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### FICCI to encourage travel start-ups, digital tourism and IT-based infrastructure development in Travel & Hospitality sector

Friday, March 18, 2016, 20:31 Hrs [IST]

Federation of Indian Chamber of Commerce & Industries (FICCI) will encourage and assist travel start ups, digital tourism, and IT-based infrastructure development of the travel and hospitality sector in the country. The world is moving towards a new business ecosystem enabled by technology. This was informed by Dr Jyotsna Suri, Chairperson of FICCI Tourism Committee while inaugurating the two-day 'Travel & Hospitality Tech Conclave' by FICCI.

Dr Suri said that in future everything will get automated but the challenge was the cost of implementation of technology, especially for the small scale travel companies and hoteliers. Hence, there was a need to look for economical and innovative solutions.

The conclave would address the technological advancement in the field of travel and hospitality and facilitate communication and exchange of ideas and knowledge between key industry stakeholders, conglomerates, influencers and policy makers.

A knowledge paper on the technology landscape of the travel and hospitality sector prepared jointly by FICCI and RezNext was released at the conference.

In his brief presentation on the paper, Zubin Bilimoria, Director- Global Sales, RezNext Global Solutions, said that the report provides a quick look at the current pace of technology automation, consumer trends, impact of mobile technology and trends with online hotel distribution.

The rampant internet penetration has transformed the way the travel trade and hotels operate. The mobile boom in bookings is not just restricted to the elite in metros. Opportunities are immense for hoteliers and travel aggregators alike, he said.

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