



FROM THE EDITORIAL DESK

The PR Wire is an initiative by the students of SCMC specialising in the field of Public Relations. In this edition we will be covering the dynamic nature of the travel & tourism industry and PR's role in it. Being one of the most badly affected industry by the pandemic, this edition will take the readers through what can be expected from the PR industry in the post-Covid 19 recovery era. Through a series of interesting reads that talk about upcoming trends, regenerative travel and other topics we aim to keep our readers in touch with the various aspects of this industry.

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Predictions to watch out for in the tourism industry

BY RIA SHAH

Understanding stakeholder perspectives and predicting upcoming trends or emerging markets is essential to good communication planning and messaging.

In its mega-trends analysis, Horwath HTL (Hotel, Tourism and Leisure) the world's largest hospitality consulting brand, divided important long term trends into two categories: demand-centric trends and supply-centric trends. These two primary categories create changes that will shape the future of tourism.

DEMANDS-DEMOGRAPHIC IMPORTANCE

The understanding of consumers and their dynamic nature is important, this involves creating specific demographic segregations and determining their wants, beliefs etc. An upcoming trend that is here to stay is the increase in tourists from the silver-haired demographic, aged 60 and up. Communications practitioners must thus begin to target this segment. With specific needs and desires, this segment of travelers is gaining importance in the tourism industry.

Why the silver-haired ?

- The portion of the world's population over the age of 60 increased from 8% in 1950 to 12% in 2013. According to forecasts, this portion will grow to 21% by 2050.
- They are ready to spend and are active travelers.
- They appreciate personalized services, this makes them a lucrative target segment for travel agents.
- They want to feel young, be adventurous and at the same time highly appreciate health and wellness tourism.

THE GROWING SPACE FOR SHORT HAUL AND DOMESTIC TRAVEL

According to the UNWTO (United Nations World Tourism organization) world tourism barometer for 2021-2022, growing consumer trends are highlighted. The understanding of these trends can create the opportunity to generate larger profits.

Closer to home, get-away styled vacations are an important travel category that seem to be gaining the highest traction and will likely influence the tourism industry, at least in the near future. Many countries are now also marketing to their populations to achieve higher levels of inbound tourism and promote domestic travel. In a study conducted by the UNWTO on the scope of domestic tourism, they found that domestic tourism worldwide is 9 times larger than international tourism.

Larger efforts are also being made to increase inbound tourism, this is apparent in a recently shared vision document for the year 2035 by FAITH, India (Federation of Associations in Hospitality and Tourism). FAITH aims to have 7.5 billion inbound domestic travelers by 2035 a growth from the current 2.32 billion visits. FAITH also expects employment opportunities in the various different sectors of tourism to increase.

Tony Williams, Managing Director at Crossmedia divides a customer's travel journey into four phases, they are dreaming, planning, deciding and buying. The travel planning market has increased with startups like Tripoto, Trip Advisor etc. However the dream and discovery phase needs to be utilized by travel companies to create a long lasting impression through relevant media channels and content. Here is where the concept of 'supply' trends comes into being.

SUPPLY

Content is king in Travel, the production of inspiring E-WOM (Electronic word of mouth) has become essential in the current online scenario. According to Euromonitor Voice of industry- Travel and Tourism 2020, big data and analytics, artificial intelligence,

augmented reality and virtual reality will provide major opportunities in the travel industry. AI assistants and intelligent chat boxes present in travel websites have already started to pick up as a norm and convenient mode of information transfer.

UNIFYING TRAVEL EXPERIENCE WITH DYNAMIC PARTNERSHIPS IN CONTENT CREATION

The Gen Y and Gen Z i.e the millennials and the 'screenagers' respectively, are expected to represent 50% of all travelers by 2025. This category is digitally oriented which is reflected in the media allocation budgets of the tourism and travel industry. WARC data shows that 61% is allocated to digital showing the overpowering scope of this communication channel. With the high involvement of Gen Z and Gen Y in digital trends, it has become imperative for travel companies to utilize this.

A recent example of show and tell travel experiences along with unique partnerships is Tripoto's YouTube series called 'Homecoming'. In this series two famous actors and influencers in the YouTube community Ayush Mehra and Aisha Ahmed set out on a road trip to explore several states of India. This series is produced in partnership with the car brand MG Hector. Such engaging and smart content is another important aspect that will definitely have long-term implications to the communications of the Tourism Industry.

This relationship between supply and demand trends and their clarity can prove to be an important base for formulating effective communication campaigns that improve the experience of communication professionals and consumers.



Lessons from Dubai tourism during the pandemic

BY RIA SHAH

Overview



The Covid-19 pandemic has hurt a lot of industries and chief among them is tourism. Every single tourist hotspot was affected and Dubai was no exception however the tactics that the city has employed to tackle this slump have been incredibly effective. This article will detail these tactics and their impact on the city's tourism.

"Fast and strict action"



Dubai was one of the first locations to introduce a strict and complete lockdown. Furthermore, the government also issued a list of harsh monetary fines for those who flouted the rules ranging from 1000 to 50000 Dirhams. This allowed Dubai to open its borders by July 2020 and more importantly position itself as a safe city that is being proactive with regards to the pandemic.

"Domestic visits"



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"Expo 2020"



The Dubai Expo is a large event that began in the second half of 2021. It was expected to attract 25 million businesses and tourists. It has already provided 16 billion USD in direct revenue and is expected to increase indirect revenue by 33 billion USD by 2031. Not only is the Expo a big, profitable attraction but it also positions Dubai as a forward-thinking safe city.

"Celebrities"



Dubai has recruited celebrities like Zac Efron and Jessica Alba to star in multiple movie trailer-esque advertisements. Each mock trailer attempts to mimic a specific genre of film. Furthermore, with the aid of Tripoto they are also enlisting influencers like Aisha Ahmed and Ayush Mehra to entice Indian tourists, one of their key demographics.

"Sports"



Dubai's high vaccination rates and brand as a safe city also allowed it to host numerous sporting events like the IPL when other countries couldn't, thus drawing in tourists for the sport.

Is travel getting back to normal? What does it mean for travel & tourism PR?

BY ADRIANA CARDOZO

The tourism industry has taken a devastating, if not the worst brunt of the ongoing pandemic's impact. But recently as Omicron infections are facing a decline, the travel and tourism sector is anticipating a strong return in the months that are about to follow. As governments and organizations throughout the globe work on easing coronavirus regulations and adjust their attitudes about recognising Covid-19 as a controllable aspect of daily life, the tourism market has grown increasingly optimistic that 2022 could be the year that travel returns to the forefront in full force.



SOURCE: NERDWALLET

In recent months, travel companies and organizers have witnessed a massive rise in reservations for the forthcoming season in western countries thankfully due to the large-scale availability and administration of vaccines and boosters. According to the World Travel and Tourism Council (W.T.T.C.), that serves the worldwide travel and tourism sector, travelling statistics in the U. S. will approach pre-pandemic numbers by this year. On the other hand, the East is facing a contrasting issue with The National Council of Applied Economic Research (NCAER) estimating in a study funded by India's tourism authority that International tourism would be about half of what it was in 2019 by 2025, based on even the most optimistic scenario by projecting a gradual recovery, expecting the country's tourism levels to having no chance of returning to pre-pandemic standards until 2026-27.

Despite these obstacles, evidence clearly indicates that tourism is one of most stable sectors on the planet. According to Sooho Choi, global travel and hospitality head at Publicis Sapient, the tourism and hospitality business has survived several devastating disasters, including 9/11 and the Great Recession, but in every case, travel has always recovered and flourished.

With the tourism sector in trouble, we're all awaiting the parts to fall into place. Public relations initiatives would be crucial in the post-COVID-19 environment to assist travel businesses and consumers in regaining the trust and hope necessary to revive the visitor economy. "Travel is no more only about 'getting somewhere,'" according to Christie Hudson, an Expedia senior public relations manager. "After such a lengthy era of restraints and restrictions, 2022 is the year we extract as much diversity and significance as possible from our experiences", he commented.

The current coronavirus pandemic has irrevocably altered how public relations functions, particularly in relation to travel. This alters what practitioners and agencies sell to the media and public, how they spend their days, and what funding cuts and reductions they are experiencing but even so, the industry has evolved to accommodate this change.

The era of commercial hype is long gone. Customers today require the most up-to-date knowledge from well-trusted source. As a result, public relations experts have taken on the role of a facilitator, continuously exchanging information from reliable sources and governmental organizations so that customers may make better travel decisions through informed choices. Press releases are now designed to provide information about sanitation facilities and wider subjects like pandemic statistics in particular nations, shifting travel insurance environment, and updated information to airline travel prerequisites; all of which were previously littered with specifics about hotel spaces and chef details.

The slight easing up of COVID-19 restrictions has also prompted PR companies to pivot particularly in terms of destination knowledge. Agencies can no more rely on big metropolis sources of revenue and must instead expand their knowledge of less busy areas in order to prevent the unpredictable risk involved with overcrowded locations. They've even had to adjust their itinerary preferences to meet the safety criteria of the tourism industry which is no longer just the most opulent resort that gets top prominence. Now, public relations experts are more concerned promoting which trip is the safest, which travel companies place a premium on social distance, and which hoteliers go as far to ensure the health of their customers – all with the purpose of offering the travellers exactly what they require so as to continue reviving the industry to what it was when pre-pandemic was the utopia that we look back upon.



SOURCE: FREEPIK

TOP 8 BEST TOURISM CAMPAIGNS DURING COVID

BY TAMMANA

#GrenadaDreaming - Grenada, Caribbean



SOURCE: FACEBOOK

With the stunningly beautiful #GrenadaDreaming campaign, you can bring a piece of the Caribbean into your living room. From good news straight from the island to Spotify tracks that will have you feeling relaxed and Caribbean in no time.

#CantSkipHope - Portugal



SOURCE: YOUTUBE

Covid-19 can be an opportunity: a reason to pause, reimagine our future, and dream, dream, dream, according to various online videos and photos. Visit Portugal's #CantSkipHope campaign also reminds us that Covid-19 can be an opportunity: a reason to pause, reimagine our future, and dream.

Thai Airlines - Stay home miles exchange



SOURCE: THAI AIRWAYS

Airlines being one of the most affected industries during the pandemic, Thai Airlines encouraged people to stay at home by giving away 3 million free air miles. This was a very clever way to inspire people to follow covid guidelines at the same time promote their membership programme.

#CroatiaLongDistanceLove - Croatia



SOURCE: TWITTER

Croatia's Long Distance Love ad will tug at your emotions and make you want to visit the country's rugged coastlines and turquoise waters. Foodie delights, scenic grandeur, and even virtual kayaking are all covered in various videos and articles.

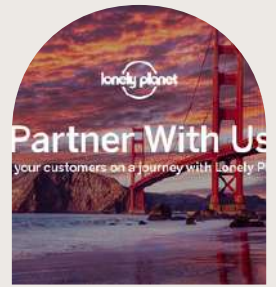
Oakland From Home - California, USA



SOURCE: FACEBOOK

There are a variety of virtual events to pick from and virtual visits and movies displaying anything from local music to "how-to" craft lessons as part of the Oakland From Home campaign.

Lonely Planet - Keep dreaming



SOURCE: FACEBOOK

Lonely Plante was an initiative taken to help people get through isolation during the pandemic. It featured the astonishingly beautiful destinations all over the plant and also featured remedies to get through the tough time of isolation.

Visit Maldives - Keep dreaming but postpone trips



SOURCE: FACEBOOK

Visit Maldives was an initiative taken up to encourage people to stay at home but still enjoy the breath taking beauty of Maldives from home.

Visit Britain lockdown initiative - Showing love for Great Britain



SOURCE: FREEPIK

Love Great Britain is an Instagram page made to share user generated content, local recipes, quizzes, playlists etc. which helped in bringing the beauty of Great Britain to the international travellers during Covid-19.



SOURCE: STOCK PHOTO

GOVERNMENT OF INDIA URGES TO REVIVE TOURISM

BY NANDA SAJEEV

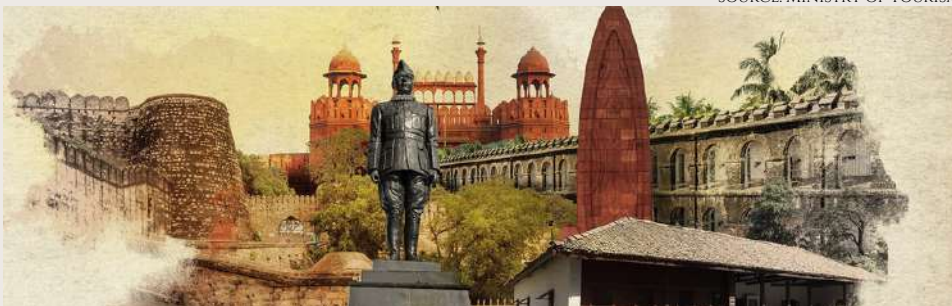
When one of the country's significant economic and developmental sectors was hit, the Government of India along with the Ministry of Tourism took steps to revive it.

Over the years, India has secured the title as one of the top tourist destinations in the world. With the vast diversity and culture, the country has been recognized as one of the leading tourism destinations by domestic as well as international travellers. Behind these acquired roles, the Ministry of Tourism and the Government of India have played significant roles to promote and boost tourism in the country and outside India. Together, both Government of India and Ministry of Tourism have formulated national policies and programmes for the development of this particular sector.

As every other industry was hit, the Tourism Sector of the country was also impacted by the crisis of Covid-19. For a country like India, where the travel and tourism sector is one of the significant contributors to the country's GDP, the Covid-19 crisis has been a significant setback. After the significant setback the country has been through, in the year 2021, the Government devised specific plans and schemes in order to revive and boost tourism in the country. The schemes and plans were focused on both domestic as well as international travel.

One of the significant schemes devised by the Indian Government is to provide free visas to the first 5 lakh tourists. The charge of visa will be exempted once per tourist. This scheme is being conducted to give tourists who want to visit the country for a month a significant incentive. Along with this, schemes such as the promotion of caravans and caravan camping parks are also conducted. The Ministry of Tourism has also devised plans to develop an international-level infrastructure to promote Kargil adventure tourism and winter sports.

SOURCE: MINISTRY OF TOURISM



In collaboration with the Ministry of Road Transport and Highways, an All India Tourist Vehicles Authorization and Permit Rules 2021 scheme was devised, which helped in the rejuvenation of the tourism sector which was conducted with the help of other ministries and sectors. This scheme gives the tourist vehicle operator an 'All India Tourist Authorization/Permit' within 30 days of submitting an application.

Moreover, the Union Ministry of Tourism recently collaborated with Alliance Air Aviation Limited collaborations to promote India as a preferred destination among the tourism generating markets. This collaboration has been conducted to use AAAL's vast network to benefit the tourism sector. Various integrated marketing and promotional strategies have been planned, such as seminars, workshops, road shows, etc., to increase awareness of the opening tourism sector.

As the central Government and Ministry of Tourism are trying to revive the industry individually, the state government is also scheduling plans and schemes to get the economy running. States like Kerala are devising travel packages that focus on experiences and learning. The program is being developed so that travelers can learn a craft or art while staying in Kerala.

"The Indian Government is to provide free visas to the first 5 lakh tourists."

Here, the central government and the state governments are working together to revive a sector and its economy through various schemes, plans, and collaborations. In crises like these, the government's approach to restoring industries and sectors through PR approaches helps boost the economy.

EXPLORING Indian Treasures

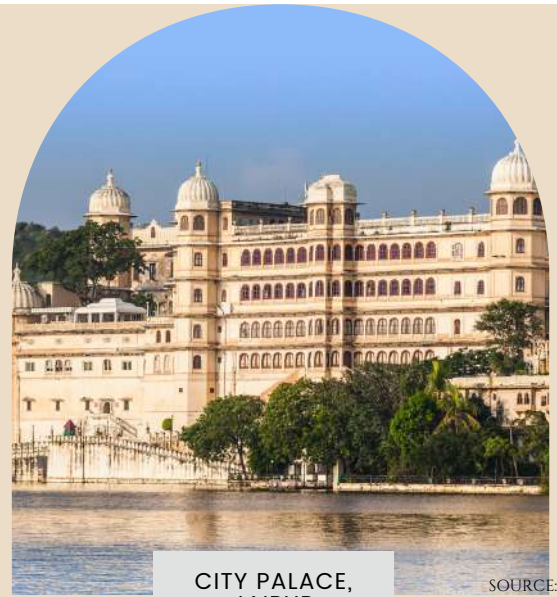
BY SAKSHI SREEWANI



TAJ MAHAL, AGRA

SOURCE: CANVA

Built by Shah Jahan as a memorial for his third wife, Mumtaz Mahal, this structure is made of semi-translucent white marble, carved with flowers and inlaid with thousands of semiprecious stones in beautiful patterns.



CITY PALACE, JAIPUR

SOURCE: CANVA

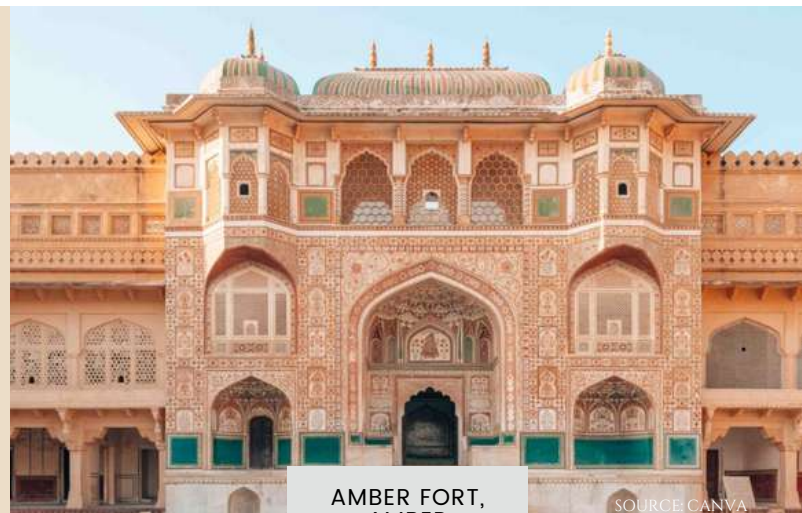
The beautiful city palace is right in the Centre of the Old City and includes a of complex courtyards, gardens and buildings. The buildings of the palace range from different eras, dating from the early 20th century. It is a beautiful blend of Mughal and Rajasthani architecture.



SUN TEMPLE, KONARK

SOURCE: CANVA

This gigantic, stunningly gorgeous temple, conceived as the cosmic chariot of the sun god Surya, was built in the mid-13th century, most likely by Odishan monarch Narashimhadev I to celebrate his military triumph against the Muslims.



AMBER FORT, AMBER

SOURCE: CANVA

This spectacular fort consists of a sprawling palace complex made of pale yellow and pink sandstone and white marble, organized into four major portions, each with its own courtyard.



MEHRAULI ARCHAEOLOGICAL PARK, GREATER DELHI & GURGAON

SOURCE: CANVA

Mehrauli is surrounded by exceptional wealth, with over 440 monuments dating from the 10th century to the British era dotting a forest and the settlement itself hidden behind the forest. The time-worn graves of Balban and Quli Khan, his son, and the Jamali Khamali mosque, connected to the tomb of the Sufi poet Jamali, are the most magnificent in the woodland.

FOOD PR: A CONTRIBUTING FACTOR IN ENHANCING TOURISM PR

BY SIDDHI JAIN

Imagine the desi-ghee parathas of Punjab with a glass of cold lassi or the crunchy Dal Batti churma of Rajasthan! Doesn't it all make your mouth water and crave all these Indian delicacies in its truest sense? India is a land of rich spices, cultures and royal destinations. With each different corner, a diverse platter is reflected alluring tourists to experience all that the country has to offer.

Food Tourism includes activities like walks, tastings, classes, tours and many other activities that connect the tourist with the food of the region in a holistic manner. Cuisine has not often been the biggest prompting factor for tourists in the beginning, but it does become a highly important product for niche tourism further on.

Food and beverage now are becoming a big part of decisions for travel and countries like Croatia, Mexico and India are taking measures to combine cuisine tourism and cultures to create a new authentic tourism experience. Governments are now including their cuisines and exciting dishes on their tourism websites. There is a significant increase in food festivals being organized by the authorities in order to attract tourist during specific times of the year like the infamous Pizza Fest in Italy and the Melbourne Food and Wine Festival. The Indian state governments are including food stalls in their tourism activities like Bharat Parv.

Cuisine tourism is one of the most upcoming sectors under Indian tourism industry. It is a medium that brings forth new techniques for destination marketing and at zero cost of any new product development for the country. The unparalleled assortment of Indian cuisines makes it very prevalent amongst International travellers, giving India a chance to capitalise on its traditions. Today's tourist is on the look out to get involved in local cultures and cuisines that a traveller from 20 years ago.

The cuisine industry was, as per reports, truly born in 2003 and has potentially

grown in respect to the number of consumers interested in the industry to the increasing media coverage on entertainment channels. As per the ICTA (International Culinary Tourism Association), there is a surge in attention given by destinations to cuisine tourism. Culinary travellers have massively increased in size and they tend to spend almost 50% of their budgets on gaining these culinary experiences. The ICTA predicts that, in the coming years, there will be speedy progress in the number of consumers interested in Cuisine tourism.

Cuisine tourism is a segment that manages to enhance and influence the overall tourism of a country giving the tourists a chance to connect deeply with the cultures, flavours and people of the destination through their food and beverages. Food critics and celebrities have been taking onto new challenges to explore different cuisines in the world which acts as a great public relations strategy to publicize the food of the region.

The famous celebrity chef, David Rocco, brought limelight upon the different Indian platters with his exclusive special- David Rocco's Dolce India. He toured different cities in India during this tour and telecasted the episodes of him getting into the details of each city's food offerings. From the busy streets of Mumbai and the Chinese community in Kolkata, to the Portuguese influence in Goa and meetings with the master chefs of India- he portrayed a must-see journey that portrayed every story of food with a heart-warming effect.

Tourism is an important part of a country's economy and for some- a major contributing factor. As food PR has been on the rise, it has significantly helped countries shape their tourism PR strategies to attract more tourists and invite them to experience the uniqueness of their land. Tourism will always be a part of Public Relations and the incorporation of food PR only takes a region's tourism a notch higher to help them charm consumers into their cultures.



SOURCE: ALAMY



SOURCE: CANVA



SOURCE: CANVA

L B Y W Y Q C T T V S O A D E
 C N N V K K J Y K P S B Y N C
 I K U X P I Z U K I Y K C A Z
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 J E J M L T Q U G A W R D C P
 D A P B O F U X F U A U Z K P

Where in the globe?

BY SIDDHI JAIN

- 1- THE CITY OF LOVE
- 2- THE COUNTRY WITH THE CROWNED PALACE/ THE SYMBOL OF LOVE FROM A KING TO HIS WIFE
- 3- THE MAN WITH THE GOLDEN GUN- BOND, JAMES BOND
- 4- WHERE THE POPE RESIDES
- 5- THEY ARE NOT BURIED, NOT BURNT- THEY'RE KEPT IN THEIR CASKETS FOREVER
- 6- HOME TO THE 4 CARVED PRESIDENTS
- 7- THE GREATEST WALL OF ALL TIMES
- 8- YOUR FAVOURITE PIZZA, BUT LEANING

ANSWER KEY- 1. PARIS 2. INDIA 3. THAILAND 4. VATICAN CITY 5. EGYPT 6. USA 7. CHINA 8. ITALY



SOURCE: SHUTTER STOCK

INDIA TO TAKEOVER MEDICAL TOURISM POST-COVID

BY TAMMANA

In addition to India's high degree of skill in current medical science, it is the origin of some of the most ancient and well-known medicinal and holistic therapy systems. The country, since years, has established its expertise in alternative medicine and healthcare, including Yoga and Ayurveda to Naturopathy and Stretches back millennia. It is based on a holistic approach to living a healthy, balanced life. The "Heal in India" initiative by Indian is one such campaign establishing this approach into the Indian expanse of the medical tourism industry.

With the "Heal in India" campaign, the county will

establish itself as a travel and wellness destination. This campaign will be promoted as a part of the Incredible India campaign all over social media, broadcast mediums and will be a global media campaign to be promoted by the Ministry. Through this campaign, the government also promotes local products through tourism which will help generate income and reduce migration in rural India. The Indian government sees travel and wellness tourism as critical sectors for accelerating the country's growth, the nation's focus on medical significance and achieving the Aatmanirbhar Bharat aim-all ultimately contributing to the welfare of dynamically profitable sector.



IMPACT OF FESTIVALS ON

Indian Tourism

BY NIBEDITA MONDAL

India is the biggest democracy in the world practicing secularism in its truest form. No other country houses such a diverse range of religions and cultures. Along with the statistics come innumerable number of festivals, some of which are internationally acclaimed and celebrated. Durga Puja in West Bengal, Ganesh Chaturthi in Maharashtra, Onam in Kerala, Kumbh Mela in Haridwar, they attract nationwide tourism during their seasons.

Festivals are considered to be a rapidly expanding leisure. They not only attract tourists but also contribute to the development and preservation of a community or regional identity. Contributing to the economic phenomenon of the tourism industry, each festival has its own popularity, boosting demand among travellers.

A big instrument in promoting cultural tourism in India, it has been utilised by tourism planners to boost cultural tourism across and outside the country. Festivities aren't created to meet the requirements of any one group in particular, they include and lighten up every community in and around areas of celebration. So, to develop these event hostings, tourism, financial prospects as well as socio-cultural advantages, are all important factors.

All in all, it can be truly stated that festivals play an important role in the flourishing of tourism industry in India and opening up various economical and social opportunities for the people around the country and tourists from abroad.

TRAVEL BLOGGERS: A PR TACTIC DURING THE PANDEMIC

BY TAMMANA

The invention of the Internet has altered how tourists gain information about countries and attractions. When it comes to planning and booking vacations, social media has brought a variety of options. This can sometimes be overwhelming for people and makes it confusing to plan a trip! The world as we know it has come to a complete halt because of the Covid-19 pandemic, and the tourism industry is one of the most affected sectors. But to keep destination promotion going and keep people engaged, tourism departments and agencies joined hands with travel bloggers, who were also struggling to make their livelihoods.

Tourism marketing has benefited a great deal from social media as a promotional tool. It enables customers to engage and interact across several platforms. People's attitudes toward travel have shifted as a result of social media. Destinations can communicate their tales and develop solid relationships with potential guests via travel blogs, which have become highly effective vehicles. As far as travel information sources go, digital word-of-mouth communications are the most popular.

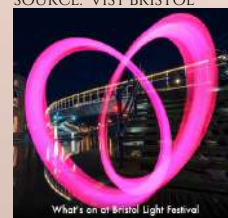
Travel blogs have become more significant for locations since written material allows customers to share their travel experiences, encouraging others to visit the place. Travel bloggers have been a significant aid in destination promotion even in pre-covid era. However, because of Covid travel, bloggers had to walk an extra mile to pull out content. Through their content, many tourism departments and agencies collaborated with travel bloggers to keep the essence of travelling alive during this pandemic.

In August 2020, Incredible India collaborated with famous travel bloggers worldwide like Siddhartha Joshi (@siddharthajoshi), Ganesh Vanare (@haram_khor_), Nicole Zoghby (@nicloeddy) and more to capture the essence of what India means to them through their work. In addition, there were images, movies, and live sessions to rekindle people's passion for India. There were a lot of backlashes regarding bloggers putting travel content during such severe times, which was considered insensitive but the majority of the content was enjoyed and made positive impacts for the destinations. To revive the travel industry after the covid situation was getting under control, many agencies provided bloggers with all-expense-paid trips to destinations worldwide to increase awareness about covid guidelines in various destinations.

Tourism departments and agencies didn't just rely on travel bloggers to share content, but they also promoted new virtual tourism across the Internet. For example, Visit Bristol (England) produced an immersive experience. Bristol From Home is a compilation of travel bloggers' favourite ideas, inspirations, and resources for continuing to enjoy Bristol from the comfort of their own Home amid social distancing measures. Kerala Tourism came up with a campaign that ran over social media, TV, radio, portals and OTT platforms. They will travel to lesser-known tourist spots of Kerala and provide articles and videos.

Travel bloggers were not just a medium to provide content and keep the travel spark alive in people. They were also a medium to encourage people to stay home and follow covid protocols. Overall, blogs have a unique ability to reflect how visitors experience the locations that they remember. This results in a destination brand promise that may be depicted in various travel blogs. Therefore, understanding travel blogs as a new technology phenomenon and their effects on destination marketing is critical for tourism marketers and the tourism industry in general.

SOURCE: VIST BRISTOL



SOURCE: INSTAGRAM



SOURCE: INSTAGRAM

Top 5 destinations which paid travellers to visit during COVID-19

BY ADRIANA CARDOZO

There are various restrictions and health standards that travellers will be expected to observe well after consequences of COVID-19 travel scenarios have been adjusted. Nevertheless, as soon as part of the travel expenditures are paid, one is less concerned and has more to anticipate thanks to benefits provided by the below listed countries.



SOURCE: CANVA

Italy (Sicily)

The major reason Sicily, Italy's beach hotspot, has opened doors to visitors is that Italy's economy is strongly reliant on tourism. Thus, to encourage tourism, Sicily is offering to cover half of the tourists' travel expenses along with providing incentives to visit museums and attractions without having to purchase tickets.



SOURCE: CANVA

Cyprus

Cyprus is promoting a special price to entice tourists to travel to the island. If you contract the COVID-19 while visiting, the state would pay the expenses of your trip but the tourists will be required to present a screening certification and wear a mask at all times.



SOURCE: CANVA

Japan

Japan has chosen to infuse \$12.5 billion into the economy by covering 50% of the passenger's travel costs. To entice travellers, the programme involves a range of exclusion from transportation charges, incentives, and coupons.



SOURCE: CANVA

UK

The British government has started a VisitBritain initiative in London to compensate travellers travelling to the UK. Visitors who choose the UK as their post-COVID-19 trip option would be predominantly sponsored by the nation.



SOURCE: CANVA

India

In January 2020, India's Tourism Ministry started the 'Dekho Mera Desh' campaign in order to encourage domestic travel. It would help travel and tourism businesses promote trips to new places across the nation. As part of this initiative, the Tourism Ministry would pay travelling charges if a traveller visits at least 15 Indian regions by 2022 and posts images from the journey outside of one's own region to the tourist ministry's website.

PLACES TO VISIT TO SKIP THE QUARANTINE BLUES IN INDIA

BY NANDA SAJEEV

Puducherry

This old French Colony is known for its beautiful beaches, serene villas,. After COVID, especially for the domestic travelers, the quarantine rules have been removed. The night curfew which was previously in effect, is also removed.

Places to visit: Promenade, Auroville , The Sacred Heart Basilica



SOURCE: CURLYTALES

Madhya Pradesh

Madhya Pradesh's temples and monuments is something that can definitely take you down the history lane. The good news is if you are travelling by road or train, you do not need a RT-PCR test in order to enter the state.

Places to visit: Gwalior, Orchha, Khajuraho



SOURCE: ABP NEWS

Gujarat

With around hundreds of temples around the state, this place is definitely going to take you through a spiritual journey. To enter Gujarat, travelers from especially Maharashtra and Kerala only requires vaccination certificate of both the doses. This is only required if you have to enter Surat and Ahmedabad.

Places to Visit: Gir National Park, Dwarka, Rajkot



SOURCE: TRAVEL TRIANGLE

Uttarakhand

Uttarakhand is one of the best options in the list, if you are looking for a cheap option. In order to make things much easier for the travellers, the state has lifted all of the Covid restrictions as well as the night curfew.

Places to visit : Kausani, Chaukori, Munsiyari, Abbott mount



SOURCE: TIMES OF INDIA



SOURCE: THE GUARDIAN

GREENER AND SMARTER TOURISM: REGENERATIVE TRAVEL

BY SAKSHI SREEWANI

As we see the world coming out from year-long lockdowns and Covid-19 related travel restrictions, travelers and industry professionals have the same question: Is it possible for a post-vaccine return to travel to be smarter and greener than before? Or what can travelers do to help the environment and communities they visit? Regenerative travel is a notion that parallels agricultural methods that aim to reverse, not just halt, climate change.

Before the pandemic, sustainable travel was the ideal limit the ecotourism industry could reach. Sustainable travel aims to even out the environmental and social effect caused by tourists. But now, regenerative travel is the next step in the journey of sustainable travel. Regenerative travel is about ensuring that everything we do now goes back into the ecosystem which benefits us. It is travelling that allows the environment to flourish again in order for it regenerate and grow stronger for the future generations to come.



SOURCE: LONELY PLANET

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New Zealand

One of the biggest examples to see how regeneration travel works is New Zealand. The country's official tourism body, Tourism New Zealand is focusing on how to determine success not just in economic terms, but also in terms of the country's and its people's well-being, taking into account community values, nature and public health. A step towards achieving this was taken by calling all visitors to take the Tiaki pledge. This is a pledge to respect and care for its land, culture, people, wildlife and marine life. The pledge asks travellers to, "Care for land, sea and nature, treading lightly and leaving no trace; travel safely, showing care and consideration for all and respecting the local and cultural communities, travelling with an open heart and mind while in New Zealand."

Peru

Another example can be of the Machu Picchu, where tourists have increased rapidly. This tourist spot went from having lesser than 400,000 visitors to around 1.4 millions visitors in just 20 years. This is undoubtedly more traffic than what the Incans anticipated or even intended for given that archaeologists believe that approximately 750 people resided in Machu Picchu at any given time. Until mid-2017, visitors were permitted to climb the old Incan ruins, where they went polluting and destroying trails until UNESCO warned to place the site on its "List of world heritage sites in danger." After which the Peruvian government decided put in place certain measures to protect the ruins restricting visitors to two entries only per day and only allowing them to walk on certain trails that were approved by the government.

Dubrovnik

Dubrovnik is overrun with visitors as a result of an influx of Game of Thrones enthusiasts, cruise passengers, and travelers looking to view the city's legendary historic architecture. As previously reported by Traveler, more than 10,000 people purchased tickets to traverse the defense walls in one day in 2016. The city's Old Town is a UNESCO World Heritage site, and there are concerns regarding the traffic harming the structures. But the solution proposed to this was that the city will only accept two cruise ships in 2019, and limiting an overall daily tourists to 4,000. In addition to this, security cameras were also installed at the city's entrance in order to track visitation.

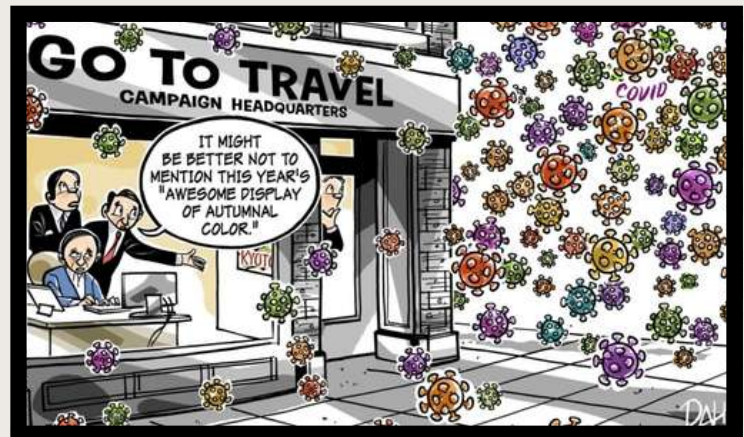
While tourism contributes to infrastructure development and upkeep, we will not be able to appreciate the cultural significance and diversity that these monuments, heritage sites and structures bring with them if we don't preserve and protect them. With the help of the participative efforts of the people and environment, regenerative travel can be made possible to preserve our world for the future generations.



SOURCE: CANVA

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SOURCE: CARTOONSTOCK

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