







RAJASTHAN domestic travel mart

ORGANISED BY: FEDERATION OF HOSPITALITY AND TOURISM OF RAJASTHAN

> JULY 22-24, 2022 VENUE: BM BIRLA CONVENTION CENTRE JAIPUR













A Report

The Rajasthan Domestic Travel Mart'22 (RDTM) was jointly organized by Department Of Tourism, Govt. of Rajasthan and Federation of Hospitality and Tourism of Rajasthan (FHTR). This unique effort was also supported by the Ministry of Tourism, Govt of India.

The grand inaugural ceremony was held at Clarks Amer Brij Convention Hall on July 22, 2022, while the event, Rajasthan Domestic Travel Mart'22 (RDTM) — a B2B Domestic Tourism show; was held on July 23-24, 2022 at BM Birla Convention Centre, Jaipur.

All the industry association of Rajasthan i.e. Hotel & Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO) supported the event besides the support received from the national associations IATO, ADTOI, TAAI, TAFI, ATOAI, ICPB and ETAA.

Preface

The domestic tourism market currently is an important segment and needs a continuous promotion in order to make people aware about the newer tourist destinations, new facilities, new hotels and resorts offering lots of opportunities for those tour operators, events managers, wedding planners who are continuous looking for increase in their business thus contribute to the exchequer of the state revenue.

Covid and the re-emergence of a strong domestic demand post Covid waves has highlighted the importance and attractive potential in a concerted marketing effort focused on Domestic guests, especially in the face of strong competition by other states who are all vying today for the domestic clients' eyeballs and footfalls.

Domestic market offers not just weekend travel, but also ever-increasing opportunities in weddings, events, MICE and are increasingly traveling to newer and remoter destinations with advent of a new found thirst for travel, as well as better roads and connectivity, resources and online marketing of remote destinations and properties.

The government and the stake holders of Tourism in Rajasthan are focusing on the promotion of tourism of Rajasthan and with extraordinary attention given to the domestic tourism promotion and thus need of this Rajasthan Domestic Travel Mart'22.

Rajasthan Domestic Travel Mart'22 offers exhibitors opportunities to present their offers to the brightest and most motivated travel and tour operators brought from across the various city and states. At the same time, it strives to inform and make aware the potential buyers about the particular features by the exhibiting hotel, resorts and tour operators in different aspects. Rajasthan Domestic Travel Mart'22 is a unique marketing opportunity for hotels, resorts and tour operators interested to





tap into the potential of the Indian domestic tourism market. The First Rajasthan Domestic Travel Mart'18 took place on July 20-22, 2018 at BM Birla Convention Centre, Statue Circle, Jaipur and the second one has taken place now.

Host State partner for RDTM –

Brief about Department of Tourism (DOT), Government Of Rajasthan.

Rajasthan Tourism (Department of Tourism) is the nodal department of Government of Rajasthan responsible for the promotion and development of tourism infrastructure of Rajasthan. The Department of Tourism implements the national and state level policies, programs and acts as a coordinating agency between the Central and State Governments, Departments' offices and Private Sector activities for promotion of tourism in the State.

Rajasthan is a kaleidoscopic state where tradition blends with modernity. People are proud of their heritage and yet open to change and western values.

Modern Rajasthan is now offering amenities comparable to those available elsewhere in the world. It has remarkable airports, roads and transport systems. Its roads are trafficked by some of the latest cars and buses, rickshaws, camel carts and horse drawn cart as well as improvised tempos. The markets are lined with shopping extravaganzas, with some of its stores being very posh as well as the traditional shops and the street markets.

Rajasthan offers wide ranging accommodation, from single bed dormitories costing USD 1 per night to some of the most elite and luxurious five-star deluxe hotels in the world. Most of these five-star deluxe hotels are palaces and forts, once home to the Rajasthan nobility. They Offer a delightful experience with their regal lifestyle. Rajasthan is one of the best destination for all kinds of tourists besides a highly preferred wedding destinations.

Sponsor & Support partner for RDTM –

Brief about Ministry of Tourism (MOT), Government Of India.

The Ministry Of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State/ Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources.





Organizers of RDTM –

Brief about Federation of Hospitality and Tourism of Rajasthan (FHTR).

FHTR is the consortium of the stake holders of tourism and hospitality and affiliated institutions/ experts who in association with the state government has the sole objective of promoting tourism, increasing tourist arrivals, international as well as domestic, in the state of Rajasthan, on public private partnership model, there by contributing to the job creation and to the GDP of state.

It aims to charter a path for to take tourism in Rajasthan forward.

FHTR works in sync with Government and other like-minded bodies to actualize the activities as specified in the Memorandum of Association of FHTR.

The objectives Of FHTR would be to organize:

- 1. Marts and Road Shows
- 2. Marketing, Ideating and exploring means
- 3. E-marketing, on line portals
- 4. Any other as deemed fit.

Brief about the Event 'Rajasthan Domestic Travel Mart'22 (RDTM).

RDTM 22 aims to showcase tourism products available today in the state of Rajasthan, increase the desirability and hunger among Domestic markets segments to come to Rajasthan.

It aims to do so with a sharp focus on domestic tourism and focused Buyer - Seller Meets spread over two days. This leading to significant transactions, strong networking amongst buyers and sellers and capitalizing of business opportunities between domestic buyers from across India and sellers from all over Rajasthan, encompassing all stakeholders of tourism and hospitality industry.

The key objective is to bring under one roof, hospitality operators from the state of Rajasthan and the major operators and influencers of tourism from different states / cities, through B2B meetings.

This was the second time that such a Domestic Travel Mart has been organized in Jaipur, Rajasthan. The event has provided an exposure to the best tourism products from Rajasthan under one roof.





The Travel Mart had sellers offering a wide range of products covering heritage, adventure, wildlife, medical tourism, leisure, eco-rural, MICE, pilgrimage, safaris and camps, Event / wedding / Film shooting destinations and other allied segments. The event presented a unique opportunity for Tour / Travel Operators, Event companies and managers interested in the rapidly growing tourism market of Rajasthan to create and expand their business portfolio.

RDTM was not only a platform for the big players of tourism sector but also for the smaller hoteliers and tour operators as well other allied trades which play an important role and are part of tourism attraction in order to achieve higher level of domestic tourist arrival.

Following special efforts were made to promote tourism in the state:

- To promote new destinations, had provided complimentary exhibition space to the hospitality suppliers of Banswara " the Land of 100 Islands of Rajasthan" was provide in which more than 7 suppliers exhibited their services
- 2. To promote the Border Tourism in Rajasthan on the lines of Wagha check post in Punjab, Border Security Force [BSF] was invited to exhibit the facilities extended by them to the tourist at the Sanchu check-post in Bikaner district of Rajasthan, which was very much appreciated by BSF as well as the participants.
- 3. Hotel associations travel associations of various cities and towns were given subsidized stalls so that almost an entire industry representation right from the smallest hotel is available at the same space.
- 4. Various NGOs such as Help In Suffering, Tiloniya, Jaipur Virasat Foundation, etc. were provided exhibition space on complimentary basis. These NGOs do stellar work that is motivating and worth experiencing, adding to tourists' experience, hence their marketing is important and can contribute to increase in tourism numbers.
- 5. Had provided complimentary exhibition space to more than 15 startups promoted by the Government of Rajasthan on complimentary basis as FHTR's CSR initiative.
- 6. Small and new Travel and hospitality ventures were encouraged to become a part of the event by offering highly subsidized table space so that buyers get a holistic 360-degree view of the products choices and small players are not left out.
- 7. The wonderful arts and crafts of Rajasthan are a big contributor to the state's appeal. More than 35 artists from various art forms and crafts were invited under ICH project of UNESCO that is currently underway in desert regions of Rajasthan as honored participants. This added to the appeal of show and showcased our arts to visiting buyers.
- 8. For the first time highly informative and interactive Knowledge Hall sessions were kept for both days in which attendees could know about and discuss Government policies, new avenues and tourism products. These sessions were very well received and attended.







RDTM OBJECTIVES

The objectives of this event are to reinforce the State of Rajasthan as the preferred and number one tourism destination with an opportunity to interact with Domestic Buyers, Registered Sellers, policy makers, investors, consultants, members of media and to make a business sense out of Rajasthan Domestic Travel Mart '22.

- 1. Exclusive focus on Rajasthan domestic tourism
- 2. Congregation of approx. 275 Domestic Tour operators and Travel writers from across 29 States and 7 Union Territories
- 3. An Exhibition of approx. 175 exhibitors to showcase more than 800 properties and market the varied products of Rajasthan
- 4. Structured, organized, pre-fixed B2B meetings between Registered sellers and Domestic Buyers spread over 2 days
- 5. Social Networking events, hosted dinner and Vibrant cultural programmes

TARGETED AUDIENCE

- 1. Indian Domestic Travel agents / Tours operators
- 2. Hotel, Restaurant, Event Manager and Spa owners
- 3. Health care, investors, vendors and financial institutions
- Key personnel from respected tourism bodies like IATO, HRAR, IHHA, RATO, ADTOI, ATOAI, TAAI, TAFI, ICPB, ETAA, other tourism organizations and state & regional level tourism associations
- 5. Providing MSME a platform to be able to showcase there
- 6. Govt. Of Rajasthan
- 7. Govt. of India
- 8. Indian Railways
- 9. National and State Airlines
- 10. National and Regional media
- 11. National Tourism Organizations from key States

SPECIAL FEATURES

- 1. Power packed Inaugural session, cultural evening and Inaugural cocktails & dinner
- 2. Buyer Seller Meet a structured, one-on-one, prefixed B2B meeting spread over 2 days between registered domestic buyers and registered sellers.
- 3. Buyer Consumer Meet For two hours ie. from 5 PM to 7 PM on each day during which the, all a structured, one-on-one, prefixed B2B meeting spread over 2 days between registered domestic





buyers and registered sellers.

- 4. Exhibition: Opportunity for two day mega expo for the registered sellers from Rajasthan to exclusively showcase their tourism products at their respective booths.
- 5. Website: All domestic buyers and registered Rajasthan sellers profile featured on the website
- 6. Buyer Seller directory: All domestic buyers and registered sellers details listed in the

Buyer - Seller directory.

- 7. Post conference report
- 8. Partnership and branding opportunities for those in the business of tourism
- 9. Sharing of knowledge in Knowledge hall sessions.
- 10. Comprehensive participation from sellers of all categories, broad-basing the product array like never before.
- 11. Responsible Tourism showcase of a wide range of organisations.
- 12. Showcasing the arts and crafts of Rajasthan.

Though the industry is still facing the aftermath of Covid nightmare, it did not stop FHTR into taking bold and unconventional steps that added to the allure of Tourism potential from state.

EXCLUSIVE FEATURES FOR DOMESTIC BUYERS

- 1. Offer Of Special hotel room rates for accommodation (with breakfast) at Jaipur for registered buyers. This exclusive hospitality offer is on invitation only.
- 2. Discounted rates available to non-hosted but registered buyers and visitors.
- 3. Post Mart FAM tours of Rajasthan on nominal charge.
- 4. Business profile will be uploaded on the website and is available even after RDTM.
- 5. Invitation to hosted dinner, cultural evening and networking opportunities.

BENEFITS TO REGISTERED STAKEHOLDERS

The Rajasthan Domestic Travel Mart'18 offers a business - networking forum and a platform for interaction between the registered Rajasthan Sellers and Indian Domestic Buyers - all under one roof.

BENEFITS FOR REGISTERED RAJASTHAN SELLERS INCLUDING PARTNERS

- 1. Booth (s) at the exhibition to showcase tourism products
- 2. Prefix B2B meetings with the Indian Domestic Buyers
- 3. The Partners only: Branding at the Conference; partner's Logo at all publicity campaigns, promotion shows, advertisements, e-lyers, brochure, website, articles in news papers, travel magazines, announcements etc.
- 4. Invitations to the Inaugural dinner, cultural evening and networking's.





Key Deliverables during the course of RDTM 22:

No of Buyers:

Hosted – 145

Registered non hosted – 123

Local and walk ins – Appox. 200 (including most members of RATO, HRAR and IHHA)

No of Sellers:

Total 196 booths were put up

171 were travel industry sellers

Total number of properties, travel agencies and experiences represented by these sellers are in excess of 800

Meetings:

B2B meetings spread over 2 days from 9 AM to 5 PM with 30 minutes break in afternoon for Lunch.

B2B meeting platform was kept open even during the course of RDTM as a lot of buyers registered at last minutes, both hosted and non-hosted but registered buyers could access the booking platform and see where specific sellers were and what slots were available.

A large number of non-hosted and last-minute registrations also meant that actual meetings were in excess of recorded registered meetings.

Our record shows a total of 5306 meetings accepted or last minute entered in system PLUS unrecorded meetings to the same number.

The scope of registered meetings was 30 meetings per seller per day (15 minutes meetings over 7 and a half hours) leading to a total potential meeting of 11,460





FAM TOURS by Buyer

Total number of agents who went of 4 separate FAM trips organised is 63. Feedback on FAM trips are very encouraging. The comments by buyers are enclosed as an annexure to this report.

Promotion and Marketing Of RDTM

Extensive Promotion efforts were carried out in order to get and bring participation into the RDTM. Total 5 Road Shows were organized. The promotion show were well attended with great enthusiasm Publicity was done through digital media, social media besides Newspaper through write up as well as at the press meet at Jaipur, the promotion shows were well covered. Detailed report of local print publicity, social media publicity is enclosed.

Department of Tourism, Government of Rajasthan social media wing was very helpful in spreading awareness about RDTM by sharing our creatives.

12 eminent media houses from out of Jaipur were invited as well leading to numerous print and online articles, creatives, posts and positive feedbacks.

A dedicated issue of Travel Turtle magazine was launched on the opening day of RDTM and has been well appreciated for its high quality and informative content.

The RDTM organized a press meet before the RDTM date on 19"' and briefed all about RDTM this was joined by major print and electronic media.

Branding and Publicity of RDTM

Please see attached visual narrative of the numerous posters, banners, hoardings etc that were setup at prominent places in Jaipur and at both venues as promised.





MOU Signing Ceremony for RDTM 22





















1st Road Show, RDTM 22 at Clarks Amer, Jaipur





















1st Road Show, RDTM 22 at Clarks Amer, Jaipur





















2nd Road Show, RDTM 22 at Castle Mandawa, Mandawa





















2nd Road Show, RDTM 22 at Castle Mandawa, Mandawa























3rd Road Show, RDTM 22 at Umaid Bhawan Palace, Jodhpur





















3rd Road Show, RDTM 22 at Umaid Bhawan Palace, Jodhpur





















4th Road Show, RDTM 22 at Laxmi Vilas Palace, Bharatpur





















4th Road Show, RDTM 22 at Laxmi Vilas Palace, Bharatpur





















5th Road Show, RDTM 22 at The City Palace, Udaipur





















5th Road Show, RDTM 22 at The City Palace, Udaipur





















RDTM Curtain Raiser Press Conference at Clarks Amer, Jaipur























RAJASTHAN Domestic travel mart JULY 22 - 24 , 2022





RAJASTHAN DOMESTIC TRAVEL MART 2022

Inaugural July 22, 2022 | Venue: Hotel Clarks Amer, Jaipur Exhibition and B2B July 23-24, 2022 | Venue: BM Birla Convention Centre, Jaipur

Draft Program

Day 1: Friday, 22 nd July 2022 at Hotel Clarks Amer, JLN Marg, Jaipur		
	Registration for the pre-registered Domestic buyers only at Clarks Amer	
16.00 - 18.00 hrs.	(A separate Registration desk will be available at B. M. Birla Auditorium from 12 noon to 3 PM)	
18.00 - 20.00 hrs.	INAUGURAL SESSION	
	Lighting of the Lamp	
	Welcome address by Shri Apurv Kumar President FHTR	
	Address by Smt. Gayatri Rathore Principal Secretary Tourism, Government of Rajasthan	
	Release of Film Tourism Promotion Policy, Rajasthan 2022	
	Release of document on Intangible Cultural Heritage UNESCO Project in Western Rajasthan by Department of Tourism	
	Address by HH Maharaja Shri Gaj Singh ji	
	Address by Smt. Usha Sharma, Chief Secretary Government of Rajasthan	
	Address by Shri Rajiv Arora, Chairman RAJSECO	
	Address by Shri B.D. Kalla, Hon'ble minister Arts, Literature and Culture Government of Rajasthan	
	Release of Travel Turtle Magazine exclusive issue dedicated to Rajasthan and RDTM	
	Address by Smt. Rashmi Sharma, Director Tourism	
20.00 - 21.00 hrs.	Musical Performance by Popular Bollywood Singer, our own - MAME KHAN	
21.05 hrs. onwards	Inaugural Reception & Dinner hosted by Hotel Clarks Amer, Jaipur	





	Day2: Saturday, 23 rd July 2022
9.00 -9.30 hrs.	REGISTRATION For pre-registered exhibitors/sellers and Domestic buyers only, Note: Registration will close at 09:30 a.m. Please contact B2B counter at registration desk and ensure collection of the B2B Meeting cards for Day 1.
10:30 hrs.	Inauguration of the Exhibition of RDTM 2022, Ribbon Cutting Ceremony - by the Minister Tourism Govt of Rajasthan, Principal Secretary Tourism Govt. of Rajasthan,HH Maharaja Gaj Singh ji, VC SEPC Mr. Karan Rathore and other dignitaries.
09.00-13.00 hrs.	Buyer - Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
13.00 - 13.30 hrs.	Free time / Lunch break
15:00 hrs	Start of Knowledge sharing sessions at SEPC Knowledge Hall in Art Gallery. (Please refer to registration desk / hall volunteers for schedule of presentations / sessions)
13.30 -17.00 hrs.	Buyer - Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
14:00 – 19:00 hrs.	Exhibition opens to Non – Hosted registered Buyers
17.15 - 17.30 hrs.	Mandatory submission of the completed Day 1 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter
17.00 - 19.00 hrs.	Exhibition opens for general public





	Day 3: Sunday, 24 th July 2022
09.00 - 9.30 hrs.	Domestic Travel Mart and B2B meetings at B.M. Birla Convention Center, Jaipur Note: Please contact B2B counter at registration desk and ensure collection of the B2B Meeting cards for Day 2.
09.00 - 13.00 hrs.	Buyer - Seller B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
11:00 hrs.	Start of Knowledge sharing sessions for the day at SEPC Knowledge Hall in Art Gallery. (Please refer to registration desk / hall volunteers for schedule of presentations / sessions)
13.00 - 13.30 hrs.	Free Time / Lunch break
13.30 - 17.00 hrs.	Buyer - Seller prescheduled B2B meetings (for registered buyers and sellers) at the booths of the registered sellers
14:00 – 19:00 hrs.	Exhibition opens to Non – Hosted registered Buyers
17.15 - 17.30 hrs.	Mandatory submission of the completed Day 2 B2B meeting forms by the Domestic buyers and Rajasthan sellers at the B2B counter
17.00 - 19.00 hrs.	Exhibition opens for general public
	END OF PROGRAMME







Knowledge Hall

Day 1: July 23

3 PM: Cultural Tourism in Western Rajasthan.

Presentation by Mr. Amitava Bhattacharya, Founder & Director, Contact Base (www.banglanatak.com) on Intangible Cultural Heritage Project by Dept. of Tourism, Govt. of Rajasthan in collaboration with UNESCO

4 PM: Opportunities and Challenges in Inbound Tourism A Session on SEPC (Services Export Promotion Council) and its services in this sector by Dr. Abhay Sinha DG SEPC

5 PM: The Resurgence of Shekhawati as the destination of Future Talk by Dr. Shruti Poddar. Chief Guest for the session HH Maharaja Gaj Singh ji of Jodhpur and RTDC Chairman Shri Dharmendra Rathod





Knowledge Hall Day 2: July 24

10 AM: Rural and Agro Tourism

Session by Shri Rajendra Singh Pachar, MD Pachar Group of Hotels and Shri Surendra Singh Shahpura MD Shahpura Hotels on the Opportunities and Challenges in this sector in Rajasthan Chief Guest Smt. Shakuntala Rawat, Hon'ble Minister of Industries, Government of Rajasthan

11 AM: Scope of Medical Tourism in Rajasthan

A session by Lt. General Dr. K.K. Singh (MD DM Neurology, Ex Medical Director SDM Hospital Jaipur)

12.00: Medical Value Tourism – Time to Reposition India as Destination for Credible and Affordable Healthcare

A session by SEPC (Service Export Promotion Council) Dr. Abhay Sinha DG SEPC

- **2 PM:** Catalysing Dental Health Tourism in Rajasthan A session on opportunities in Dental Health Tourism by Dr. Nishant Gupta
- **3 PM:** Medical Tourism and Ayurveda A session by Prof. Sanjeev Sharma, Vice Chancellor National Institute of Ayurveda

4 PM: Tourism Policies and Incentives for Investment in Tourism Sector in Rajasthan

Our concluding session addressed by an eminent panel including:

- Mr. Pawan Kumar Jain, Joint Director, Dept. of Tourism, Govt. of Rajasthan
- Mr. Surendra Singh Shahpura, MD Shahpura Hotels
- CA Virendra Singh Shekhawat, Hospitality Consultant



























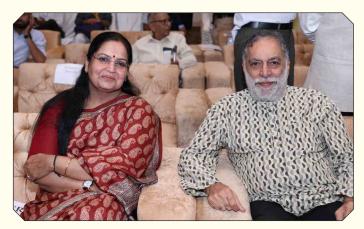
























































































































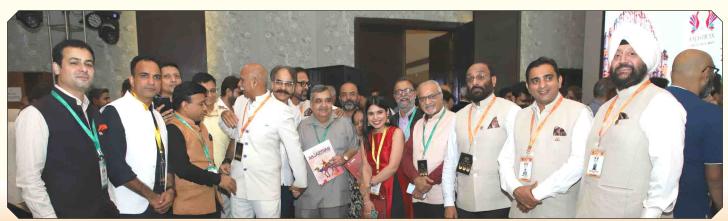
















Opening Ceremony - Gala Dinner & Networking





















Opening Ceremony - Gala Dinner & Networking





















MOU Signing Ceremony for RDTM 22





















MOU Signing Ceremony for RDTM 22





















RDTM 22 - Signages at Birla Auditorium





















RDTM 22 - Signages at Birla Auditorium





















RDTM 22 - Grand Hall and Helpdesks





















RDTM 22 - Grand Hall and Helpdesks





















RDTM 22 - Event Space Overview





















RDTM 22 - Event Space Overview





















RDTM 22 - 23 July Inaugural Event





















RDTM 22 - 23 July Inaugural Event





















RDTM 22 - VIP Guests Having a Tour of the Event





















RDTM 22 - VIP Guests Having a Tour of the Event





















RDTM 22 - VIP Guests Having a Tour of the Event















































































































































RDTM 22 - Folk Arts and Crafts Display





















RDTM 22 - Folk Arts and Crafts Display



















































































































































































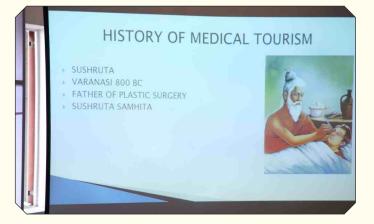










































RDTM 22 - Catering













RDTM 22 - Distribution of Awards, Gifts





















RDTM 22 - FAM Tours Experiences





















RDTM 22 Feedback

SELLERS COMMENT

Q Hotel – Raj Chandrayan Singh All arrangements are good

Lugbee Services Private Limited – Dr. Amit Sanghi All the arrangements are good.

> Indra Vilas Alsisar- Upendra Jha Very good experience

BUYER COMMENT

Dear Mr. Mohan Singh Mertia & Mr. Mahendra Singh Rathore, Namaste!

I would like to Thank the team of FHTR for inviting me at the travel mart event. The Rajasthan Domestic Travel Mart is a great initiative and it was a good platform to meet the hoteliers & reputed local service providers. This event has enriched our knowledge of Rajasthan. This knowledge has equipped us in further promoting the beautiful & rich heritage of Rajasthan. We wish your team all the best for future and wishing you a successful tourist season ahead.

Regards, Ketan Wagani CEO & Director Travnet Tourism Service Pvt Ltd

Dear RDTM Committee,

Please accept sincere appreciation and thanks on behalf of Numen Hospitality for RDTM grand success.

All the arrangements were impeccable and to our satisfaction. We look forward to attend many such events again

Thanks & Regards Nidhi Gupta Numen Hospitality

Dear Sir

We thank you for inviting for RDTM and hosting us. Excellent arrangements were made and we had good meetings. Hope to generate more business to Rajasthan.

> Thank you. S. Mahalingaiah - Manu Director Skyway International Travels







Platinum / Inaugural Dinner Host Partner



SILVER PARTNER SERVICES EXPORT PROMOTION COUNCI wWinstry of Commerce and Industry, Government of WWW.Servicesepc.org **SUPPORTED BY** & RESTAL ATT **INDIAN HERITAGE** STHAN - WORLD'SH RAJASTHAN HOTELS ASSOCIATION THE WAY FORWARD INDIAN ASSOCIATION OF TOUR OPERATORS ADVENTURE TOUR OPERATORS ASSOCIATION OF INDIA NELAG F AI India Convention Promotion Bureau ETAA red by Ministry of Tourism, Gov mment of India





