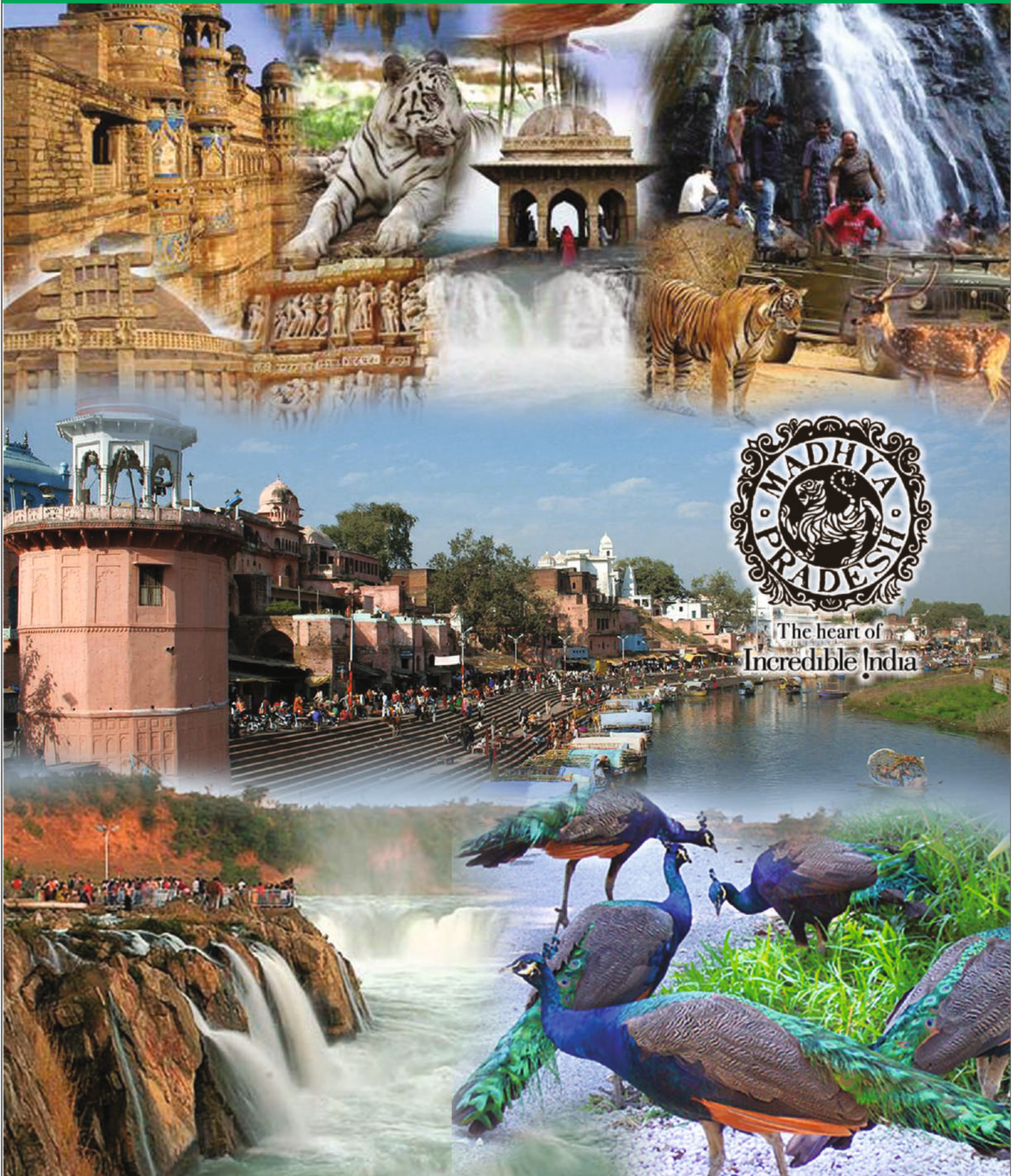


# ATTRACTION OF Madhya Pradesh TOURISM



The heart of  
Incredible India

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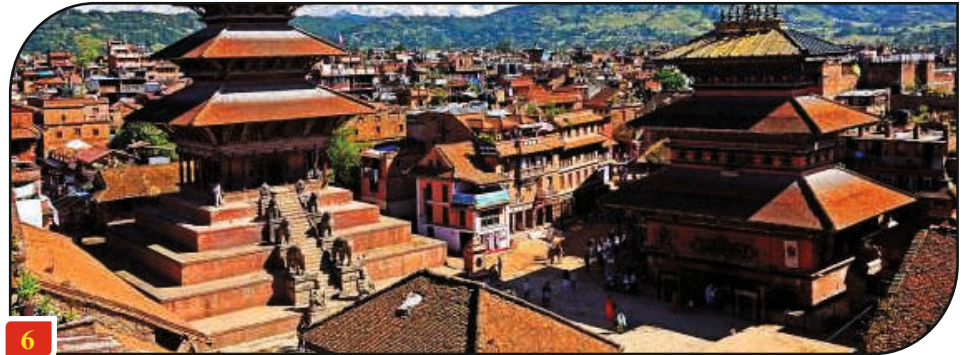
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Geeta Bisht

The Thai people established their own states in the early 20th century, with the Ayutthaya kingdom showing itself to be the most dominant for a time. The states were all constantly threatened by the Khmers, Burma, and Vietnam, not to mention the presence of the French and British who were vying for colonies in

South east Asia at the time. When European colonial powers threatened in the 19th and 20th centuries, Thailand managed to escape as the only country not to fall under colonial rule. This was due to a compromise between the French and British to keep it as a neutral territory between them. The Siamese Revolution was sparked by young military personnel and other civil workers in 1932. This event ended the absolute monarchy of the Ayutthaya Kingdom and established a constitutional monarchy that was largely overseen by military personnel. Civilian and military factions bickered over power in the newly established government, and fear of communism and ultra-nationalism caused instability amongst them. Thailand endured sixty years of military rule, oftentimes with no clear direction or leader aside from the top general.

The current military leaders at the time of World War II opted to ally Thailand with Japan to avoid becoming a victim in its path. During the postwar era, Thailand maintained close ties with the United States, avoiding adherence to the communist influences that many of its neighbors embraced. A democratic government was established in 1992 which has resumed to the present day.

## Ancient History

A number of indigenous Mon-Khmer and Malay civilizations used to live in the region now known is Thailand. Yet little is known about the area prior to the

13th century since literary sources are scarce and most of the knowledge we have today is taken from archeology only. Thailand's cultural influences have included the culture and religions of India, the Kingdom of Funan, and the Khmer Empire. The "Indianized" kingdoms – what is now central Thailand, Srivijaya, and Cambodia – contributed to the flow of

Buddhism from India to what was known as Siam. Other influences throughout the centuries included the Maurya Empire, the Pallava dynasty, and Gupta Empires of India.

From about the 10th to the 14th centuries, Thailand saw a period of Khmer domination over a large portion of what is now Central Thailand, as well as a southward expansion of Thai tribes. Thai city states gradually became independent as the Khmer Empire weakened. The Lanna - based in Chiang Mai, Sukhothai, and Ayutthaya Kingdoms, among others, ended up wrestling amongst each other for control. The Kingdom of Ayutthaya ended up being successful in retaining its independence from other countries and city states. Ayutthaya maintained independence for about 400 years before falling to the Burmese as other city states had previously done.

The state of Thonburi, located in the region that now contains Bangkok, was taken back by General Taksin in 1768. From his capital of Thonburi, Taksin used his power throughout Thailand to liberate the city states from Burmese control and reunite them. The resulting country was then called Siam. The Lanna kingdom was also effectively liberated and retained its own form of independence in Northern Thailand.

Thailand's diplomacy skills led them to enter into various treaties with western nations during the period starting in the late 18th century. Thai relations were built particularly with Britain and France. Many say this diplomatic strategy may be the only reason that they retained control during a time of such heavy western colonization in the region.



Founder Editor  
Late G.C. Verma



# Indian Tourism and Hospitality Industry Analysis

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists. In Independence speech from Red Fort, Prime Minister Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum.

Total contribution by travel and tourism sector to India's GDP is expected to increase from Rs 15,24,000 crore (US\$ 234.03 billion) in 2017 to Rs 32,05,000 crore (US\$ 492.21 billion) in 2028. Total earning from the sector in India stood at US\$ 28.6 billion in 2018 and is targeted to reach US\$ 50 billion by 2022.

As of 2019, 4.2 crore jobs were created in the tourism sector in India which was 8.1 per cent of total employment in the country. According to WTTC, India ranked 3rd among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. International Tourists arrival is expected to reach 30.5 billion by 2028. Foreign tourist arrivals for medical purpose increased from 427,014 in 2016 to 495,056 in 2017(P). The number of tourists arriving on e-tourist visa grew by 23.8 per cent year-on-year to 2.55 million in 2019 (till November 2019). E-visa facility offered to 169 countries, as of December 2019.

During January-November 2019, Foreign Tourist Arrivals (FTAs) were 96,69,633 with the growth of 3.2 per cent. FEEs during the period January-November 2019 were Rs 1,88,364 crore (US\$ 26.95 billion). During 2019 (till November 2019), 9.66 million foreign tourists arrived in the country.

Under the Swadesh Darshan scheme 77 projects have been sanctioned of worth Rs 6,035.70 crore (US\$ 863.60 million).

The Government of India has set a target of 20 million foreign tourist arrivals (FTAs) by 2020 and double the foreign exchange earnings as well.

The launch of several branding and marketing initiatives by the Government of India such as 'Incredible India!' and 'Athiti Devo Bhava' has provided a focused impetus to growth. The Indian government

has also released a fresh category of visa - the medical visa or M visa, to encourage medical tourism in the country. Incredible India 2.0 campaign was launched in September 2017. In September 2018, the Indian government launched the 'Incredible India Mobile App' to assist the traveller to India and showcase major experiences for travelling. The Government of India is working to achieve one per cent share in world's international tourist arrivals by 2020 and two per cent share by 2025.

In October 2018, Statue of Sardar Vallabhbhai Patel, also known as 'Statue of Unity', was inaugurated as a tourist attraction. It is the tallest statue in the World standing at a height of 182 metre. It is expected to boost the tourism sector in the country and put India on the world tourism map. In February 2019, the visiting hours has been increased by two more hours and has been equipped with e-bike tours. Over 29 lakh tourists visited the Statue of Unity since it was inaugurated resulting in revenue of Rs 82.51 crore (US\$ 11.81 million).

The Government has also been making serious efforts to boost investments in tourism sector. In the hotel and tourism sector, 100 per cent FDI is allowed through the automatic route. A five-year tax holiday has been offered for 2, 3- and 4-star category hotels located around UNESCO World Heritage sites (except Delhi and Mumbai). Hotel & Tourism sector has received

cumulative FDI inflows of US\$ 12.96 billion between April 2000 and June 2019.

A web based Public Service Delivery System (PSDS) had been launched by the Ministry of Tourism to enable all the applicants seeking approval for hotel projects and track their applications online on a real time basis. Tourism Ministry is also developing several theme-based tourist circuits of Swadesh Darshan Scheme to promote tourism. Under Union Budget 2019-20, government introduced a Tax Refund for Tourists (TRT) scheme like in countries such as Singapore to encourage tourists to spend more in India and boost tourism. The Government of India will develop 17 iconic tourist sites in India into world-class destinations, as per Union Budget 2019-20.

India is a large market for travel and tourism. It offers a diverse portfolio of niche tourism products - cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. India has been recognized as a destination for spiritual tourism for domestic and international tourists.



## Makalu Mountain :

It is the 5<sup>th</sup> highest mountain in the world which is located 22 KM east of Mount Everest. It has wonderful unique feature i.e. a four sided pyramid isolated from rest of the other peak & appears in deep solitude.

## Mustang • :

It is situated in the rain shadow area of Dhaulagiri. The presence of villages with corn fields in this landscape makes this place even more beautiful. The landscape here is characterized by windy & arid valley, eroded canyons & stratified



rock formation. As we return we will visit the holy temple of **Muktinath** which is sacred to both Hindus & Buddhist.

**Upper Mustang Trek** is one of the most exotic treks that introduce us to the hidden world of **Buddhist kingdom Mustang**.

JAN. -MARCH, 2020

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# ANGKOR WAT -funerary temple for King Suryavarman II



Angkor Wat was built in the first half of the 12th century (113-5BC). Estimated construction time of the temple is 30 years by King Suryavarman II, dedicated to Vishnu (Hindu), replica of Angkor Thom style of art.

It is generally accepted that Angkor Wat was a funerary temple for King Suryavarman II and oriented to the west to conform to the symbolism between the setting sun and death. The bas-reliefs, designed for viewing from left to right in the order of Hindu funereal ritual, support this function.

## BACKGROUND

Angkor Wat is the best preserved and largest monument of the Angkor group, truly an architectural masterpiece. It's perfection in composition, balance, proportions, relief's and sculpture make it one of the finest monuments in the world.

## ARCHITECTURAL PLAN

The plan of Angkor Wat is difficult to grasp while walking through the monument due to its vastness. From a distance Angkor Wat appears to be a colossal mass of stone on one level with a long causeway leading to the center but close up it is a series of elevated towers, covered galleries, chambers, porches and courtyards on different levels linked by stairways. A huge rectangular reservoir surrounds Angkor Wat which rises up through a series of three rectangular terraces to the central shrine and tower at a height of 213 meters (669 feet). This arrangement reflects the traditional Khmer idea of the temple mountain, in which the temple represent Mount Meru, the home of the gods in Hinduism. The height of Angkor Wat from the ground to the top of the central tower is greater than it might appear: 213 meters (699 feet), achieved with three rectangular or square levels (1-3) Each one is progressively smaller and higher than the one below starting from the outer limits of the temple.



# 'India International Travel Mart'

## *India's Premier Travel and Tourism Exhibition*

**IITM Chennai:** 31 July, 1, 2, August 2020

**IITM Bangalore:** 7 - 9 August 2020

**IITM Delhi:** 14-16 August 2020

**IITM Ahmedabad:** 2-4 October 2020

**IITM Mumbai:** 9-11 October 2020

**IITM Pune:** 27 - 29 November 2020

**IITM Hyderabad:** 4-6 December 2020

**IITM Kochi:** 21 - 23 January 2021

**IITM Kolkata:** 19 - 21 February 2021

**More than 35 countries and over 25 Indian states to be showcased!**

'**Sphere Travelmedia & Exhibitions**' announces the 2020 Calendar of '**India International Travel Mart**' events to be conducted in nine major markets of India.

With this year's edition of 'IITM', **Sphere Travelmedia & Exhibitions** completes twenty years of providing the travel industry and discerning buyers from the travel – trade an opportunity to do and transact business. With organizations and tourism boards from over 25 Indian states and over 35 countries, '**India International Travel Mart**' will showcase a variety of destinations from different spheres such as pilgrimages, adventures, culture & heritage, beaches, hills and many more

The events for 2020- 2021 shall have over 500 participants from over 35 countries and over 25 Indian states. The participants include Travel agents & Tour Operators, DMC, Hotels & Resorts, National Tourist Offices, Online Travel Portals, Adventure Tour Operators, Eco – Tourism activities, etc.

**Mr. Sanjay Hakhu, Director, Sphere**



## **India International Travel Mart**

**Travelmedia** said, "India in spite of the present business environment is fast emerging as one of the most interesting and productive countries for the travel trade industry both for leisure and business travel. A combination of factors is responsible for the growth and demand of travel trends from India".

Tourism Studies and Trends indicates that the year 2019 – 2020 will see more than 18 **million** tourists embarking on overseas travel and with the advent of low cost international airfares, holiday packages that are available on monthly instalments payable over a period of time, International Travel is no longer a luxury.

### **Highlights:**

- **This year 'India International Travel Mart' will see several new products in the Hospitality and Travel sphere**

**JAN. -MARCH. 2020**

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- **being unveiled.**
- The '**India International Travel Mart**' provides an ideal '**marketing opportunity**' and 'excellent backdrop' to enhance the participant's '**brand-equity**' in the eyes of the discerning end consumer and the travel-trade.
- **Boost for Domestic Tourism:** Domestic Travel being India's biggest travel segment, this year shall see participants from over 25 different tourism specialties.
- The events are supported by major associations such as '**Association of Domestic Tour Operators of India**', '**Indian Association of Tour Operators**' and '**Outbound Tour Operators Association of India**', etc

**Mr. Rohit Hangal, Director, Sphere Travelmedia** added "With the present ongoing recession International Arrivals in India has dropped and **India International Travel Mart** provides the right impetus to the Indian domestic tourism industry. With a base of over

200 million discerning domestic travel seekers, it is a yearlong market, no hospitality and travel organization can ignore".

**About 'India International Travel Mart':**

IITM - India's premier Exhibition that showcases of travel, tourism, hospitality, leisure and other related industries. It is aimed at bringing the Industry, face-to-face with the travel trade, Corporate Buyer and the end-customer with the requisite purchasing power.

'**India International Travel Mart**', India's premier travel and tourism Exhibition brand established in 1998 by 'Sphere Travelmedia & Exhibitions Pvt. Ltd.', is held at the country's major markets of Cochin, Kolkata, Bangalore, Chennai, Gurgaon (Delhi NCR), Mumbai, Hyderabad and Pune.

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## LAUNCH OF ADTOI TAMIL NADU CHAPTER



Tamil Nadu remains as one of the top 10 States receiving domestic tourists in the country. Most visited places in Tamil Nadu are Mahabalipuram, Ooty, Kodaikanal, Madurai, Rameshwaram & Kanyakumari. The State has Historical/Heritage site, best pilgrim sites, wild parks, Beaches, waterfalls, Hill Stations etc. ADTOI members on PAN India basis have been promoting the state since long. To bring more tourist traffic to the State ADTOI with the support of its members in the State launched its eleventh State Chapter in Tamil Nadu at Hotel Ambassador Pallava, Chennai on 13th February 2020 in the presence of Chief Guest Thiru. K. Pandia Rajan, Hon'ble Minister of Tamil Development, Culture, Archaeology, Govt. of Tamil Nadu and Guest of Honour, Thiru. V. Krishnamoorthy, Deputy High Commissioner of Sri

Lanka, Thiru. Saravanan Karathihayan, Consulate General of Malaysia, Dr. V Irai Anbu IAS, Addl Chief Secretary, Director – Anna Institute of Management, Government of Tamil Nadu, Officials from Ministry of Tourism, Government of India, officials from national Associations of TAAI & TAFI, invitees from local Travel, Tourism & Hospitality fraternity including ADTOI members. ADTOI delegation of 11 Managing committee members led by Mr. P P Khanna, President from Delhi participated in the launching ceremony. During the launch of the Chapter, Kalaimamani V.K.T. Balan of Madura Travel Service Pvt.Ltd., Chennai, ADTOI member has been nominated as the Chairman of ADTOI Tamil Nadu Chapter supported by Mr. P. Ashok Kumar, Secretary, Mr. Vishnu Vasanth Kumar, Treasurer and Mrs. R. Saraswathi Lady Entrepreneur Officer (LEO) of the Chapter.as

### To all ADTOI Members,

Dear Friends,

As per the advisories/instructions/guidelines issued by Ministry of Health & Family Welfare, and Ministry of Tourism, Govt. of India, on Corona Virus, which has been declared pandemic by WHO, it has been decided to postpone ADTOI Convention 2020 scheduled to be held on 10th and 11th April including Pre-Convention Tours for the time being.

The new dates of Convention shall be decided mutually by ADTOI and the MP Tourism once the situation gets back to normalcy in the near future.

In the meantime members/non-members who have done their on-line registration with payment can wait till the time new dates for Convention are announced for adjustment.

Members are requested to follow the advisories/instructions/guidelines issued from time to time in letter and spirit, since adopting the suggested measures could help in containing spread of COVID 19. Look forward to the support of all concerned.

**Chetan Gupta**  
Convention Chairman





# **BLTM – The Leading Travel Trade Shows to Capture the Booming Indian Market**

**Our Promise – If it's on the Map, we will bring it closer home  
Result – We chase your vision to deliver more than promised**



Highlights: 100 hand-picked corporate buyers, Global Admin Heads, VP & Country Admin Heads, Global Travel Category Managers and Travel Procurement Heads; world-class panel discussions on key corporate travel issues; a special track on Destination Weddings; a unique conference programme on the trends and challenges of the Indian wedding industry; an exclusive Wedding Zone

### **About Fairfest Media, India**

OTM is organised by Fairfest Media, India's leading travel trade show organisers backed by 30 years of experience.

### **About Outbound Marketing, India**

Outbound Marketing, setup in 2002, provides solutions to hotel companies and tourism destinations through full time sales and marketing representation and projects undertaken. Outbound Marketing works with connect worldwide, a global sales and marketing agency, as its Indian affiliate.

**BLTM Delhi**, scheduled from **31st January to 1st February 2020** is India's leading trade show on **Business, MICE & Leisure travel** hosted within the city-centre of New Delhi. Held in the 5-star Leela Ambience Convention Hotel, it is an exclusive 2-day travel mart. The Guest of Honor is the Minister Commercial of the Sri Lanka High Commission, Ms. Upekha Samaratinga. Taiwan, Sri Lanka, Indonesia, Maldives and Mauritius have joined the BLTM 2020 bandwagon along with over 100 other prime exhibitors.



# Camping and Adventure Sports activities gives unique taste of Madhya Pradesh

Madhya Pradesh emerging as a hub for camping and adventure tourism



Over 30 campsites were developed and in execution in different districts of Madhya Pradesh, Tourist from all over the country coming to camping in Madhya Pradesh to feel the nature and enjoy the Adventure activities such as jungle Morning/Night trek, Mountain climbing, tractor ride, water sports activities and many more apart from these adventure activities tourists are very much enjoying Camping, Team Games, Live Music, Music with Bonfire, Dance, Open Sumo Ride, Archery, Kabaddi, Tree Plantation, Tug of War, Cleanliness Drive and many more.

Madhya Pradesh- the heart of Incredible India also known for its cultural and heritage destination across the country and now Madhya Pradesh Tourism Board is transforming it into an adventure hub. With the concept to promote a camping culture across the state, the tourism board is continuously working to attract adventure investors, operators, and of course, the tourists.

The MP Tourism Board started off in 2018 and tackled the new realm of adventure in the state. They strived to focus on some of the unique camping and adventure arrangements in the state to make this mission a





around 100 adventure campsites, so that everyone can come and experience the great outdoors of MP which has for so long being hidden from the eyes of the adventure lovers. As Madhya Pradesh has received the best adventure State award for two consecutive years from Ministry of tourism”

Tourist visited the campsite says, “I think Madhya Pradesh has a lot of potential for tourism due to its admirable scenic beauty. Along with it, the state has come

success. Under this project, **40 campsites** will be created this year. Along with it, around **200 local people have been employed** and over this period of time, more than **4000 tourists** booked these camping and adventure activities across Madhya Pradesh.

With a lot of rigorous planning as well as execution, the tourism board has increased the adventure manifolds in Madhya Pradesh. Mostly focusing on the youth and families, it has been pretty successful by bringing them closer to nature through **unique camping sites and activities** like waterfall treks, wildlife safari, jungle walks, and many more. Apart from these, **12 new excursion routes** were created along the National Highway for organizing biking and cycling tours. There have also been several successful events organised like Adventure Next, Omkareshwar Festival, Cycling Tours, etc. These not only attracted locals and Indian tourists but also fascinated the foreigners.

**Speaking on the same Managing Director of Madhya Pradesh Tourism Board, Mr Faiz Ahmed Kidwai,** says “Currently we have set up 30 Adventure Campsites in MP and we are planning to set-up



a long way through the adventure activities. I am happy that this entire mission has spread awareness about getting close to nature and it has been thriving and loved by all visiting here. It is a great achievement that Madhya Pradesh is now not only getting its tourism due to its heritage and cultural importance but because of the adventurous and thrilling options too.”

With a positive attitude towards the enrichment of this project, MPTB heads towards the next steps of their plan this year. It **aims to put more campsites as well as attract around 10,000 by the end of the year 2020.** With these ambitious plans by the board, Madhya Pradesh is sure to get another shiny feather in its hat.



# Tourist Attractions in Thailand

The "Land of Smiles" is one of the jewels of Southeast Asia. Thanks to a thriving tourism industry, Thailand is well-developed and provides all kinds of modern comforts—yet it's also still wild enough to offer off-the-beaten-path adventure and once-in-a-lifetime travel experiences. Whether you are here for the world-class beaches in the south or the mountain villages in the north, Thailand will not disappoint.

Cities like Bangkok and Chiang Mai are bustling hives of activity and commerce, but you haven't really seen the country until you've trekked in the mountains or enjoyed some face-time with elephants or the bold monkeys always ready to steal your lunch (or your camera, if you're not careful). Thailand's attractions are diverse, and each provides a rewarding and memorable experience in its own way.

## Koh Phi Phi

The Phi Phi Islands are one of Thailand's most popular resort areas for a reason—the clear blue waters, the soft sand, the breathtaking views that go on forever.

You can reach Phi Phi Don—the largest of the islands and the only one permanently inhabited—on a rented kayak or by hiring a small wooden boat to take you here.

Perhaps one of the most fun spots on Koh Phi Phi is Monkey Beach, where you'll come face to face, literally, with plenty of macaques ready to steal your



lunch.

Long Beach is another nice spot on the island; while not a secluded place where you can hope for privacy, it's great for watching the sunset. If you're lucky and the tide is out, it's a beautiful walk back towards the main part of the island.

Tour operators offer packages for snorkeling and diving trips to the islands, as well as excursions to the famous Maya Bay, where the Leonardo DiCaprio movie *The Beach* was filmed. Because Koh Phi Phi draws so many tourists, there are plenty of tour companies arranging tickets to other beach destinations, such as Phuket, Koh Chang, and Koh Lanta.

Phi Phi Don was one of the areas hit hard by the 2004 tsunami—but since then, guesthouses, restaurants, and markets have been rebuilt, and crowds still come in droves to the resort island. There is a small, somber memorial park to honor those who died in the tragedy, but the resort areas are otherwise revived and looking as beautiful as ever.



# India continues as the third largest visitor source market for Singapore in 2019

**Friday, 28<sup>th</sup> February:** For the fifth consecutive year, Singapore welcomed more than one million Indian travellers in 2019, reinforcing it as one of the most preferred destinations for Indian outbound travel. The Singapore Tourism Board (STB) announced that India retained its third position with 1.42 million visitors, with a 2.0% drop, after China and Indonesia, as a Visitor Arrival (VA) source market for Singapore.

The four (4) metro cities (Mumbai, Chennai, Bangalore and Delhi) continued contributing the highest number of Indian visitors to Singapore. STB's strategy of market penetration into other key and secondary cities bore results as a growing number of visitors came from cities like Kolkata, Hyderabad, Pune, Ahmedabad, and Tiruchirappalli. India also retained its position as the top cruise travel source market for Singapore. Globally, Singapore recorded growth in both visitor arrivals and tourism receipts for the fourth consecutive year, despite global headwinds. Visitor arrivals (VA) rose 3.3 per cent in 2019 to reach 19.1 million visitors.

The year 2019 was an eventful year for STB in the Indian market. It promoted the destination brand "Passion Made Possible" vigorously and presented Singapore's diverse offerings to audiences across all target segments - families, working millennials, cruise travelers and meetings and incentive travel. The year included projects like a three-day experiential street art consumer event 'Singapore Weekender 2.0' in collaboration with St+art India Foundation and Impresario Group; partnership with Tripoto for an innovative travel web series; popular television shows like Taarak Mehta Ka Ulta Chasma and Raja Rani to showcase the different facets of Singapore to various audiences; and a music promotional association with maestros SP Balasubrahmanyam and KJ Yesudas well-received in the South Indian market.

To reach out to the 'Foodie' passion tribe, the STB partnered with leading OTT platform Voot and celebrity chef Saransh Goila for a three part video series 'Cheat Week in Singapore' showcasing the country's gastronomic landscape through unique restaurants, street food and nightlife. To bring true Singaporean flavours to India, STB also partnered with Zomato for Zomaland Season 2, a multi-city food and entertainment carnival across 10 cities in India.

Under the theme of "Growing Connections, Achieving Together", the STB undertook intensive

travel trade outreach efforts across 30 cities to connect with travel intermediaries. Speaking about India's contribution to Singapore Tourism in 2019, Mr. GB Srithar, Regional Director (India, Middle East and South Asia) said, "We are grateful to the travel trade fraternity who have always supported



us and ensured that India remains a top source market. We are glad that despite turbulence during the year which saw a dip in flight capacity, we managed to pick up and ended 2019 by welcoming 1.42 million visitors from India. We seek the continued strong support of our stakeholders in 2020, which has started off adversely due to the COVID-19 situation."

While sharing updates about COVID-19 in Singapore, he added, "Currently, travel sentiments around the world have been affected by the virus situation and Singapore is facing a similar challenge. However, Singapore has been swift and transparent in handling the situation. It is notable that Singapore continues to receive praise from independent health experts for its measures to detect and contain the spread of COVID-19. We have been keeping close contact with our tourism stakeholders in India and providing them with timely updates. The Singapore tourism industry like hotels, attractions and malls remain open for business."

## **About Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit [www.stb.gov.sg](http://www.stb.gov.sg) or [www.visitsingapore.com](http://www.visitsingapore.com) or follow us on Twitter @STB\_sg ([https://twitter.com/stb\\_sg](https://twitter.com/stb_sg)).

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# Kenya, a plethora of wildlife, culture and infinite magical surprises



A true Kenya tours safari starts and ends in astonishing wonder, and assimilation of various life changing experiences. Bundled within immeasurable extensive conservations and natural surroundings are serene, tranquil and peaceful reserves and parks, teeming with a range of birds and wildlife species, which includes the Big 5. All our Kenya tour packages serve people with the most advanced safari infrastructure within East Africa.

Numerous tourists visit this paradise throughout the year, to eyewitness and experience the reputable world class safari. Winner of the year 2008 World Travel Fair for the finest Leisure Destination, Kenya has gained endless international acknowledgment for her leading silhouette in the world of tourism.

Within the array of tour options offered, a Kenya safari from India, demonstrates an enormous alternative for a collection of more than 40 wildlife destinations, visits to historical, natural landmarks and coastal retreats. Some of the major national parks are the Amboseli, Lake Nakuru, Aberdare, Tsavo, Meru, Nairobi and Mt. Kenya. Game reserves are comprehensive of Samburu, Masai Mara safari, Laikipia and many smaller conservancies.

The Amboseli national reserve situated in the Rift Valley is in a widespread area of 395sq.km, all the Kenya tour packages include luxury safari. From the outstanding view of Mount Kilimanjaro, to the remarkable wildlife display of wildcats, wildebeest, lions, zebras, caracals, varieties of gazelles, warthogs, hyenas, waterbuck, black rhino and others, are inclusive of nearly 500 small to large bird



species.

Lake Nakuru national wildlife park can be explored as a day trip from Nairobi through the dry season. One of the most important, attractions is the lake, an alkaline soda alongside fresh water spread. An ornithologist's paradise, it shows stunning views of thousands of migratory flamingos, fascinated to the lake's plentiful algae, and other bird species.

Aberdare national wildlife park is ensconced within the innermost highlands, west of Mount Kenya, and it is in an area of about 770sq.km. The park reclines towards a segment of the Aberdare Mountain range. That is affluent in equatorial botanical plants, numerous streams, exuberant alpines, cascading waterfalls, rivers and wildlife.

A UNESCO Heritage site since the year 1997, the Mount Kenya national wildlife park measures nearly about 700sq.km and comprises of bare rock as well as forests. The park is residence to the Big 5 and other unique



species like, white and black colobus monkeys, the Sykes, bushbucks, buffalo, olive baboons, bongo skins, hyenas, moles, shrews, high-altitude elands, zebras and 130 species of bird.

Tsavo national wildlife park is separated into two parts the eastern and western sectors along with close proximity to the coastal town of Mombasa; it's possible to merge a family Kenya safari from India with a beach holiday. Because, it will cover an expanse of more than 21,000sq.km, making it the biggest park in Kenya which is suitable for visits throughout the year. The Tsavo Park holds the largest elephant flock in Kenya, with huge number of zebra's, gerenuk, rhinos, lions, leopards, dik-dik, waterbucks, cheetahs and 500 species of bird.

Samburu National Reserve has Buffalo springs and Shaba national reserve serves you with unique sceneries of rugged, rounded hills alongside undulating savanna. They are located in an area of 104sq.km, 131sq.km and 145sq.km, respectfully. A blend of swamps, wood and riverine forests, grassland, they are habitat to outsized varieties of big and small mammals, which includes the Big 5, and an assortment of bird species.

Shadowed by Mount Kenya is the Laikipia game sanctuary with 800,000 hectare plains fed by the Ewaso Narok and Ewaso Nyiro rivers. It has an immense population of the Big 5, several crocodiles, hippos, small mammals, alongside hooved plain animals. This part of Kenya Safari includes activities like camel treks, canoeing, mountain climbing, abseiling, rafting, rock climbing and game viewing.

The Masai Mara safari is one of the most popular and exceedingly booked tour destinations in Kenya. The immeasurable terrain that stretches inside a land mass of 1,520sq.km has countryside variations of savanna, hill ranges, mountain, and acacia trees. Deep inside the park, is the Mara River, which is an all year water supply stipulation for the teeming mixture of wildlife. The yearly wildebeest, gazelle and zebra movement is a journey that starts deep within Tanzania's Serengeti. All the animals reach out to the Mara plains in the latter half of June, accompanied along with the host of predators and scavengers. The authentic spectacle of the journey is an unmatched presentation phenomenon. Apart from this



itinerant migratory journey, game viewing is exceptional during the year, warthogs, hippos, for the Big 5, ostriches, buffaloes, zebras, gazelles, crocodiles, hartebeests, antelopes, tortoises and many others. Here activities range from guided walks, balloon safaris and game drives.

The Kenyan coastal band that stretches 480kms is rated amongst the best family beach holiday destinations, and the finest in deep sea marine fishing, all across the world. The fascinating coral reefs broaden from the North to the south, provide underwater exploration in the deep blue creeks and lagoons coupled up with the humid clear waters of the Indian Ocean, this beach is suitable for travelling all year round. With luxurious hotels available within the town's beach front, Malindi and Watamu have a prominent diversity of beautiful aquatic life. Apart from the exquisite luxurious resorts alongside entertainment spots, the towns stay virtually unaffected. Gede ruins, which is situated a few kilometres away from Malindi, denotes the very old Islamic village life and culture.

Discover Kenya, an enlivening paradise of natural wildlife, white sandy beaches, rivers, lakes and friendly citizens. Travel through the enormous tea and coffee estates; discovering the outstanding Rift Valley escarpment. Mount a variety of ranges and mountains, relax in the wonderful state of the art lodges as well as hotels, and be thrilled with the tickling African gourmet cuisine dishes.



## KTM 2020, the 11th edition of the Kerala Travel Mart

KTM 2020, the 11th edition of the Kerala Travel Mart, is one of Asia's premier Travel & Tourism Mart which will be held from 24th to 27th September 2020 at Cochin, Kerala, India.

At KTM 2020, apart from Ayurveda Centres, Hotels, Resorts, Homestays, Houseboats & Tour Operators of Kerala we also bring you Farmstays, Monsoon Tours, Medical Tourism (Speciality Hospitals), Wedding & Honeymoon holidays, MICE destinations and many more. Around 1000 Buyers from almost 50 countries as well as from different parts of India are expected to participate in KTM 2020 which will showcase Kerala through 300 stalls.

The Kerala Travel Mart (KTM) is a registered Society formed in the year 2000, to promote Tourism in Kerala. It is the outcome of the partnership of the various stakeholders and the Dept. of Tourism, Govt. of Kerala.

Kerala, fondly known as God's own country is amongst the most sought after destinations of the world. Over the years, the green strip of land nestled in the southern tip of India, has been attracting visitors from across the Globe and has rightly termed by National Geographic Traveller as "One of the ten paradises in the world".

The ever growing bouquet of the original and local experiences has been the strength of the Kerala Tourism product.

Even if you have attended this event before, we would still like you to visit us again in order to explore new products in this unique State of India which may be of interest to you. We hope that you will be able to promote at least some of these products in your part

of the world and therefore, invite you to participate as a Buyer at KTM 2020

Please complete the Buyers' Pre-registration form in our <https://www.keralatravelmart.org/BuyersRegister>. Once this completed form has been approved by a Committee and depending on your profile, you may be offered the status of Hosted Buyer, where you will be required to

- Pay a caution deposit of Rs.5,000/- per Organization (for a maximum of one person only)
- Attend all the days of the Mart
- Complete 15 online pre-fixed appointments a day on 25th and 26th Sep 2020 & 7 pre-fixed appointments on 27th Sep 2020 with the Sellers making a total of 37 appointments

In return you will be provided

- complimentary accommodation (room with breakfast) from 24th Sep to 28th Sep 2020 at Cochin
- common - fixed time transfers between the Cochin airport, Hotel and the Venue.
- a Post Mart FAM Tour\* at a cost
- with a refund of the caution deposit after you complete all the 37 online pre-fixed appointments on 25th, 26th & 27th Sep 2020 with the Sellers
- Entry to the venue on all the days of the Mart
- Entry to the inaugural function and to attend the seminars and net-working evenings hosted by the KTM Society

So, hurry...this offer is limited and will be based on a first come-first served basis. Pre-Registrations will close on 31st July, 2020. There will be NO SPOT REGISTRATION.

Meanwhile, please feel free to contact the KTM Secretariat at [ktm@keralatravelmart.org](mailto:ktm@keralatravelmart.org) for any clarification/s you may have in this regard.

K. S. Shine  
CEO – KTM Society

\* The list of the Post Mart FAM Tours will be sent to you after you have been registered as a Buyer



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# WALAYA VILLAGE

A HILLS, UTTRAKHAND





# Madhya Pradesh Tourism Board witnessed massive response from travel trade at SATTE 2020

---27th edition of SATTE 2020 (South Asian Travel and Tourism Exchange) ---

8<sup>th</sup> to 10<sup>th</sup> January 2020 New Delhi: Being one of the economically rising states of incredible India, Madhya Pradesh Tourism Board participated in SATTE 2020 to educate and highlight growth in the tourism sector held at India Expo Mart, Greater Noida, Delhi – NCR from 8<sup>th</sup> to 10<sup>th</sup> January. This year, the exhibition has witnessed a tremendous response from the industry with participation from over 1000 exhibitors and representation from over 50 countries and cities from across India.

The three-day expo witnessed several exciting partnerships and announcements that promised to predict in new trends of the industry. It provided a platform for all stakeholders in the tourism



face-to-face meetings and networking among buyers and sellers.”

The exhibition saw top-notch, industry influencers, travel enthusiasts, corporate, business heads, travel operators and media professionals from different corners of the country, which came to visit MP stall, exchanging views and opinions on newly developed facilities & services by Madhya Pradesh Tourism.

The Madhya Pradesh Tourism Board has recently won 10 National Tourism Awards and the state has also been listed among the top 3 “Best Value Destination” of the world by Lonely planet- Travel guide book. Madhya Pradesh Government has identified tourism as one of the leading sectors for developments and aims to promote MP as an



and hospitality industries to interact and transact business opportunities.

As Quoted by Mr. Faiz Ahmed Kidwai IAS, Secretary Tourism, Govt of Madhya Pradesh and Managing Director, Madhya Pradesh Tourism Board said, “Madhya Pradesh is among the most exciting tourist destination in the country and has immense potential for the growth of inbound tourism. We are creating new opportunities and initiatives to promote the state and its rich cultural, natural and architectural heritage and its traditions and history. This year MP has bagged an excellent response with market leaders increasing their stall size with information driven approach for attendees. Globally, travel trade fairs are considered important annual opportunities for

attractive destination for both domestic and international travellers. There is a sustained focus on infrastructure development, restoration of heritage sites, development of natural reserves and biodiversity, promotion of sustainable and responsible tourism as well as rural tourism.

The forthcoming major exhibitions in which the Madhya Pradesh Tourism Board will be participating to continue with trade networking are the OTM Mumbai, BTM Siliguri, ITM Ahmedabad with an objective to provide a platform for interaction with domestic and international buyers. Besides these, “Madhya Pradesh Travel Mart (MPTM)”, “Mandu Utsav” and “Jal Mahotsav” are annual events which are very popular amongst the trade people and tourists respective.



# Karnataka hosts an exclusive “Karnataka Tourism Roadshow” at Bhubaneswar

With an aim to increase tourists from Odisha, the Department of Tourism, Government of Karnataka had organized a Roadshow on Wednesday 11<sup>th</sup> December 2019 at The New Marrison Hotel to promote tourist places, hotels, resorts, homestays and service providers from Karnataka.

This exclusive B2B Roadshow had over 12 stakeholders from Karnataka and over 120 discerning trade partners from Bhubaneswar. The event was aimed at showcasing Karnataka, which succeeded in being one of the most vibrant editions that the Karnataka Tourism had ever seen.

The main objective of Karnataka Tourism is to promote the state as a Leisure, MICE and Wedding Destination in the Indian market. The Karnataka Tourism Department organized a One-Day Roadshow in the various cities to meet with travel agents and tour operators.

The Roadshow will have B2B interactions and presentations that will showcase the destination and also open up new avenues in bringing the destination in new light to the travel and trade agents. The Roadshow brought together different aspect of the tourism product such as natural beauty, adventure, pilgrimage, cultural heritage and many more to the Odisha Market.

Some of the stakeholders, who exhibited included KSTDC, Jungle Lodges and Resorts, Blueberry Holidays LLP, TGI Hotels, The Trivik – Chikmagalur, Quality Holidays, Intersight Tours, Narayanai Holidays Safeway Explorers Pvt Ltd, Mahindra Holidays & Resorts Pvt Ltd, Infiniti Holidays etc

Mr. TK Anil Kumar, Secretary – Tourism, Govt. of Karnataka said "Karnataka is home to a large and exciting portfolio of globally acclaimed tourism products with UNESCO World Heritage Sites, splendid wildlife and resplendent nature, virgin beaches to adorn. The Roadshow series will provide the impetus to the domestic inbound travel and would enhance the marketing efforts of Karnataka Tourism to promote our destinations to the travel-trade".

The chief goal of the Roadshow is to increase the overall size of the tourism sector in Karnataka. This Roadshow series will gather tour operators and travel agents, who are looking to find new destinations in Karnataka and engage fruitfully with the stakeholders of the state'.

Mr. Kumar Pushkar, Managing Director, KSTDC said "Karnataka recently organized the very successful



inaugural edition of 'Karnataka International Travel Expo' at Bengaluru and the Roadshow activity will be an excellent occasion for our stakeholders to renew contacts with the travel-trade across India'.

He further added "the department has introduced new package tours to fit the specific needs of tourists which were designed taking into consideration the requirements of the tourists and KSTDC would help plan the entire itinerary providing a seamless tour experience. Services offered in the package include transport, accommodation and sightseeing. We are also offering online booking facilities on our site [www.kstdc.co](http://www.kstdc.co)".

About Karnataka

Karnataka – One State, Many Worlds, which is well known for silk, milk, coffee, honey and many more is being showcased in a magnificent manner through 25 different boutiques, each displaying tourism circuits, handicrafts, cuisines, art, craft, culture, handlooms, etc. from Karnataka. Famed Mysuru silk, Dharwad Kasuthi, rosewood inlay, and sandalwood articles, Ganjifa paintings, mirror embroidery, Spices, Bidriware, terracotta items, honey, wine etc.

The State offers an avid traveler a vast range of tourism landscapes including heritage, archaeology, religion, wildlife/ecotourism and handicrafts. The Roadshow presented an ideal platform for the suppliers to provide information, and to interact directly with India's leading tour operators, key decision-makers from the industry, airline representatives and travel agents.

The Roadshow was managed by Sphere Travelmedia and Exhibitions Pvt Ltd.,

# HONG KONG GEARS UP FOR THE NEW YEAR COUNTDOWN WITH A HK\$4M WORTH OF LUCKY DRAW PRIZES.



**India, December 24, 2019:** On 31 December 2019, the Hong Kong Tourism Board (HKTB) is going to usher in 2020 in a brand new way with the first-ever “Hong Kong New Year Countdown Lucky Draw” in which everyone in Hong Kong can join. Between 6:00pm and 11:30pm, Hong Kong residents and in-town visitors can take part in the lucky draw through a digital platform. More than 20,000 prizes worth over HK\$4 million in total to be won through the lucky draw.

Once the clock strikes 12, an enhanced version of the light and sound show *A Symphony of Lights* will brighten up Victoria Harbour. The entire show will be livestreamed on the HKTB’s official website (discoverhongkong.com), its social media platforms (Facebook & YouTube), ViuTV99, and through satellite feed.

HKTB Executive Director Mr Dane Cheng said: “Every New Year’s Eve, different countdown activities are held across the city. This year, we are introducing a new way to count down to the new year with everyone through a digital platform. Locals and visitors will be able to take part in a territory-wide lucky draw and enjoy live broadcast of the countdown spectacle together to usher in the new year anywhere

in the city.”

Mr Cheng continued: “In welcoming the year 2020, we have prepared flight tickets as the grand prize of the lucky draw. 20 locals or visitors will embark on a new journey from Hong Kong in the new year to any destination they choose. Then, they can invite two loved ones residing in that destination to fly to Hong Kong. In other words, a total of 40 people will get to enjoy the grand prize of the lucky draw.”

### Hong Kong New Year Countdown Lucky Draw

Only simple registration is required to take part in the lucky draw, with the following details:

- Date: 31 December 2019
- Time: 6:00pm to 11:30pm
- Content: The lucky draw is divided into two parts, with more than 20,000 prizes valued at over HK\$4 million in total.
  - 1) Play & Draw Games (20,000 winners): Participants can play for the chance to win a HK\$100 supermarket coupon instantly. The prizes add up to HK\$2 million.
  - 2) Grand lucky draw: Participants can register by providing basic personal information. The prizes, valued at over HK\$2 million, include:

PrizeNo.		of winners
Grand prize	Four return economy class tickets between Hong Kong and any other destination served by Cathay Pacific Airways Limited (Two of the tickets are for the winners to offer to their family members and friends outside Hong Kong)	
Second prize	One unit of iPhone 11 Pro Max 256GB	
Others	Theme park admission tickets and one night hotel stay with breakfast for two persons One night hotel stay with breakfast for two persons Hotel spa package for two persons	



### Enhanced edition of *A Symphony of Lights*

At 11:59pm on 31 December 2019, the façade of the Hong Kong Convention and Exhibition Centre (HKCEC) will turn into a giant clock to count down to the new year with locals and visitors alike. Once the clock strikes 00:00, an enhanced edition of *A Symphony of Lights* will kick off above Victoria Harbour. The show will be synchronised with pyrotechnics launched from the rooftops of various buildings on Hong Kong Island and the display of

“2020” on the HKCEC façade to create a true visual feast.  
**Live programme on ViuTV99**

Starting from 11:30pm on 31 December 2019, ViuTV99 will show a special programme with performances by celebrities and the livestream of the enhanced *A Symphony of Lights*, after which the lucky draw grand prize winners will be announced. Other prize winners will be announced through the countdown event website after 2:00am on 1 January 2019.



(An artist's impression of the rooftop pyrotechnics and lighting effects for reference only)

This year's "Hong Kong New Year Countdown Celebrations" features an enhanced edition of the light and sound show *A Symphony of Lights*, complemented by pyrotechnics launched from rooftops of skyscrapers to ring in the new year.

Miss Jennie Au Yeung

Zeeshan Ali

An advertisement for Chadham Travels. The central text reads "CHADHAM TRAVELS" in large red letters. Below it, the contact information "chardhamtravels45@gmail.com" and "8527450818" is provided. The advertisement is flanked by two images: on the left, a colorful temple structure with the text "TEMPLE DARSHAN" and "Badrinath Dham"; on the right, a crowded riverbank with the text "GANGA DARSHAN".

# UNRAVEL A DREAMY VACATION DURING WINTERS IN JAPAN

National, 19 th December 2019: December is a month, which brings with itself happiness and festivities all across the globe. The chilled air is filled with love and warmth which adds extra glory to a destination. Japan in December comes with an undefined magic with lit up streets and weather ranging from snowfall in some regions to extremely pleasant in others. Southern locations like Okinawa are warmer throughout the year, whereas mountainous areas like Nagano and Niigata begin to get snow in late autumn. Sunny days in Tokyo can feel warm, but sometimes gets surprisingly cold.

As the winter season kick-starts, the destination starts twinkling with some of the stunning illuminations which brightens up the essence of Japan. Most of the business and shopping centres showcase beautifully decorated trees, along with other Christmas-themed displays that turn a casual trip to the mall into a magical winter wonderland experience! Christmas time becomes a feast to the eyes as large scale projection mapping illuminations takes over the cities. You'll find major displays all over Tokyo and if possible take the Yamanote Line around the city to witness few others.

Just a short walk from the Shimbashi Station, CarettaShiodome Winter Illumination showcases the setup from mid of November up till February. Tokyo Midtown Christmas event near Roppongi Station goes on from mid November to end of December. Ginza and the Marunouchi area around Tokyo Station are prime spots for fancy dinners and festive lights. Other big events around Japan include: the Sagamiko Illumillion in Kanagawa, the Sendai Pageant of Starlight (December); The Ashikaga Flower Fantasy in Tochigi ; the Nabana no Sato Winter Illumination in Mie and Festival of the light in Osaka. Special mention also goes to the Kobe Luminaire in December, whose impressive display, commemorates the Great Hanshin Earthquake of 1995.

Although Christmas is considered as a western festival, yet some of their customs are found slightly in a different way in Japan. On the Christmas Eve, couples plan a



romantic date at a special restaurant or stroll down the town to view the Christmas illuminations. Churches in major cities have midnight Christmas mass which is bustling with people in their best attire. The clubs and pubs in Japan are buzzing with great music and themed parties.

New Year's Eve across Japan is celebrated with great pomp and show. Japanese New Year celebration is known as Shogatsu, and particularly New Year's Day is called Gantan. To experience the festival as a local and witness how Japanese bring in the New Year, one should visit a shrine or a temple. Some shrines hold events and prepare "Amazake" (traditional sweet, low-alcohol Japanese drink made from fermented rice) and "Zoni" (soup containing rice cake) for visitors, preparation may vary from region to region. One of the more unusual and distinctive festivals is the NamahageSedo Festival which is held on New Year's Eve in Oga City, Akita Prefecture . Performers dressed as namahage (demonic boogymen of Japanese folklore) dance to delight the crowd.

The ones looking for a dreamy snow covered vacation can head to the northern island of Hokkaido region. Known to be as the sanctuary for winter sports, Hokkaido's powder snow is praised by skiers from around the world as being the best quality snow! If you are a skiing, snowboarding, and other snow activities lover, then this region is the best place to visit. From a beginner to professional there is a skiing arena for all. The ones looking for a relaxed trip worry not, many of Japan's ski resorts have hot spring facility or at least a selection of onsen bathing spots nearby. You can take a soothing dip in the natural hot water and rejuvenate your body & mind.

For all the food aficionados the best way one can beat the



winter chills is by planning a trip to Ramen Expo in Osaka which takes place on four weekends through December. Entry to the park is free however; main event area (inside park) may apply entry fees, with over a varied 40 noodle vendor options to choose. You can also visit the Nankinmachi Lantern Festival in Chinatown, Kobe which runs from first week of December to late December with plentiful colours and flavours drawing crowds.

These unique and ample of options during the holiday season make Japan as one of best destination to visit. From fun filled activities to gastronomical food to pleasant weather, Japan has got it all. Therefore, all these events and favorable climatic conditions make Japan an all year around destination. Japan in fact witnessed 14,900 Indian tourist arrivals in November, posting 12.3% SPLY hike. Moreover, 164,200 Indians visited Japan from Jan-Nov'19, posting a phenomenal 14.2% year-on-year hike.

**About Japan National Tourism Organization:**

The Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travelers to Japan. Affiliated with the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, JNTO has effectively functioned as the Japanese government bureau of tourism. It has a total of 21 tourism-promotion-oriented offices across the world, and a large network of suppliers for tourism and event services in Japan. The Japan Convention Bureau (JCB), within JNTO, gathers professionals dedicated to attracting international conferences and incentive tours to Japan, located in 6 strategic offices.

For more information:  
<https://www.japan.travel/en/guide/autumn-guide/>  
 JNTO Website: <https://www.japan.travel/en/in/>



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\*\*Bonfire & Barbecue facility available, on additional charges



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educational places for visitors. Also Varkala is nature's bounty. Surrounded by backwaters, lakes and coconut groves.  
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# Thusharagiri - A Trekker's Delight

Nuzzled in the folds of the majestic Western Ghats in the picturesque Thusharagiri is a pretty little secret- a set of alluring cascades forming the Thusharagiri Waterfalls whose desperate dash across the rocks is one spectacular sight which can warm the cockles of your heart. Lying 50 km from Kozhikode, the Thusharagiri Waterfalls comprises Erattumukku, Mazhavil Chattom, and Thumbithullum Para which can be reached through trekking.



The journey to track down the waterfalls is in itself a scenic adventure. Hike up the trekking trail in Thusharagiri, an exciting stretch which winds its way through lush greenery. The trail feathers out to a hanging bridge. As you traverse this bridge, treat yourself to your first waterfall- Erattumukku waterfalls. Stop, breathe and feast your eyes on the grand view of this waterfall spilling down the rocky face.

Along the trail, one will encounter the Thanni Muthassi (Grandmother Thanni), a Thanni tree (Bedda Nut Tree) which is believed to be 400 years old. Ever wanted to sneak into a tree? Well, snuggle into the womb of this grandma tree, feel her might and listen to her whisper to you jungle lore. Hollow inside, Thanni Muthassi can

accommodate 3 persons at a time.

From Erattumukku one can trek up 400 meters



further and you will reach the roaring Mazhavil Chattam (Rainbow Falls). This alluring waterfall gets its name owing to the streaks of rainbow that gets splashed across the rocks as sunlight scatters through the waterfalls. 500m away from here is the third waterfall- the mighty 'Thumbithullum Para'.

Mist capped mountains, gushing streams, roaring waterfalls, dramatic backdrops of lush woods- this tangle of nature needs to be experienced at least once in a lifetime. Nature enthusiasts will be in their element here. Come and feel the romance of this captivating place. You will never be the same again.

Getting there:

Nearest railway station: Kozhikode, about 50 km

Nearest airport: Calicut International Airport, about 23 km from Kozhikode town



# Karnataka is widely known mainly for the famous Bandipur National Park

**Experience The Wild**

hour away from Mysore is an absolute treat to the eyes.



Surrounded completely by greenery and close to Nagarhole National Park and Tiger Reserve, this uncommon place offers you so much to explore in the wild and be one with nature.

## **Famous Wildlife Sanctuaries**

Anshi National Park  
Bhadra Wildlife Sanctuary Kudremukh  
BRT Wildlife Sanctuary  
Rajiv Gandhi National Park  
Cauvery Wildlife Sanctuary  
Gudavi Bird Sanctuary  
Ranibennur Blackbuck Sanctuary  
Ranganathittu Bird Sanctuary  
Ranoji Bear Sanctuary  
Adichunchanagiri Peacock Sanctuary  
Kokkrellur Pelicanry  
Dandeli Wildlife Sanctuary  
Dubare Reserve Forest  
Bannerghatta National Park  
Bandipur National Park  
Someshwara Wildlife Sanctuary

Karnataka is widely known mainly for the famous Bandipur National Park but did you know there are totally 27 various Wildlife Sanctuaries and National Parks spread across the state? Karnataka gives huge importance to preserving the wild and wildlife and these sanctuaries are proof of the same. Starting all the way from Bandipur National Park to Bannerghatta National Park and extending further. They also offer a wide range of options for luxurious jungle resorts. Kabini is one such place that is about 1





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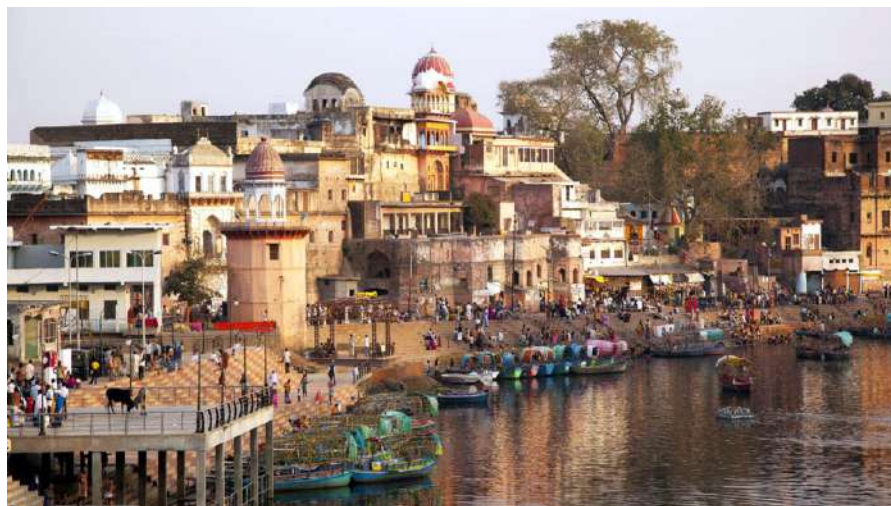
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# Chitrakoot imitates the quintessence of Hindu lifestyle

## Chitrakoot

Chitrakoot, nestled in Bundelkhand region, is a charismatic land of cultural, spiritual and historical significance to the folks traveling from every nook and corner of the world. It is a town where the past is pleasingly treasured in its colorful divine centers, while the serene rivers, peaceful woods and miraculous sights together make it a highly visited place in Madhya Pradesh, India. An illustrious place of superb fairy-tale significance, Chitrakoot imitates the quintessence of Hindu lifestyle. Fiestas and fairs in this holy town have a spiritual façade and it is geared up to eulogize the charm of Lord Rama with its different fairs. Ram Lila is the most legendary festival of Chitrakoot, held during the last week of February. People in abundance pay a visit during the festival of Mahashivratri to view the presentation of Ramayana.



writers have paid homage to this holy town.

An exceptional experience in one of the beautiful wonders on earth in a pleasant and soothing ambience, Chitrakoot tenders to its visitors.

## History

According to the great epic Ramayana, God Rama stayed here with his consort Sita and younger brother Lakshman for 11 years out of the 14 years of his exile. Some of the famous sages like Dattatreya, Sarbhanga, Markandeya, Atri and many other soothsayers, pilgrims and philosophers have carried out meditation here. The triad of Brahma, Vishnu and Mahesh embodied the great sage Dattatreya also revered as 'Lord Dattatreya' for the triad in one body.

Also known as 'Hills of Many Wonders', different scriptures of ancient times have recounted the rich holiness of this pious place in a beautiful way. Valmiki addresses Chitrakoot in shining words as a great devout destination colonized by the great philosophers and many other sorts of plants and wildlife creatures. The celebrated poet Kalidas has depicted this amiable place in his epic Raghuvanshi. Not only these, several other Sanskrit and Hindi

## Facts about Chitrakoot

**Best time to visit: July to March**

**Population: 22,294**

**Area: 345,291 sq km**

**Altitude: 207m**

**STD code: 05198**

**Languages: Bundeli, English and Hindi**

## Attractions

**H a n u m a n**

**Dhara:** Amongst

the popular sites

of Chitrakoot,

Hanuman Dhara

is situated at a

distance of 2

miles from

Ramghat in the

superb backdrop of

wooded mountains.

The devotees

will be amazed by

the lovely ambience

that surrounds

them. Devoted to

Lord Hanuman, it

bestows a picture of

an amiable legend of

Lord Rama.





### Sati Anusuya Temple:



Sati Anusuya Temple Amid the dense forest lies Sati Anusuya Temple where one can relish the chirping of the forest birds, along with the serene setting

of a consecrated premise. It has countless myths of Anasuya the companion of Sri Maharshi and mother of Dattatreya, whose respect and devotion towards him gave her huge strength.

**Ganesh Bagh:** About 4 miles from Chitrakoot,



Ganesh Bagh is one of the highly visited gardens here. Constructed by Peshwa King-Vinayak Rao during the 19th century, it is known for its beautiful carvings and structural works of an ancient time.

**Janaki Kund:** A destination where Sita took a bath



during the time of exile is Janaki Kund, nestled 2 km from Ramghat in Chitrakoot. Enclosed by lustrous greenery, this sacred Kund is the perfect place to spend a relaxed time with your closest ones. One will undoubtedly be amazed by the serene surroundings of the place.

### Kamtaji Temple:

Kamtaji Temple Addressed to Lord Rama, Kamtaji Temple is placed in the beautiful setting of a wooded mountain by the name of Kamadgiri.



**Sphatik Shila:** One of the scenic landmarks in Chitrakoot, Sphatik Shila is a place where Lord Rama and Goddess Sita admired

the exquisiteness of this place. Mandakini River flows nearby where one can easily spot the colorful fishes moving in water. One can feel the freshness of the untouched Mother Nature in the tranquil location.

### Getting there

**By Air:** The nearest airport is Khajuraho to Chitrakoot, about 185 km away. Taxi facility is available from there to make it to the desired place.

**By Rail:** Chitrakoot is well connected to the main cities of Madhya Pradesh and many other parts of India by trains. The nearest railhead is at Chitrakoot Dham, which is situated 5 miles from the town.

**By Road:** The town is connected with all legendary cities of the country by excellent roads. Frequent bus services are available to Jhansi, Varanasi, Chhatarpur, Agra, Allahabad and some more.

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# What is Ayurveda tourism in Kerala ?



In between Kerala travel mart over media journalist from Italy, Russia, U.K, Mumbai, Uttarakhand, Delhi team visit 20 Ayurveda health centers, hospitals, colleges, resorts that sprouted in the pristine land of India some 5000 years ago. Ayurveda, the science of life and longevity, is the oldest healthcare system in the world and it combines the profound thoughts of medicine and philosophy. Since then Ayurveda has stood for the wholesome physical, mental and spiritual growth of humanity around the world.

Kerala possesses an unbroken tradition of Ayurveda that has surpassed the many invasions and intrusions both foreign and native. For hundreds of years the Ayurveda Vaidyas (traditional practitioners of Ayurveda) were almost the only access for people seeking healing from every kind of disease in Kerala.

Unlike the other Indian states, the status of Ayurveda in Kerala is not alternative but mainstream. In fact today Kerala is the only state in India which practices Ayurveda in an authentic way with absolute dedication.

The word "Ayurveda" is a Sanskrit term derived from two words "ayu"-life and "veda"-knowledge or science. Thus Ayurveda means knowledge of life or the science of life. According to ancient Ayurvedic scholar Charaka, Ayu comprises of the mind, body and soul.

Ayurveda can be defined as a system which uses the inherent principles of nature to maintain health in a person by keeping the individual's body, mind and soul in perfect equilibrium with nature. The Aim of Ayurveda

- To protect health and prolong life
- To cure the diseases and maintain the balance of body functions

Universe is made up of five elements i.e air, fire, water, earth and space. These elements are represented in humans by three doshas or energies Vata, Pitta and Kapha. When any of the doshas accumulate in the body beyond the desirable limit, the body loses its balance. Every individual has a distinct balance. Our health and well being depend on getting a right balance of three doshas. Ayurveda suggests specific lifestyle and nutritional guidelines to help individuals to maintain balance between the doshas

## Tripods of Ayurveda

In Ayurveda, Food, Sleep and Healthy Sex life are regarded as the tripods of healthy living. It is important for our body to be adjusted to timely intake of good quality and proper food, regular sleeping habits and controlled indulgence in sex because as all this ensures long and healthy life.

## Diet

We are what we eat. So, it is essential to know what to eat, when to eat, how much to eat and how to eat. Though there are concepts of generalized diets, which are applicable to one and all, Ayurveda says that it is the individual who knows best what suits his body and mind and he should thus, act accordingly. The popping of all the vitamin pills in the world is not going to make you healthy - for all you know your body might just reject them. Timely and moderate eating habits will serve you well.

## Sleep

Give your body sufficient rest and find out what a different person you are!. When you give your overheated car time to cool off, can't you give your over used body time to recover from the stress and strain? Happiness and sorrow, growth and wasting, strength and weakness, virility and impotence, knowledge and ignorance, life and its cessation - all depends on sleep.



### **Celibacy**

Ayurveda highlights that celibacy is necessary for good health, as it increases memory, intellect and will power, in addition to maintaining a healthy body. Overindulgence, suppression or overuse of our basic life energy damages the fundamental connection to live and enjoy life. Sexual promiscuity leads to various diseases. Sex, according to Ayurveda, is a divine process that is responsible for the very existence of human race on the face of earth. It is therefore very important to take care of your sexual health apart from other factors like diet and sleep.

### **Doshas**

Vatha, Pitha and Kapha are together called as three humours or thridosha. Trihumoral theory is the core of Ayurveda, there is a reason for this. In the living, there are only three fundamental mechanisms happening at all times. One mechanism known as catabolism, breakdown the food or tissue to provide energy. The other mechanism which is called anabolism utilizes this energy to facilitate growth and repair. The third mechanism is an entity which strives to maintain a balance between these two.

In Ayurveda all catabolic factors are represented by a conceptual humour called Pitha which is predominantly fire existent. Another humour called Kapha which is a combination of earth and water existents represents anabolism. The third humour called Vatha is the balancing entity in the body Vatha is blend of air and space existents. It is in control of Pitha and Kapha, prevents them from going rogue. Vatha may be compared to the neuro-hormonal mechanism of the body. Each of these humours is assigned a set of qualities.

#### **Vatha**

Vata is said to be the most dominant energy which sustains all other organs in normal state. It is mainly constituted of air and space. Vatha is attributed to Neuro muscular co-ordination and Blood circulation and Lymphatic circulation. It plays an important role in all kinds of movements and mental activities. Generally people with a predominance of Vata, tend to be thin, have dry skin, intolerance towards cold, move and speak quickly. Emotionally they are unstable with greater amount of anxiety and fear.

#### **Pitha**

Pitha is mainly constitutes fire and water. It invokes desires such as hunger, thirst, joy, happiness. All biochemical and hormonal functions taking place in over body are related to pitha. Pitta predominant individuals feel warm and sweats more. They are moderate and reasonably steady in their weight, and very expressive in emotions like anger, resentment and jealousy.



### **Kapha**

Earth and water are the main entities of Kapha. Kapha renders nourishment, stability and forbearance—the capacity to with hold emotions. It acts as a medium for absorption of nutrients. Usually Kapha dominant person tend to be stocky, have thicker, denser bones, oily skin, and thick hair. They are relaxed, more stable and slow in movements.

### **Ayurveda for your every day life**

The system of Ayurveda is not only to enhance your overall wellbeing and good health, but also works on improving your holistic wellness. Ayurveda offers a framework within which can rework our lifestyles in order to optimise our bodily functions. This age-old healing tradition utilises natural herbs and oils, all of which have immense medicinal value. The systems created go back to over 5000 years of knowledge that has been passed down through the Vedas.

The instructions laid out in these texts speak of illnesses with a range of therapies that include massages, herbal medicines, a controlled diet and the right kind of exercise. All of these are very valid in the modern world and current lifestyles.

Ayurveda is a system of treatment that helps you age





# Sikkim is a land of dramatic contours

## Natures Bounty

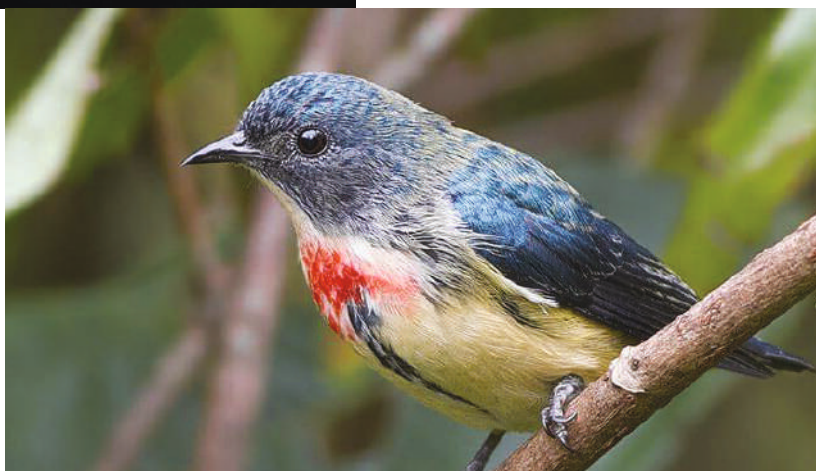


Located between these towering mountain ranges are passes like Nathu-la, Jelep-la, Cho-la and many others which were at one time important corridors of passage between Sikkim and Tibet.

Floating high over the cloud-covered lower Himalaya, Mt. Khangchendzonga dominates the

Sikkim is a land of dramatic contours. Rugged mountains, deep valleys and dense forests consort with raging rivers, lakes and waterfalls to create a visual feast. The state has the steepest rise in altitude over the shortest distance and has within its 7,096 sq. kms the entire climatic range, from tropical to temperate to alpine.

The mountain chains which run southwards from the main Himalayan range form the natural



landscape of Sikkim. At 28, 208 ft is the third highest mountain in the world and the highest in India.

Sikkim Valley Sikkim has two main rivers, the Teesta and the Rangeet, both of which are formed at high altitudes and flow in a generally southern direction till they converge at the confluence near Melli. The source of the Teesta is the pristine Cho Lhamu Lake in North Sikkim. From here the river travels downwards to meet Zemu Chu just above Lachen village and the Lhachung Chu at Chungthang. At Mangan, the river is joined by the Talung Chu as it continues its journey down, finally widening at Singtam to become double its width. Further down at Melli, the Teesta merges with the river Rangeet which is born of the Rathong glacier in West Sikkim before entering the plains of North Bengal and eventually joining Brahmaputra in Bangladesh.

boundaries of Sikkim; the Chola range dividing it from Tibet in the Northeast and Bhutan in the Southeast, the Singalila range separating it from Nepal in the West with the Greater Himalayan range forming the barrier between Sikkim and Tibet in the North. Sikkim Traveller



# Imagine large tracts of grasslands on the foothills at Odisha

Imagine large tracts of grasslands on the foothills of undulating hills with herds of graceful Spotted Deer's, Bison's or Blackbucks ambling around, Muggers basking on sandbars, Dolphins and Flamingos or Skimmers frolicking around, that's what Odisha with its unique topography offers. With 480 KMs of coastline on eastern side and the Eastern Ghats on the other side together with the meandering rivers crisscrossing the state, creates a medley of landscape ranging from pine forests to wetland, to waterfalls, lakes and mangroves that shelters a wide range of flora & fauna.



With nineteen Wildlife Sanctuaries, one National Park and two Tiger Reserves, the state offers varied experience to its visitors along with a host of activities ranging from trekking, birding, jungle safari and camping in spacious tents in the midst of forest beneath the star lit skies.

From the Chilika lagoon which hosts a congregation of million birds to the Mahanadi Gorge of Satkosia, the mountain musings of Similipal or hundreds of Crocodiles basking at Bhitarkanika, a trip to various Ecotourism destinations (Nature Camps) in the allows you to reconnect with nature and is a revelation for your senses.

## **Best of Odisha Bhitarkanika National Park (Bhitarkanika Nature Camps)**

"Mini Amazon" of India and also the 2nd largest mangrove ecosystem in India, only Marine Sanctuary of Odisha and one among the five in India. Hundreds of Saltwater Crocodiles (up to length 23 Ft) can be seen basking on mangrove creeks. A Bird's Paradise of India with the Largest Heronry.

## **Chilika Lagoon(Chilika Nature Camps)**

Chilika is the largest wintering ground for migratory birds(in Millions) of Indian-subcontinent, only home for Irrawaddy Dolphins in India ,Asia's largest brackish water lagoon with beautiful Islands, and

biodiversity Hotspot of country, Wetland of International importance and a RAMSAR Site. It is 90 KMs from the Capital of Odisha-Bhubaneswar

## **Similipal Tiger Reserve(Similipal Nature Camps)**

A National Park, Biosphere Reserve, Elephant Reserve and Sanctuary of Tiger, Elephant, Sambar, Bison, Spotted Deer, Leopard etc. with small animals and Birds. Specialty is large tracts of Sal Forests with wildlife.

## **Debrigarh Sanctuary(Debrigarh Nature Camp)**

On bank of Hirakud reservoir (largest artificial lake of Asia and longest Earthen Dam of World).Easy sighting of wildlife- Bison, Sambar, Spotted deer, Wild boar, different small mammals and variety of resident & migratory birds.

## **Satkosia Tiger Reserve(Satkosia Nature Camps & Satkosia Sands Resort)**

River Mahanadi (Longest River of Odisha) bifurcates the Tiger Reserve and also forms 22 KMs long Satkosia Gorge (one of the largest and deepest Gorges of Asia).The Tiger Reserve sits on confluence zone of Eastern Ghats and Deccan Plateau. Muger (crocodiles) and Indian Skimmers basking on sandbars is a common sight. It is the southernmost limit for endangered Gharials in India and the only place in Odisha where both Muger and Gharials can be sighted.

## **Rushikulya Rookery(Ganjam)**

The Odisha Coast is the largest mass nesting ground for Olive Ridges in the world .Millions of Olive Radleys nest every year here from October to March.



# Top Destination of Jharkhand

## Palamau Fort



One of the most important archaeological monuments of the state from the Mughal period, it is located at about 45 kms south-east of Medini Nagar on the confluence of Koel and Auranga rivers amidst dense forests. The fort is about 5 kms west of Latehar district headquarters within the core area of Betla tiger reserves.

The fort is atop a hillock and called the PuranaQuila. Believed to be constructed in 1562, it is within an area of 5 sq. kms. The construction of the fort is originally ascribed to the Rakshaul ruler Raja Mansingh of the 16th century. However, some believe that it came up during the reign of Raja Medini Rai of Chero dynasty. The most impressive structures of the fort are the three double storied gates leading to the fort, which is in Nagpuri style. The folklores of Palamau are replete with references of the fort where comparisons have been drawn with its contemporary fort of Rohtasgarh. About 2 kms away from the PuranaQuila is an incomplete structure by the name of NayaQuila. Its walls bear inscriptions in Persian and Sanskrit from where we learn that it was being built by Medini Rai for his son Pratap Rai in 1634.

You can reach Head Quarters either by train or bus. Further, buses from here take you to the national park.

## Chalet House Netarhat :-



"Chalet" is a French word which means a wooden dwelling. This is a historical building of Netarhat is made up of logs of wood. It was established during the period of Sir Edward Gate, L.G of Bihar and Orissa in early 20th Century. Initially, it was used as summer exodus by British Officer for discussion with local influential village chiefs. Now it is being used as the camp office of D.C Latehar.

## Bibhuti Bhushan's House



Oscar winner Late Satyajit Roy's Apu trilogy viz. Pather Panchali, Aparajita and Apur Sansar, may be known the world over, but little recognized is the fact that these masterpieces on celluloid owe their origin to the lap of Ghatshila, on the idyllic banks of Subarnarekha. It is about 58 kms on road from Tatanagar railway station, in the Ghatshila block of East Singhbhum District of Jharkhand. So enamoured was the late Bengali novelist with Ghatshila that he built a red tiled house for himself Gouri Kunj—named after his wife. It is here that he penned most of his novels that became world class, getting translated to English, French, German and Hindi.

# Caves of Maharashtra

## Caves



experiments for Buddhist, Hindu and Jain monks and devotees. The creation of the World Heritage Monuments at Ajanta, started in 2nd century BCE and was completed only in the 5th - 6th century CE, tracing the entire journey of the evolution of Buddhist architecture.

**The Kanheri caves**, around the outskirts of Mumbai, hidden in the lush green hills, are considered to be very important to understand the development of Buddhism

Deep, dark and mysterious -- there is a secretive lure to ancient caves that eludes the brightness of sunbeams and radiates ancient history. Maharashtra, home to the largest number of caves in India, snuggles within its awe-inspiring Sahyadri Range caves of all sizes, shapes and hues. From ancient rock-cut ones to ones with intricate sculptures that have housed reigning



in Western India. The interesting sculptures of Yaksha figures on the walls of the Pitalkhora caves in Aurangabad also pay tribute to the master craftsmanship of legends.

**The Bhaja and Karla caves** date back to the 2nd and 1st centuries BCE too. Just like the Pandavleni caves near Shahada which

deities since time immemorial, these caves are fascinating archeological legacies.

Walk into the aura of times forgotten, eras lost in the passage of rites of yore. Testimony to the fact that the land has always been benevolent to a variety of different religions, whose monks made these caves their homes and shrines.



**The Elephanta caves**, on an island 11 km from Mumbai, are proud to be a UNESCO World Heritage Site as also those of Ajanta and Ellora near Aurangabad which boast of the glorious architectural

were created for the Jaina monks and devotees. Today, the Maharashtra state government is in a continual process of preservation of these historic deep, dark rock-cut caves.



# Rajgir Wildlife Sanctuary and Valmiki Wildlife Sanctuary are the most famous of all the sanctuaries in Bihar.

## True Gifts of Nature

Bihar is truly a splendid home for wildlife. There are a total of 21 wildlife sanctuaries and 2 national parks in Bihar that makes it the best in the country for witnessing the wonders of the nature. The area covered by each of them is quite huge which gives ample space for the creatures to thrive in natural habitats. The state has taken special initiatives to take care of the animals and maintain the fragile ecosystem. The wildlife sanctuaries here are also renowned because they are home to some endangered species whose number has increased over the last few years. Rajgir Wildlife Sanctuary and Valmiki Wildlife Sanctuary are the most famous of all the sanctuaries in Bihar.

These sanctuaries are also a great place for all the bird watchers as they are home to some magnificent and rare species of avi fauna. Apart from hundreds of species of resident birds, there are similar number of migratory birds coming every year during winters.

## Rajgir Wildlife Sanctuary

Rajgir Wildlife holds in its belly spectacles of numerous kind. The splendid sanctuary covers an area of around 34 sq km. It is definitely less than most of the sanctuaries in India, but this also makes it the most interesting as well because the number of animals is equal to any other sanctuary. Leopards, Nilgai, Barking deer, and Hyena are the most commonly seen. There are many more sanctuaries in close proximity like the Gautam Buddha Sanctuary in Gaya and Koderma Wildlife Sanctuary.

## Bhimbandh Sanctuary

Situated close to Bhagalpur, the Bhimbandh Sanctuary covers an area of 682 sq km. It is more famous for the splendid bird life than land animals. There are approximately 106 varieties of resident birds. And the number of birds shoots up during the migration season (Winters) that sees birds coming from Central Asia and nesting here. Tigers, panthers, wild boars, sambar, chitals and nilgai are the most commonly seen land animals in Bhimbandh



Sanctuary.

## Valmikinagar Wildlife Sanctuary

The Valmiki National Park is situated inside the Valmiki Sanctuary situated in the West Champaran district of Bihar. The eastern Himalayas form the backdrop of the sanctuary making it exceptionally beautiful destination to visit. So even if you are not able to see any wildlife, you will not return disappointed. Flora here contains extensive savannah lands and marshy lands. Tigers are the main attraction of the park. Other animals that you will see here are Sambars, leopards, nilgai, hyenas, civets and jungle cats and many more. Right adjacent to the sanctuary is the famous Valmiki Ashram.

## Palamau Tiger Reserve

Spread over an area of nearly 1026 sq km, Palamau Tiger reserve is among the most interesting and rewarding sanctuaries in Bihar, and perhaps in entire India. Palamau reserve is cut across by Koel River and many of its tributaries. However most of the animals here depend on man made water resources for survival. This makes it quite easy for tourists to sight some magnificent animals. Tigers, leopards, elephants, the Indian wolf, gaur and many more are regular visitors to the shores of these man made lakes. It is nearly 180 Km from Ranchi, the capital of Jharkhand state. The nearest airport too is in Ranchi.