Hosts by default

Gondwana was a super-continent, believed to be existing around 550 million years ago. Gradually with time, it started fragmenting. Around 180 million years ago, it finally split into **7 different land masses**. On the map we identify them today as – **South America**, **North America, Africa**, **Australia**, **Antarctica**, **Arabian Peninsula**, **Indian subcontinent**.

Imagine yourself sitting on a satellite, looking through the emptiness of space, towards the **Earth**. Now move your eyes towards its equator and bring them to rest on a 'gigantic piece of earth' extending far into the sea, its upper most fringes towering gloriously over the mainland.

Go ahead and zoom closer. Soon you will begin to see its 7520+ kms coastline, encircling its southern land with a necklace of surfy sparkle, you will also see the glistening crowns of its 2505+ kms long greater Himalayas range fortifying its northern land. **This is India**, a celebrated piece of Earth, that gives us our commercial nirvana and livelihoods.

Our geo-positioning is unique. This fortunate isolation from rest of the world, kept us at the prime of our experimental best, leading to phenomenal accomplishments in ancient human sciences and practices. Abundance of resources trapped in our topographies, our cultural galores, and spirit of natives, distinguished us as the land of allure, wealth and opportunities.

Across the centuries, our country has been the epitome of human warmth and welcome. Psyche to pamper the guest was rooted deep in our societies. Archives of history display loud evidences of our hosting skills and extravagances. Starting from the early centuries, activities of hospitality have been an integral part of Indian life. The idea and concept of hotels is also not new to us, our records are abound with mentions of musafirkhanas and sarais.

Man's desire for experiencing the non-native, is a force that has lead to many milestones in the fascinating history of mankind. His innate desire for discovering new knowledge, communities and habitats, has resulted in greatly rewarding outcomes.

Recorded travelogues of travellers during the medieval periods present an eye opening histography of striking information - an unquestionable testimony of our historic appeal to the world. It clearly exhibits the uniqueness of our desirability, charm and lure. The magic of our unique land, commanded voyagers to alter bearings of their vessels and redraw the routes on their marine charts, in an attempt to reach this land of mystical intrigues, learning and wealth.

Our soil has seen the arrival of over 34 explorers and their entourages - from Marco Polo to Giovanni Francesco Careri, men of every race have anchored gratefully at our shores, seeking their dreams of rejoicing. Our coastline has played host to people arriving from nearly every continent; seafarers, colonisers, tradesmen, enterprising travellers, scholars

and philosophers. **India** has been their bountiful bliss which has met with their glowing expectations of that distant fantasy land, about which they had only heard.

History tells us, travel, hospitality and entertainment had started early in our timeline. It graduated to exceptional levels around early 16th century during the Mughal times and continued with greater aplomp in mid 18th century after British colonisers arrived.



Since long, our princely states, little kingdoms, and aristocracies, had been inviting and hosting visitors from foreign lands. Our 'warmth and generous hospitality' had been our character identity. It was not only a measure of our cultural depth but also a mark of our abundant resources and exuberant lifestyles. Apart from matchless hospitality, each one organised for their guests, entertainment, excursion highlights in their provinces, jagirs and territories.

It is no surprise that 'Athithi Devo Bhavo' (Guest is God), comes naturally to us. Perhaps it is a genetic trait we Indians have lived with, across the centuries.

The grip of this cultural mania has seldom allowed us to distinguish between a friend or a foe, such is our history.

India has been a gracious host to all - be it the cadres of un-invited British soldiers of the East India Company, frolicking in rural folds of Bengal or the legendry Greek soldiers delighting in the fragrant marijuana mists of Malana village up in the Himalayas, or the curious travellers of today basking in the generosity of our natives across the country or the charming warmth of a rickshaw wala's smile zigg-zaging the visitor through ancient alleys and historical lanes.

Buzz of welcome is everywhere. Indeed India is Incredible, we are hosts by default. And that makes us perfectly equipped for the business of tourism and hospitality.

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