

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF OCTOBER 2020

- The Hon'ble Minister of State for Tourism chaired a meeting on 15th & 16th October with the State Tourism Ministers/LGs/Administrators and Senior Officers of UTs to discuss various issues and find solutions to rejuvenate the tourism industry. The agenda for the meeting included facilitating ease of travel to and between states/UTs and working on the System for Assessment, Awareness & Training for Hospitality Industry (SAATHI) for adherence of safety norms, incentives being offered by States/UTs to the Tourism & Hospitality Sector and suggestions on "Way Forward" for revival of tourism, including working on the National Integrated Database of Hospitality Industry (NIDHI) schemes of the Ministry to create robust database of hospitality units etc. In this regard, it was informed that as on date more than 27760 accommodation units have registered on the NIDHI portal and more than 4450 units have already undertaken the SAATHI Self-Certification respectively, across India and around 20 interactive webinars have been conducted for the benefit of the Hospitality Industry. HMT also exhorted all the States to work towards the promotion of lesser known destinations and to work for enabling domestic tourism.
- For revival of India as a Global Centre of Buddhist Culture & Tourism, Secretary (T) chaired meetings on 6th & 14th October 2020 with the representatives of line Ministries and the State Governments of Bihar & Uttar Pradesh to discuss their Action Plan for development of amenities & facilities with special focus on Bodhgaya and other important Buddhist centres in Bihar & Uttar Pradesh.
- Promotion of Tourism products and initiatives through Social Media platforms of Incredible India brand and Ministry of Tourism handles have been kept up, bringing to forth lesser known and popular destinations and also creating a message for safe travel. Incredible India platform is leveraged for promoting user generated content & themes such as culture, monuments, homestays, wildlife, incredible people, mountains, nightscape views, sunrise & sunset views, etc. Posts and stories were done for all significant days' like #WorldFoodDay, #WorldSnowLeopardDay, Gandhi Jayanti & National Unity Day. A special attention has been given towards all hashtags of national importance like #DekhoApnaDesh, #Ek Bharat Shreshth Bharat, #AatmaNirbharBharat, #VocalForLocal, promotion of

- The Ministry of Tourism handle is used to convey the efforts of the Government in creating an enabling environment and other initiatives of the Government. In this regard, the public message of the Hon'ble PM announced on the 8th of October 2020 for the Jan Andolan Campaign was highlighted in the form of posts, reposts, stories, Facebook, reshare, tweets and retweets.
- Recognizing the fact that revival of the tourism sector will be largely spearheaded by Domestic Tourism 62 webinars (with 07 in the month of October) under the overall theme of “Dekho Apna Desh” were organized till the month end. The webinars have had a total viewership of over 260,000 and have seen participation from more than 60 countries across the world. The webinars are a repository of the diverse tourism products of Incredible India and are presented by stakeholders and citizens and are run on the NeGD platform of MeITY.
- To mark the 151st Gandhi Jayanti, Ministry of Tourism organised a series of webinars from 1st to 3rd October under the titles: “Gandhiji: The Bombay Years” (1st October), “Charkhe pe Charcha” (2nd October) and “Gandhi, Ahmedabad & Salt March” (3rd October). The webinars were organised in collaboration with Mani Bhawan, Mumbai, NIFT Bangalore and Gujarat Tourism.
- On the occasion of National Unity Day, the Ministry actively oversaw the coverage of the events covering the tourist attractions around the Statue of Unity (SoU) right from 27th October 2020. Comprehensive coverage of the inauguration of seaplane ride from Sabarmati to Kevadia, Gujarat by Hon'ble PM was done both on the pages of Incredible India as well as the Ministry of Tourism. Further amplification was done by afore-mentioned social media handles through re-tweets of PMO's twitter account. Clips were taken from Hon'ble Prime Minister's speech from the inauguration ceremony of seaplane ride and the various tourist attractions around Statue of Unity.
- India tourism Delhi participated in the XXIII Conventions India Conclave (CIC) on 30th & 31st October for promotion of India as a MICE (Meetings, Incentives, Conferences and Exhibitions) destination. India Tourism Mumbai organised a reception cum felicitation for six Members of Travel Agents & Tour Operators self-driven Car Expedition across India for spreading the message of “Vocal for Local and Promoting Domestic Tourism” on 24th October in Mumbai.

- As a part of Ek Bharat Shrestha Bharat (EBSB) message of the Hon'ble PM, the Ministry with its Institutes of Hotel Management (IHM) and Institutes of Tourism & Travel Management (IITTM) across the country organized webinars/virtual events on various topics which included learning dialects, online discussion on Rural Tourism, cuisine demonstrations of various regions, handicrafts, art, dance, inter college debate competition, spreading awareness on constitution through songs, online poster making competition, slogan writing competition, the importance of preamble, online debate on the topic of 'rights versus duties' of Indian citizens, online essay writing competition on the topic Gandhism and a campaign on the theme "Aaj ka Vakya" etc. Celebrating the Constitution Day through these activities also remained a focus area.
- While International travel for tourism purposes remains suspended with no tourist visa being enabled as yet, efforts were kept up at creating a communication and outreach in the overseas target markets. Ministry of Tourism organized webinars and participated in Gandhi Jayanti celebrations with Indian Missions abroad. India Tourism (IT) Dubai participated in the International Golf Travel Market (IGTM) - 2020 and in the Sangnai/Hlanganani World Tourism Expo (SWTE)-2020. India Tourism Singapore participated at the virtual ITB Asia 2020 with seven Indian tour operators / Destination Management Companies. Ministry of Tourism collaborated with the Consulate General of India, Ho Chi Minh City where ten Indian tour operators specifically from the traditional Buddhist circuit region of India were invited to promote the Buddhist circuit.
- As a part of International cooperation efforts, the BRICS Tourism Ministers' meeting held within the framework of Russia's BRICS Chairmanship on 28th October was represented by the Hon'ble Minister for Tourism and Culture. The Ministry also participated in the 9th Session of the India-Oman Joint Commission meeting under the co-chairmanship of the Hon'ble Minister for Commerce & Industry. Director General (Tourism) attended the UNWTO Global Crisis Committee (virtual). The World Tourism Organization (UNWTO) set up the Global Tourism Crisis Committee in March for launching the global guide for tourism recovery. The Committee organizes regular virtual meetings, reflecting the need for coordinated and efficient action by the private and public sectors, governments, international financing institutions, and the United Nations. UNWTO Members are a critical part of this committee, represented through the regional chairs and the chair of the Executive Council. During October, the Ministry also attended the first meeting of UNWTO virtual /committee for the development of the International Code for the Protection of Tourists.

