

# LAUNCHING A RESPONSIBLE RESTART

## INDIA HOPES TO PEEK THROUGH THE FOGGY FUTURE OF INTERNATIONAL TRAVEL

Bringing penalties in multi-fold effects, the iniquitous COVID-19 seems to have staged a deep and damaging impression on the global travel and tourism industry that has crippled its economies too. However, the undying spirits of today's outbound travellers have brought in a more responsible and resistant tourism, bringing every "safe" country surface back on the world tourism map. Through this process, conscious travelling seems to have become the "new normal" of travelling, more than ever before. Sustainability and responsibility – once terms that destinations

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Two facts are becoming predominantly apparent on our journey towards the next quarter of 2020. First, how economies are eventually witnessing recovery especially in response to resumption of international flights and second is the pent-up demand to travel slowly showing signs of indulgence by end-consumer. ITQ has been sanguine about the prospects and forthcoming with technical agility and resourcefulness, more so with recently launched COVID-19 plug-in and research report on such measures as required by



travellers to consider travelling, in association with our technology partner, Travelport. Our exclusive domestic flight content partner, Air India, has also launched a super saver pack for travelling domestically. With such incredible offers and six months of previously negligible to limited travelling, both leisure and business, there is unambiguously an elevated urge to travel and explore, meet the loved ones, revisit the good times, reconnect with peers or witness business performance in person. Now, with borders easing restrictions further, travellers are likely to consider

were promoting as part of their bigger marketing and communications bubble has now shifted to travellers. Travellers will trust destinations with good governance and health systems, and many health protocols adopted during the pandemic will remain, such as social distancing and travelling to less crowded areas.

At the present, with the worldwide air connectivity and responsible movement gradually fetching a pace forward, India also seems to be shifting its gears for a better acceleration to go beyond the borders. The conscientious regeneration of tourism is underway

around the world as growing numbers of destinations ease COVID-19-related travel restrictions and adapt to the new reality. With sensible tourism gradually bringing forward a slice of assurance in the minds of the tourism business players, we focus on the significance of 'conscious travelling' as we connect with the market players of outbound tourism in India. In conjunction with this, we comprehend the new-age travelling regulations that are here to stay and secure its place in the minds and lives of every traveller, here after

taking that journey after all, albeit domestically in the initial stages to test the water before diving deeper.



### SENSIBLE SOJOURNS:

Mindfulness has been an exceedingly focused concept for us here at ITQ and extended further to our vast network of travel agents. For travellers, being mindful of their own and their fellow travellers' safety will prove a turning point in the history of travel. As witnessed across ages, every second decade or so there happens a major shift in structure and behaviours across industries and globally. This time for travel industry that evolution begins with cognizance, all the while staying mindful of each other's safety and specific needs, both as travellers and travel industry professionals

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We are conscious of the fact that in the post-COVID world, health and hygiene considerations will take precedence for travellers. Thus, VFS Global has established standardised protective measures to be followed at every step of the visa process across all our Visa Application Centres. With physical distancing becoming the new normal, we are already witnessing an increased demand from travellers for services that allow them to complete their visa application processes from the safety of their homes. Thus, more customers are opting for personalised services such as 'Visa at Your Doorstep' and 'return of the passport by courier' services. In terms of outlook for India market, it has all the right ingredients for it to continue as a strong source and destination tourism market going forward. Experiences from the past prove that the travel and



tourism industry is very resilient, and rebounds usually fairly quickly again. Though, this pandemic might have a deeper impact on customers' travel behaviour, depending on the further development and the availability of a vaccine. Nevertheless, the travel industry is well-placed to lead future recovery and remains an above-average growth driver for many economies.



### SENSIBLE SOJOURNS:

This pandemic has given us a golden chance to bring a much stronger focus on sustainable tourism. And, everyone in the travel ecosystem will have to show a commitment to achieve this goal. Travellers will have to follow conscious travelling practices such as less use of plastic, leaving no traces in tourist spots, reducing carbon footprint, respecting local culture and giving back to the community. Travel companies, alternatively, must collaborate with the authorities handling destinations to streamline tourism activity, manage the rising number of visitors, and meet theirs as well as the locals' expectations. It is also vital that policymakers facilitate an environment where the industry, the tourists, and other stakeholders are encouraged to act on sustainability