

UNVEILING THE DYNAMICS OF BUSINESS TOURISM: OPPORTUNITIES AND TRENDS FOR INDIAN ENTREPRENEURS

- By Subhash Motwani, Director, Namaste Tourism

Business travel has transcended mere transactions; it has evolved into a strategic tool for global networking, alliances, and collaborations. For Indian entrepreneurs seeking to expand their horizons, the realm of business tourism offers a plethora of opportunities, and the evolving landscape holds promising trends.

Current Trends

According to a report by the World Travel & Tourism Council, business travel contributes significantly to the global economy, with India emerging as a key player. In 2023, despite challenges, Indian business travellers accounted for a notable portion of international business trips, showcasing the country's growing influence in global commerce.

Statistics Source: [World Travel & Tourism Council]

Destinations for Business Opportunities

Amidst the changing dynamics, certain destinations have become focal points for business prospects and collaborations. Cities like Singapore, Dubai and Tokyo are hot spots for forging alliances due to their robust infrastructure, ease of doing business, and networking opportunities. Let's delve into the unique offerings of each of these destinations:

JAPAN - TOKYO:

Renowned for its technological advancements, Tokyo provides a dynamic environment for entrepreneurs. The city hosts cutting-edge conferences and trade shows, making it an ideal destination for those in industries like technology, innovation, and research. The Japanese culture of precision and attention to detail adds a unique flavour to business interactions, fostering an environment conducive to collaboration.

SINGAPORE:

Positioned as a global business hub, Singapore is known for its strategic location and a business-friendly environment. Entrepreneurs visiting Singapore can tap into its well-established financial sector, attend international conferences, and explore opportunities in sectors such as finance, technology, and logistics. The city-state's efficient connectivity and multicultural atmosphere make it an attractive destination for Indian entrepreneurs looking to expand their global footprint.

DUBAI:

A melting pot of cultures and a thriving business hub, Dubai offers a dynamic landscape for entrepreneurs. Known for its futuristic architecture and world-class infrastructure, Dubai hosts numerous business events and exhibitions throughout the year. The city's strategic location facilitates easy access to markets in the Middle East and beyond. Indian entrepreneurs exploring Dubai can benefit from its diverse business ecosystem, which spans sectors like real estate, tourism, and technology.

Statistics Source: [Global Business Travel Association]

Namaste Tourism: Facilitating Strategic Alliances

Namaste Tourism serves as a valuable partner for Indian entrepreneurs, providing customized business travel experiences that maximize efficiency and cultivate relationships. The company, which specializes in a variety of industries, sets up industry-specific conferences, networking events, and business-to-business meetings to guarantee smooth travel experiences. Its dedication extends beyond the practicalities of travel, presenting chances for business owners to network with colleagues around the world and establish enduring connections. Through careful preparation and cooperation, Namaste Tourism hopes to promote successful cross-industry alliances.

Conclusion

As the world continues to evolve, business tourism presents unparalleled opportunities for Indian entrepreneurs. The landscape is ripe for forging new alliances, expanding networks, and exploring uncharted territories. Assisting worldwide partnerships becomes both feasible and enriching when Namaste Tourism is the driving force behind it.

Concluding Question:

"Amidst this era of connectivity, how will Indian entrepreneurs harness the power of business tourism to propel their ventures to new heights?" In this era of globalization, business tourism has emerged as a catalyst for growth and innovation. With the right guidance and alliances, Indian entrepreneurs have the potential to make a global

impact, and Namaste Tourism stands ready to facilitate this transformative journey.

About the writer:

Subhash Motwani is Founder Director of Namaste Tourism which was established in 2004. Subhash has over 36 years' experience in the tourism industry. Starting his career as a Tourism trainer and Director of the pioneering institute of Tourism courses in India - RBCS [RADIO BHUVAN, CAREER SUPERMARKET], Subhash started offering IATA courses at the institute which was formed for tourism and air cargo courses in 1994 under brand name of IHCTM (Institute of Hotel, Cargo and Tourism Management), a division of RBCS group. In 1999, he was invited in Geneva, Switzerland by IATA as one of the Subject Matter Expert for providing inputs for the new 4 level IATA Travel programme, which was officially launched in the year 2000. Subhash was only one of 4 experts from Asia, and one of 2 from India for this project.

In the year 2000, IHCTM had the unique distinction of being the ONLY IATA authorized training centre worldwide, out of more than 230 centres to offer 7 IATA qualifications including the 4 level IATA UFTAA Travel Programme and the 3 level IATA FIATA Cargo programmes which included the Dangerous Goods qualification.

Although the travel company started in 2004, Namaste Tourism as a brand came into existence around the year 2009. Starting with Namaste Turkey, and with expertise of also being Editor of a self-development publication called Opportunities Today, Subhash started creating destination specific websites for Indian outbound traveler and currently there are more than 14 such sites which include the following countries: Turkey, Germany, Egypt, South Africa, New Zealand, Argentina, Poland, Hungary, Croatia, Israel, Portugal and Morocco. In addition, a website that promotes Luxury and Experiential Travel called Luxury Vignettes was launched and in the year 2018 Subhash, who himself is a marathon and half marathon runner started a division called Namaste Running Tours and has taken runners to run the World Major Berlin Marathon as well as the Midnight Sun Run in Tromso, Norway and the highest altitude marathon in the world - the Ladakh Marathon amongst other.

Other projects of Subhash include working with Consulates of Argentina and Hungary to come out with country specific website, organizing B2B training events to train members of travel fraternity under the Consulate's umbrella to sell and promote

destinations by curating unique itineraries for Argentina, Central and Southern Europe include Austria, Bosnia & Herzegovina, Croatia, Czech Republic, Hungary, Germany, Montenegro, Poland, Slovakia and Slovenia

Subhash, having explored 50+ countries, writes blogs spotlighting offbeat tourism. Awarded First Grand Designer for over 3 years by Serandipians, Luxury Travel consortia by Traveller Made in France, his influence is noteworthy. Namaste Tourism joins Pristine Mood, advocating sustainable tourism.

In the Business Tourism space, Subhash and Namaste Tourism has organized conferences and meetings across continents including USA, Canada in the Americas; United Kingdom which also includes Scotland, Russia in Europe; South Africa; Singapore; Australia; New Zealand with experiences that include helicopter landing on an active volcano, hot air ballooning experiences. Subhash besides running marathons, also dabbles in photography having also organized a photo exhibition in association with Consulate of Argentina in Mumbai.

He also is President of CHCRA (Clean Heritage Colaba Residents' Association) and has been frequently quoted in newspapers and magazines for his inputs in tourism, civic issues in the city and areas of sustainability. In addition to his extensive travel, Subhash holds qualifications from the IATA/UFTAA 4 level program, IATA Air Cargo Dangerous Goods program, and the Quality Inspector's Award from City & Guilds of London Institute, U.K. He also completed the Fares and Ticketing course from Chameleon Training, initially run by British Airways and now offered as the Virgin Atlantic Fares and Ticketing program.

Subhash's expertise lies in customized holidays, experiential travel, bespoke journeys, and premium incentives to niche destinations through Namaste Tourism.

In 2023, Subhash joined TACCI and has been inducted in the Tourism Committee of the TACCI to share his expertise in tourism and more specifically tourism for business opportunities!

