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As a part of our innate nature, we have a high tendency to either hold on to our hopes and faith strongly or give in to fear; both ultimately impact our actions. As a visionary falling in the former category, I choose to look at the glass as half full whilst hoping, and innovating

ways to convert it to a wholly full glass. The beauty of this attitude is that one way or another, sooner or later, simply for the strength of our faith and perseverant endeavours, the glass will become full to the brim. My appeal to the industry folks is to hold on to optimism and hope, and dare to think beyond reality in this pandemic for that is what will

lead us to the remarkable innovations of tomorrow.

We are standing on the brink of another evolution. Take an example from the past decades. In the early 1990s, web was launched and put to use. 2000s saw remarkable innovations and technological firsts like iPhone and Facebook. 2010s had 3D arriving at the screens, with the revolutionary idea of space tourism taking off. This time, the 2020s has begun on a rather stringent note, challenging us with a crisis to bring more revolutionary ideas to fruition.

For travel and tourism, this is the beginning of a neoteric industry backed by brilliant technological advancements focused on safety, simplicity of operations, minimal human touch, machine learning and intelligent forecasting, among others. It is a possibility, holograms could make a debut entrée. That is about being a hopeful visionary; that is about going beyond reality in the face of a pandemic, because adversity is the mother of all inventions. To put it in the words of famous Albert Einstein, "Out of clutter, find simplicity. From discord, find harmony. In the middle of difficulty, lies opportunity." Here's my hope that we all look at new ways and find better opportunities for reviving the travel industry.



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