leadership roles and approaches that were game changers and lessons learnt.
3) Successful cases of brand build up/ destinations/ circuits / carrying capacity of destinations / safety & security of tourists.
4) Leveraging digitization for planning, strategization and market development in tourism sector.

Target Faculty Profile

- Planners, policymakers and tourism developers from the international community.
- State Governments and other allied sectors who have been able to successfully deploy and implement breakthrough strategies for tourism development.
- Players in digital space.

Target Delegates

The conference will provide a platform for a interaction amongst the major players and stakeholders - domestic and international – involved in tourism sector. These will include decision makers from:

1) Top level functionaries from the Government Departments involved directly or indirectly with tourism sector.
2) Representatives of State Tourism Corporations & International Tourism Boards
3) Representatives from travel related businesses like hotel & resorts, travel planners, domestic and international tour operators.
4) Tourism Players in the digital space including travel portals, technology providers, tourism service aggregators, startups etc.
5) Infrastructure and circuit developers in the tourism sector.