

## **34<sup>th</sup> All India PR Conference on ‘Communication Strategies for Travel and Tourism’**

The 34<sup>th</sup> All India Public Relations Conference on ‘**Communication Strategies for Travel and Tourism**’ is being organized in Shimla from 29<sup>th</sup> September to 1<sup>st</sup> October, 2012 at Hotel Peterhof Shimla by the Public Relations Society of India (PRSI) in which delegates from Travel and Tourism Industry besides public relations practitioners and professionals from all over the Country and also from abroad are likely to participate and deliberate. The eminent experts would share their views in different sessions during three day long Conference.

The Conference will go a long way in giving exposure to the State in general and travel and tourism industry in particular Shimla is world fame tourist place and has remained the summer capital of Britishers. Today it is the Capital of Himachal Pradesh it has also emerged as year round destination for the tourists and other visitors.

With varied kind of landscapes, environment, cultural heritage, historical places India holds a great potential for promoting tourism as a major engine of economic growth. From breathtaking beauty of Kashmir, the serene snow clad himalayas to sultry southern beaches, deserts of Rajasthan to humid wilds of Sunderbans, European’s way of life in Goa, the scenic beauty of Himachal Pradesh one can have glimpse of all these in India. Several countries worldwide have transformed their economy by exploiting their tourism potential to the fullest and Tourism and Travel has emerged as a major source of income and employment.

For us in Himachal Pradesh, beyond the advantage of "Atithi Devo Bhava", the need of the hour is to strategies marketing of our abundant potential in this sector. With such ideas in mind, we in the PRSI have chosen the theme "Communication Strategies for Travel and Tourism" for deliberation during the Conference in which eminent experts in the field have been invited.

Public Relations Society of India is a registered body under Society Act and has a network of 34 Chapters in the Country. It has affiliation with International Public Relations Association (IPRA). It is working for professional’s excellence and creating an awareness about various issues of vital importance for the last five decades. It organizes annual conference every year to delebrate on issues of vital importance.

Shimla is a world fame tourist place which is approachable by air, train and by road. It takes two and half hour to reach Shimla by road from Chandigarh/Kalka, and one can enjoy scenic beauty while travelling to Shimla. The train passes through 103 tunnels from Kalka to Shimla and journey by it also gives fascinating experience. From airport at Jubbarhatti near Shimla it takes 25 to 30 minutes to reach main town Shimla. The venue of the Conference is historic one besides beautiful.

PRSI, Shimla Chapter has requested the hoteliers in Shimla to give discount to the PRSI delegates and one can have e-booking. The Hotels list has been displayed on website and one can visit [www.cleartrip.com/hotels/india/shimla](http://www.cleartrip.com/hotels/india/shimla).