



## HOTEL AND RESTAURANT ASSOCIATION (WESTERN INDIA)

Dear Members,

As we move into the month of June, I am pleased to share with you some updates on the progress that the hospitality industry has made in recent weeks.

I am proud to report that a delegation of HRAWI recently participated in the Mumbai roadshow organized by the Ministry of Tourism. The event provided an excellent opportunity for us to discuss the scope of tourism and investment opportunities. Hon'ble Minister – Shri G. Kishan Reddy sought our suggestions to make the upcoming first Global Tourism Investors' Summit (GTIS) a success. As the voice of the hospitality industry in the Western region, HRAWI will play a vital role in supporting the initiative by acting as a bridge between the Government, investors and the tourism industry to create a conducive environment for investments in the sector. We also highlighted some of the challenges faced by the industry and assured the Minister that the Association would submit representations to address these issues.

The HRAWI is also actively spreading awareness on online hotel booking frauds to protect customers as well as hospitality brands. The Association has identified cyber-criminal activities that list fake hotels websites on popular search engines that appear to be authentic and dupe unsuspecting customers into making payments for room bookings. Members have voiced concern about their brand reputation being tarnished by social media influencers creating fake videos or posting fake reviews in a bid to attract more views and followers. We have approached the Police Commissioner for resolution and informed the law enforcement authorities about the challenges faced by hotels and restaurants. We have also ensured that the concern is made public so that even our customers are aware about this new fraud and we are committed to taking all necessary steps to address this growing concern.

Your Association's special task force of academic think tanks has made significant progress, with several meetings held with hospitality institutions and industry experts. The aim of the task force is to provide recommendations and guidance on academic curriculum and industry training to bridge the gap between academia and industry requirements. The task force has been created with the vision to try and bridge the shortfall in talent, manpower and declining enrolment of students in hospitality courses.

Finally, I want to address the issue of hoteliers fighting legal battles with Oyo to recover their money. Members are requested to report fresh and continuing cases of breach of agreement and non-payment of dues by Oyo. We remain committed to working towards the growth and development of the hospitality industry and we will continue to engage with stakeholders, address industry challenges and provide support to our members.



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Best wishes,

**Pradeep Shetty, President, HRAWI**

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