

29 de Abril de 2004**Tourism summit to discuss impact of Madrid bombing**

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DOHA: The impact of the recent Madrid bombing and the India Initiative, aimed at promoting tourism, will come up for discussion at the 4th Global Travel and Tourism Summit which starts on Saturday.

The event will feature a presentation by Miguel Angel Villanueva, Head of Economy and Tourism Development for the City of Madrid, and official representative of the Mayor of Madrid and José Luis Zoreda, Chief Executive Officer, Exceltur, on the true impact of the Madrid bombing on travel and tourism in Spain and to examine future prospects for the industry, sources at the World Travel and Tourism Council, said here yesterday.

Exceltur recently conducted a survey among 1,500 Spanish business leaders on the impact of March 11 on travel and tourism to Madrid and the results of this survey will be released during the breakfast meeting.

"This presentation, is highly significant, not only because it brings together two highly qualified public and private sector tourism representatives from Spain, but also because it will be the first major public statement of this nature about the Madrid atrocities outside Spain. Madrid will comprise half of a special breakfast session commencing at 7am on Sunday at the Salwa Ballroom of the Sheraton Doha. The other half of the meeting will review the World Travel and Tourism Council's India Initiative," sources added.

The case study, entitled: "What's Driving Dramatic Travel & Tourism Growth in India?" speaks about the various aspects of tourism in India.

Taking part in a discussion about the results of the India Initiative will be Yogesh Chandra, secretary-general, WTTC India Initiative, Amitabh Kant, joint secretary, Ministry of Tourism, India, N K Singh, Member, Planning Commission India, Lalit Suri MP, Chairman WTTC India Initiative and Chairman and MD, Bharat Hotels, and Rathi Vinay Jha, Secretary, Ministry of Tourism, India.

Jean-Claude Baumgarten, WTTC President said: "Travel & Tourism is a vital economic sector, responsible for over 10 per cent of world GDP and 200 million jobs. We need to understand how it can best be harnessed to make a positive contribution to national economies everywhere. At the same time, we must understand what to do when events conspire to damage it. In this session, we will consider two case studies that illuminate both perspectives.