

TRAVTALK

THE NEWSPAPER OF THE TRAVEL INDUSTRY

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Celebrating a new era for travel and tourism

With the global pandemic crippling all industries, after a solid six months the travel and tourism industry is slowly paving its way back to the limelight. Under the theme **'Tourism and Rural Development'** World Tourism Day will have a new perspective for the new era that will entwine awareness on not just the economic front but also its contribution at a social and cultural level.

Investing in new ventures in tourism

His Excellency Khalid Jasim Al-Midfa, Chairman of the Sharjah Commerce and Tourism Development Authority said, "This year we aim at shedding more light on the key role of tourism in advancing the course of development in rural areas and natural sites with unique biodiversity. On this occasion, SCTDA reiterates our determination to continue supporting the local tourism sector by launching more programmes, initiatives and events to promote the tourism advantages of the emirate. These strategies to promote the sector, will run in parallel with the application of best practices and preventive measures to ensure the health and safety of all residents and tourists welcomed to the emirate."



Fresh and innovative perspective

Tim Cordon, Area Senior Vice President Middle East & Africa, Radisson Hotel Group said, "Our core beliefs are 'we are many minds, with one mindset' – this time has most certainly proven that we need to exercise this philosophy and stand together as we are all faced with common challenges. With daily changes, we need to be resilient but also flexible and open-minded to overcome this pandemic. As the world starts to awaken from its COVID-19 slumber and the hospitality industry takes the tentative steps in its comeback, I think the biggest priority for hospitality brands is to ensure the health and safety of guests without compromising the guest experience."

Serving consumers with new aspirations

Muzzammil Ahussain, EVP Consumer Travel, Seera Group commented, "While there is no denying that the travel and tourism industry is among the hardest hit socio-economic sector in the world during this pandemic, it is also been the fastest-growing and most robust with more and more travellers looking for alternative ways to venture out and experience diverse activities and offerings. We believe that 2020 presents an opportunity to rethink the future of the travel and tourism industry, and also gives us the chance to utilise innovation to better serve our consumers and encourage them to explore and satiate their travel desires and aspirations".



Desire to discover post pandemic

Mark Willis, CEO Middle East & Africa Accor Hotels said, "Throughout my career I have experienced many circumstances in which the tourism Industry is affected, however this year more than ever, I believe it is important that we celebrate World Tourism Day. The past months have been unprecedented and they have shown us even more than ever before that working together is vital in order to ensure the travel and tourism industry comes back stronger than ever. Even through all the unexpected changes this year has brought, one thing remains the same, the desire to travel and discover continues."

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