



Chandigarh



Himachal



Haryana



Uttarakhand



J&K



Punjab



Delhi

CONFERENCE **INTEGRATED TOURISM DEVELOPMENT**

in
NORTHERN INDIA
with **TRAVEL TRADE FRATERNITY**

Destination : North India, Chandigarh



21st May 2013, Hotel Shivalikview, Chandigarh



WELCOME TO NORTH INDIA

Crowned by Himalayan splendor and bejeweled with cultural buoyancy the northern region of India is a great place to be. The vibrant dwelling place of thousands of locals, north India is a hub of political and cultural activities and is richly fertilized by five giant rivers of plains. Tours to North India particularly impress the visitors with its multi-faceted appearance wherein travelers get to see versatile flavors of fresh curries, sound of chanting of Mantras and colors of festivities. Its multi-ethnic character is most endearing which has given birth to a potpourri of diverse cultures. North India tours speak volumes about the culinary fiesta, cultural richness, historic legacies and modern achievements and it only gets better with the new age
North India is the best place to showcase as the Travel & Tourist Destination. North India has a diversity of Culture, Spiritual, Heritage & Tradition.



UNSEEN – UNFORGETTABLE CHANDIGARH

Chandigarh is well known for its unique architecture and well planned landscaping. Chandigarh is a gateway city to many tourist destinations in the neighbouring states of Punjab, Haryana and Himachal Pradesh.

Invariably, a visit to Chandigarh is favoured by tourists not only for its unique modern architecture but also due to its inherent tourist attractions like the unique fantasy of art – Rock Garden, Sukhna Lake and a treasure trove of history and artefacts – The Museum. Besides architecture and other urban planning, Chandigarh is famous all over the world due to its gardens, large tracks and well planned landscaping. The beauty of Chandigarh enchanting unseen locations can be seen through the photo exhibition – Unseen, Unforgettable Chandigarh.

JAMMU & KASHMIR

"A city blessed by the Gods" - Kashmir Valley is surrounded by some of the highest mountains in the world and is a land of immense natural beauty. It is also called 'Tourist Paradise on earth'.

Jammu and Kashmir is the sixth largest state in India including the area occupied by Pakistan and China. On tour to Jammu and Kashmir, experience spectacular mountains, broken by stretches of valley and dotted with beautiful lakes. The state is studded with a number of hill stations, which are refreshing cool in summer. They offer a leisurely or adventurous holiday amidst breath-taking scenery.



HIMACHAL PRADESH

Himachal tours unleash a world of serenity and serendipity. The land where no one looks at the clocks to know the time rather like to feel warmth of sunrays to check time, Himachal Pradesh has well-preserved its enchanting magnetism. Breezy afternoons, magnificent panorama and lush greens at the state makes the experience most endearing. From verdant meadows to inspiring holy towns echoing holy hymns and shy locals performing local chores, sights of tours to Himachal are simply awe-inspiring.

PUNJAB

Punjab, located in the north west of India, is one of the smallest and the most prosperous states of India. The five rivers Sutlej, Beas, Ravi, Chenab and Jhelum gave it its name 'punj-ab' or the 'land of five waters'.

These five rivers divide the state into three regions: Majha, Doaba and Malwa. Punjab is primarily an agricultural state and enjoys the natural benefits of fertile soils and abundant waters.

The wheat bowl of India, Punjab, is a beautiful state, with small cottage industry mushroomed in every corner of this region. Agriculture constitutes the entire economy of Punjab. While on a tour to Punjab, the travelers must visit the well known Golden Temple in Amritsar. Punjab tour is infused with rich cultural heritage, which attracts infinite number of travelers from every nook and corner of the world.

As a civilization, it is one of the most ancient in the world with a distinguished culture.



HARYANA

The fastest emerging financial hub of India, Haryana, has become the biggest center of investment for various industrial magnets. Farming is the main profession of the people in Haryana. Tour to Haryana, provides the golden opportunity to the travelers to discover the cultural heritage of the region. Hisar, Gurgaon, Faridabad, Chandigarh, are some of the cities which have a well knitted infrastructure and have emerged as the major dome of captivation amongst travel savvy people. Splurging shopping malls, entertaining multiplexes, exotic sight scenes, are some of the traits which makes this region more defining.

UTTARAKHAND

Uttarakhand - the land of god, the home of Himalayas and truly a paradise on earth, allures everyone from everywhere. The fresh air, pure water, and adverting mountains Nestled in the hills of north India, Uttarakhand is a delicate expression of beauty. The blissful co-existence of nature's delight and benevolent people is the best feature one comes across on Uttarakhand tours. The region where dewdrops create perfect mirage and divinity appear to be omnipotent, Uttarakhand is ideally called 'Devbhoom' (meaning, land of gods). From trekking routes to mountaineering escapes, healing nature walks and amazing pilgrimages, tours to Uttarakhand appear to be simply awe-inspiring.





DELHI

Delhi is a city that bridges two different worlds. Old Delhi, once the capital of Islamic India, is a labyrinth of narrow lanes lined with crumbling havelis and formidable mosques. In contrast, the imperial city of New Delhi created by the British Raj is composed of spacious, tree-lined avenues and imposing government buildings.

We Extend Warm Invitation for valuable Participation

- Head of the State Tourism Dept - UT Chandigarh , J&K, H.P., Haryana, Punjab, Delhi & Uttarakhand
- Head State Tourism Corporations
- Head of the Travel Trade Associations
- Head of the Aviation Associations
- Head of the Travel Trade Magazines
- Head of the Health, Spa & Wellness Association
- Head of North India Golf Association
- Head of the MICE Association
- Head of the Embassy & High Commission Association
- Head of the Foreign Tourism Promotion Bureau in India
- Head of the Hotel Associations
- Head IRCTC - Rail Bhawan

PROGRAMME SCHEDULE

TUESDAY, 21st MAY 2013, HOTEL SHIVALIKVIEW, CHANDIGARH

09:30 am -10:30 am	Registration and Welcome
10:30 am-11:15 am	Inaugural Session
	Tea Break
11:30 am -12:30 pm	Technical Session I
1:00 pm - 2:00 pm	Technical Session-II (Soup being served during session)
2:00 pm- 3:00 pm	Lunch Break
03:00 pm- 04:00 pm	Technical Session- III (Tea being served during session)
04:00 pm -04:30 pm	Open House for Discussions, Question & Answer
04:30 pm -05:30 pm	Honour and Recognitions
06:00 pm	Hop on Hop off Tour of Chandigarh organized by Chandigarh Tourism
08:00 pm	Business Networking Dinner Hosted by Chandigarh Tourism, Hotel Mountview, Sector- I , Chandigarh

PROPOSED TOPICS TO BE COVERED

Technical Session- I

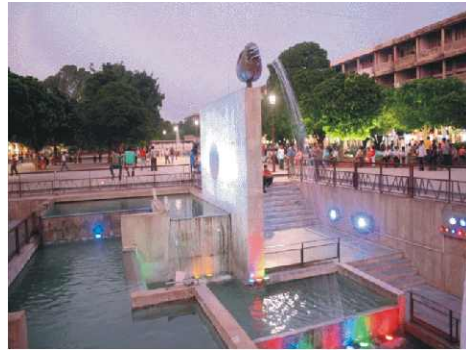
Presentation by North Indian States Govt. (10-12 minutes each state)

Technical Session II

Travel Trade Presentation by Head Travel Trade Associations : EXPECTATIONS OF TRADE FRATERNITY

Technical Session III - Tourism Potential

1. Integrated Approach to Tourism Planning & Development
2. Integrated Marketing Management for North India - A Strategic Approach
3. HRD Skills Development and Local capacity building-A Joint efforts for Public Private Partnership
4. Integrated and Sustainable Tourism Resources Management
5. Innovative Technological approach for Integrated Tourism Promotion of Northern India-Cinematic Tourism
6. Promotion of Heritage - Rail Tourism



Food Festival in Chandigarh 17-18-19 May 2013, Hotel Shivalikview Lawns

“A delicious food can relift the soul of life and strength the spirit of life.”

Chandigarh will host a Food Festival with a theme CITCO Da Vehda that will feature traditional cuisine from North Indian states with cultural performances.

