

GITM focuses on Regenerative Tourism

Goa International Travel Mart (GITM) 2024 now in its fourth edition showcased Goa's sunny side and focussed on Regenerative Tourism.



GITM attracted 250+ national and international buyers and 300+ sellers spanning across 15 sectors. The event offered a plethora of opportunities for fruitful engagements and partnerships along with knowledge-sharing sessions providing invaluable insights. It provided an opportunity to connect with a diverse array of industry professionals, including destination management companies, travel agents, tour operators, MICE specialists etc to a global audience, bringing together industry leaders, stakeholders and enthusiasts from across the globe.

Regenerative tourism was the focus as Goa became the first state to focus on regenerative tourism (many confuse that regenerative tourism is just a rebranding of sustainable tourism but its not so as regenerative tourism not only includes sustainable tourism but goes beyond it aiming for transformation and growth).

While addressing to august audience Suneel Anchipaka, IAS, Director Tourism said, "With a steadfast focus on sustainability and responsible travel practices, we envision a tourism sector that is not just economically prosperous but also environmentally and socially conscious. Our commitment to Regenerative Tourism goes beyond mere preservation; it encompasses a holistic approach that seeks to regenerate and rejuvenate our ecosystems, communities, and cultural traditions. Our vision for Goa's tourism sector is one that harmonizes with nature, respects local cultures, and fosters meaningful connections between visitors and our communities. By embracing Regenerative Tourism, we not only enhance the visitor experience but also ensure the long-term sustainability of our tourism industry."

Another major was the potential of MICE tourism in Goa especially for corporate gatherings and international conferences. Plans are afoot to have a new convention centre. Goa also plans to introduce co-working spaces.

The second day witnessed a riveting panel discussion and sessions by panellists G B Srithar, Head of Tourism Services,



VFS Global, Carl Vaz, President, SKAL International India and Chairman & CEO, Charson Advisory Services, Jack Ajit Sukhija, President-Elect, Travel & Tourism Association of Goa (TTAG), and Ajay Prakash, President, Travel Agents Federation of India (TAFI). An interesting session was 'Development of Skills for the Tourism sector in Goa'. It was a multifaceted endeavour aimed at enhancing the professionalism, expertise, and service quality within the industry. The Session focused on the development of skills for the tourism sector in Goa. Experts discussed strategies for nurturing talent and equipping the workforce with the necessary skills to meet the evolving demands of the tourism sector.

During the event lots of MoU were signed. These included four



Mr. Suneel Anchipaka, IAS, Director, Tourism & Managing Director, GTDC with Mr. Gautam Aggarwal, Division President, South Asia at Mastercard

MoU with Department of Tourism, Government of Goa with Just Udo Aviation Private Limited to Transform Tourism Landscape, with Mastercard to strengthen Tourism in the State, with All India Institute of Ayurveda to elevate Wellness and Medical Tourism and partners with Yoska Event Solutions LLP to boost Sports Tourism.

As per the report from the sellers, over 3000 meetings took place, facilitating invaluable connections and partnerships within the industry. The sellers recorded business prospects, estimated at over 10 million Dollars, underscoring the event's significance as a platform for strategic partnerships and driving economic growth within the tourism sector.

"GITM stands as a testament to our shared commitment to innovation, collaboration, and sustainable growth. With a notable attendance of buyers, visitors, and enthusiasts, the event has facilitated a vibrant exchange of ideas and fostered significant networking opportunities. It has been an honor to witness the forging of new partnerships between like-minded individuals and businesses alike, all united in their dedication to showcasing Goa's unique charm to the world. As we bid farewell to another successful 4th edition, I am filled with optimism for the future of our tourism industry. The momentum and enthusiasm generated by GITM leave me confident that Goa's potential as a premier destination for regenerative tourism will continue to flourish," concluded Suneel Anchipaka, IAS.