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MoT floats strategy to promote medical, wellness, rural & MICE Tourism

In order to boost tourism in the aftermath of the coronavirus, the Ministry of Tourism released three draft strategies with roadmaps to promote India as a rural and medical tourism destination, and to position it as a place for conferences, meetings and exhibitions.

The Draft National Strategy and Roadmap for Development of Rural Tourism in India seeks to develop and promote local products through tourism to generate income and jobs in rural areas and empower local communities. “This will help in reducing the migration from rural areas, poverty alleviation and sustainable development,” the draft said.

The second proposal – Draft National Strategy and Roadmap for Medical and Wellness Tourism – seeks to promote India as an accessible and affordable destination for medical treatments and wellness courses. The Ministry has also proposed a draft to position India as a MICE destination recognising it as a significant market segment and an important contributor to national economies.



Hong Kong to shorten hotel quarantine for travellers with antibodies



Carrie Lam

Hong Kong’s government said that it would shorten the quarantine period for vaccinated people arriving in the city to 7 days from 14 provided travellers show sufficient antibodies against

the coronavirus.

Carrie Lam, Chief Executive, Hong Kong said the new measures were only applicable to people who have logged 14 days following their second vaccination dose. The rule change is due to take effect from the end of the month, she said. Hong Kong has some of the toughest quarantine rules globally with residents mandated to stay for up to 21 days in hotels after arriving.

NCLT approves Jalan Kalrock Consortium’s resolution plan for Jet Airways

The Mumbai Bench of the National Company Law Tribunal (NCLT) approved the resolution plan of Kalrock Capital and entrepreneur Murari Lal Jalan for the revival



of Jet Airways. The bankruptcy court has granted 90 days to the consortium to apply for airport slots.

Though the government in its affidavit had earlier maintained that Jet Airways can’t claim a right on slots held by it earlier, the court has urged that the issue be addressed by the Ministry of Civil Aviation and the Directorate General of Civil Aviation. The bid by the consortium of Kalrock Capital and Murari Lal Jalan was approved by the Committee of Creditors in October last year.

Deveekaa Nijhawan to lead Qatar Tourism’s International PR & Communications



Deveekaa Nijhawan

The Qatar National Tourism Council (QNTC) has appointed Deveekaa Nijhawan to lead the International PR and Communications team, and assist in marketing the destination in key markets as part of the country’s strategy to become a world-leading tourism destination. Nijhawan’s remit covers key markets including India, United Kingdom, Germany, Australia and United Arab Emirates with a focus on engaging and penetrating travel trade and consumer media.

Commenting on this appointment, she said, “I am very excited to join QNTC and embrace this new challenge. I am looking forward to developing and implementing a holistic integrated

PR and Communications strategy to position Qatar as a popular tourist destination, while promoting the country’s rich cultural heritage and diverse offerings.”

Tourism New Zealand celebrates the Kaihāpai Awards with travel agents in India



René de Monchy

Tourism New Zealand has announced the winners of its inaugural Kaihāpai Awards which celebrate the achievements and commitment of Indian travel agents. The maiden edition saw participation from 232 travel agents and 3 Tourism New Zealand representatives.

René de Monchy, Chief Executive, Tourism New Zealand, said, “India continues to be an important market for us. During the pandemic, our goal has been to continue to keep people dreaming about New Zealand and to keep the trade channel open, so that our agents are trained and educated to sell New Zealand when the opportunity arises.”