



site India

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Get Tourism Moving again, an appeal !

We are now in an extremely tense situation as not a single tourist has arrived since April 20. The possibility of prompt revival are negligible in the current environment as the Government of India fails to protect the interests of our industry. With not a sliver of profit in current year and no queries for the next, Indian travel agencies are left to face a catastrophic situation without any aide from the government.

Being one of the high drivers of GDP, we deserve solutions and we need them now. Business revival policies for the industry, financial support for the agencies and campaigns promoting India as a safe tourist destination will drive us back to normalcy.

This cannot be brushed away as an act of God, we need to urge our government to help us make Indian tourism functional again.

Let's come together as an industry and work towards a better future.

Sanjeev Joshi



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What's Inside !!

[The Ultimate Leap of Faith](#)
[Art of Organic Dance Meditation](#)
[Rays of hope in times of gloom](#)
[Passion Stories](#)
[CITP Exam India](#)
[Future of Travel](#)

The Ultimate Leap of Faith, Skydiving



Skydiving... jumping from a perfectly good airplane at 10,000 feet and cruising through the sky at 220 kilometres per hour, coming down slowly once your parachute opens, staring into the sky. This isn't just the script of the world's most extreme adventure, this is how life as you know changes. When you realise how fragile it is and how quickly it can go, you live, every single moment. Here is what skydiving does to you.

The long term mental, psychological, emotional and physiological benefits of skydiving are immeasurable. Tasting flight, jumping out of a plane is not for the faint hearted. It takes resilience, resolve, trust and insane amount of courage. Even though tandem skydiving means you can be safely strapped to your instructor and let go, it needs precision, sharpens your instincts and exponentially improves your reaction to stress.



In India, Skyhigh India is the only international skydiving dropzone that is located at an airstrip in Haryana, about 2 hours away from Delhi. This is a professional dropzone like they have abroad, with international and government certification. So its safe! But it is still all kinds of crazy, crazy courage. It takes courage to take the leap of faith, to put your life in someone's hands. But the impact of that one leap of faith is ever lasting, it is life changing, trust.

Skyhigh India's tagline says feel the rush, but those are just words until you have actually felt the rush.

Life is all about training your mind and body to instinctively and effectively respond to situations. Some people take a lifetime to hone those skills, something skydiving teaches you in minutes. It is all encompassing, it needs all of you to be there in body and spirit with full concentration to what your tandem instructor is saying. And you know what happens what you are all there, when you engage in your entirety, you shake off negative energy, your stress hormones drop, your adrenaline spikes! Skydiving helps you think on your feet, makes your brain more agile, manage pain, boost immunity, give you strength and make you younger by so many years.

And this is what it means to live, to be alive, to feel alive, to celebrate living! The sense of satisfaction, accomplishment and pure joy is unmatched by any other adventure. Those are the minutes that change your life.



Art of Organic Dance Meditation (ODM)



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With the rise of pandemic, lifestyle disruption and other psychosomatic diseases the world is facing a new set of crises and the lack of emotional awareness is proving to be fatal. FEAR & low Self esteem can create havoc psychologically and completely destroy immunity.

Taking dance beyond performance; aligning it with the principles of the Patanjali Yogasutras ,Natyashastra and Ayurveda principles becomes the premise for the innovative concept by Capt Sumisha Shankar called Organic Dance meditation. It is a multidisciplinary artistic engagement which brings in different streams of art & science creatively and forms a universal engaging interface to let oneself set free. With a joyful and a playful feel one progresses towards their own breakthrough both at the individual and the team level. Music plays a vital role and its USP lies in its versatility. From pop to classical, the playlist is handcrafted as per the target audience helping them to connect and start moving naturally without judgement.

Recently, during the lockdown Virtual sessions of organic dance movements for Mental health in Canada, Creative learning for Alliance francaise and team bonding for Yokae magazine, Australia has been few of the priceless moments when Collective Joy was felt online and everyone could come into the State of Flow. No more the zoom sessions were boring !

ODM is for everyone. Though 90% of people find it awkward or irrelevant to dance. We completely understand that. We are not dancing, we are just allowing the music to move us. Moving in rhythm is like a game of cricket or flying a kite, when we do anything in rhythm it becomes a dance. Dance to express, not to impress!! No judgment, no performance pressure!! - Capt S shankar

It's all about:

- Self- expressions & self-discovery
- Be a witness to one's own spontaneity
- Feeling soft and supple from within
- Fun & natural way to channelize our hidden pain
- Celebrating life
- Bonding with oneself and others
- Joyfulness and deep connections are forged when we all move in rhythm

The after effect or benefits of ODM :

Flush out stress molecules: Music with conscious movements sets our brain to rewire and flushes every trace of stress molecule stored in our body.

Prevent Diseases: Latest research recommends Dance and Movement Therapy can prevent major diseases like Alzheimer's, Parkinson's, strokes and depression.

Principles of vital energy- Synchronized movements in a completely relaxed state paves the way for the natural restorative system of the body to take charge.

Happy Hormones: Let the neurons of the brain lit up and have happy hormones serotonin, dopamine and oxytocin nourish your cells.

Body love: Let every joint, micro- fiber, ligament and the tiniest part of your body move including the mitochondria of every cell.

Purify your Psyche: Movements help you reconnect with yourself & allow the repressed emotions to come out.

Boost the Immunity: Circulation of energy helps the toxins to be pushed out giving the immunity a big boost.

Up your confidence: Moving in rhythm is a natural instinct of human. To find the rhythm without fear or judgment helps us to cope up with our confidence issues.

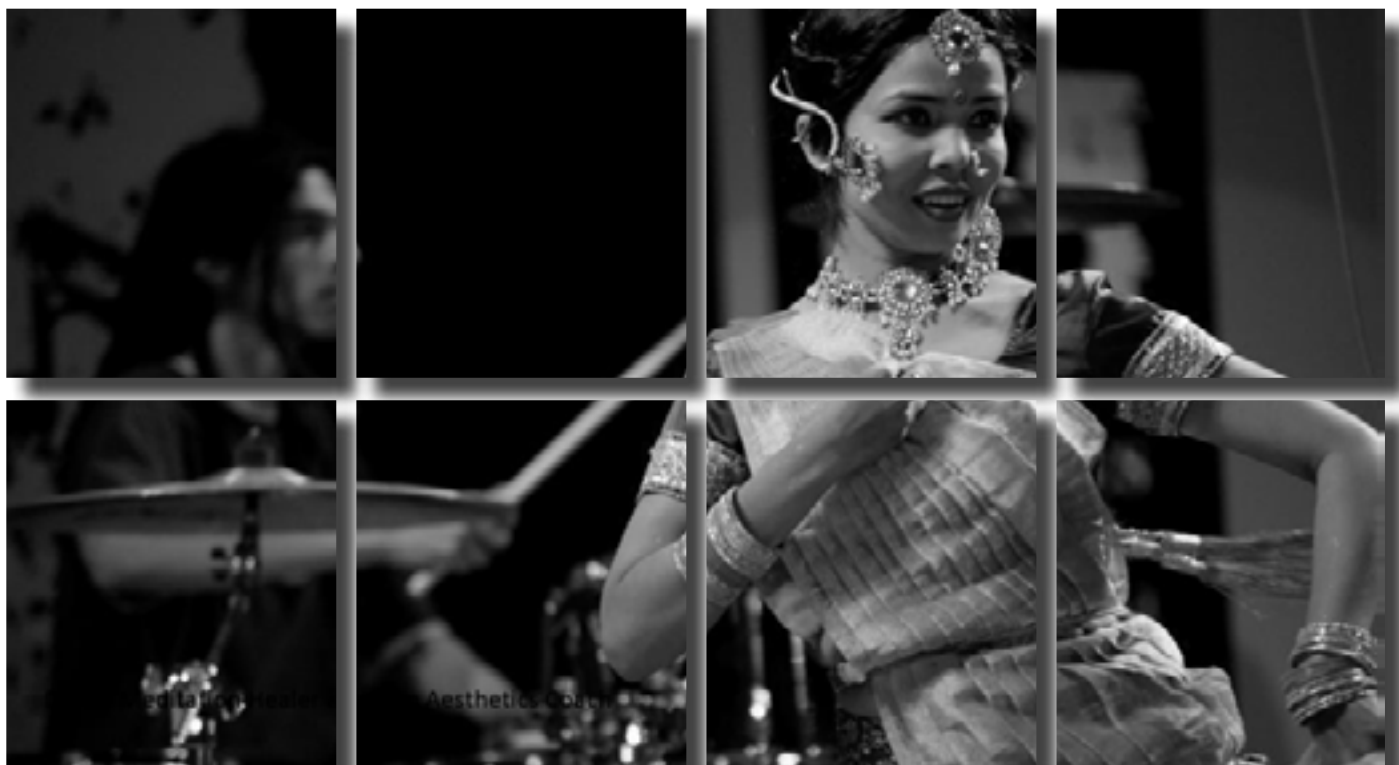
Align your chakras: Child-like is mature, childish immature. Exploring the child is an antidote to the FEAR we live with. It helps the Mooladhara (Sacral) Chakra to open up and one feels more connected and fulfilled.

Dance for your heart: Your heart stores in all the positive vibrations and frequency. Heart is a muscle and it loves unconditional entertainment and soulfulness.

Weight management: Burn calories in an effortless manner as it is an all rounded yogic movement and includes plyometric, circuit and functional training with yogic awareness.

About Capt Sumisha Shankar (R)

Capt. Sumisha Shankar is International Dance Meditation teacher, Classical Yoga therapist, performing artist and founder Antardhwani. She advocates nurturing of “Resilience within” for cultivating a robust emotional and mental health. She has a unique approach of combining the world of science, military ethics and Indian wisdom of Yogasutras for creating highly inspiring immersive sessions for her audience. Sumisha has traveled with her workshops to countries like South Africa, Netherlands, Suriname, Mauritius and Trinidad & Tobago; and have worked with prestigious organizations like IBM, Mauritius Police, Jaguar, JLT and Mercedes Benz to name a few. She is a +900 RYT Advanced Ashtanga Yoga Teacher and a QCI certified Yoga professional. She has also a Master’s degree in Indian Classical Dance (Kathak). Back in 2013, she founded Antardhwani- Center for Excellence, is currently a visiting faculty for the Advanced Teacher’s Training course at The Yoga Institute, Santacruz. She has been featured in VOGUE India, India Today, Femina, TOI, Hinsutan times, Deccan Chronicle & NDTV.





Rays of hope in times of Gloom

Incentive trips have emerged as a major business in India from the days of a corporate taking 200 sales people to a Hotel in Agra in the 80's to taking 1000 delegates visiting the most exotic destinations in the world in 2019.

My journey over 3 decades has focused on selling luxury experiences across a number of well-regarded brands. Every year trends changed and I learnt to manage the expectations of a client and the high standards of luxury hotels. Getting a Canadian chef to put on 'Aloo Puri' at breakfast at a Fairmont in the Rockies was a dramatic change

Today all that appears like child's play given the uncertainty and change ahead of us. Living with and adapting to this change is how we as an industry will go forward.

The MICE Business is critical for the supply chain as well as the corporate. Employee and dealer motivation will always remain; travel will always play a major role in this .While I want to refrain from being a fortune teller, I wish to share with you what I am actually seeing.

Destinations will be carefully selected- we are no longer looking at Exotic – safety is the key word.

I am imagining a world where an incentive will be in 4-5 different regions at the same time with concurrent activities taking place, being managed by the end client perhaps virtually! Fewer numbers to manage in each destination is dictated by the scientists!

So practicality of making an incentive meet happen safely will be the goal. Being optimistic and using experience to manage change will ensure that we come back as a strong business.

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Passion Stories



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Follow us on
Kasmirideigh

After a successful stint of 15 years in the hospitality industry, i have worked my way up from Front Office to Sales to Revenue Management and eventually exited as a Global Sales Director of Hyatt.

Having started my own venture during the pandemic was a risk I had never taken before however went with the passion and love for the cuisine and for bringing our very own mehmaan nawaazi to the residents of Delhi NCR. Kashmiri Deigh which serves authentic Kashmiri Wazwaan is a home kitchen which started from 22nd July has already crossed 250 orders and counting, it has also handled C Suite Management offsite catering during this pandemic. Its been an exciting journey since am putting in all my diff learnings of the hospitality industry into this venture which is completely homegrown.



citp certified incentive
travel professional

CITP Exam India: On 25th September 2020, Site Global conducted the prestigious CITP (Certified Incentive Travel Professional) Exam globally. The exam in India was conducted at Creative India office in Gurgaon. Professional , hygienic along with utmost importance to social distancing were paid attention to during the conduct of the exam by Creative India's team. Appointed proctor detailed by SITE Global, Mr Rajiv Kolhi, himself being CITP holder mentions the importance of getting upskilled during this downtime by members. CITP exam is one of the toughest paper based , 100 multiple-choice questions format including calculations , for seasoned and experienced professionals from the trade. Grading system is based on weighted average of questions as set up by a third party evaluator. Total 12 members from India appeared for the said exam. Wish them best of luck for the results awaited.



Future of Travel



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Much has been said about the economic losses faced by the travel, hospitality and ancillary industries and the enormous job loss. This industry has been brought down to its knees and there seems to be no light at the end of the tunnel (not being a doomsday predictor). It is important to state the facts as they are in order to have a solution.

OMPL Group, being at the top of the supply chain, well almost, all our hotels internationally are slowly opening with very little occupancies. Some countries have closed borders for this entire year and therefore our teams are dormant at the moment for most of the hotels. From a hotel sales perspective, we are trying to go forward and keep up the client engagement. This helps in three ways, one that keeps the work of the past few years alive in the market, two that customers are kept engaged through various means, could be a lunch or breakfast webinar, or updates on

new hotels opening (believe it or not some of our brands are opening new hotels) and last but not the least the morale of the team is kept alive. There have also been a lot of changes in the contact list with companies shutting down or employees leaving. So we are also using this time to upgrade the database.

While we had a strong PR and marketing division, we decided to use this time to upgrade our digital marketing skills and some of us have joined online courses to do this. There is no time like now to upgrade yourself in every way including your health.

Talking of health, one segment that has caught the travelers attention is the wellness segment. Ayurveda, Naturopathy, Asian treatments etc have now the potential to be more than just a fad with the health brigade.

Homestays and boutique stays are looking up and they are being understood a little better. In the interest of social and physical distancing. Travellers are preferring these stays over large hotels. However the question that still begs an answer is the implementation of the hygiene protocols in homestays especially which are looked after by caretakers. In all aspects of tourism we need to think through a contactless approach. Whether it is at monuments or shops or roads, our tourists are surrounded by a mix of hawkers, beggars, guides, money changers etc and that is just one part. Tourism can be back in its entirety only when the number of cases go down drastically. It is encouraging to see domestic travelers.

It will be some time before we can confidently open our door to international tourists.

Closing remarks:

As we open up gradually and thrive to revive, we look forward to more inputs, ideas, thoughts, suggestions from members. Feel free to write and contribute towards content of Site India Chapter Newsletter. The newsletter is aimed to extract views, news & innovative ideas from members and personalities from travel and incentives sphere. Send in your write ups to siteindiachapter@gmail.com or you may call Vikrant @9811505890

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