

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF JANUARY, 2022**

1. Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER was the Chief Guest for the National Tourism Day function which was celebrated on 25.01.2022 in virtual mode. It was celebrated under the theme of Rural and Community Centric Tourism in view of the recent recognition of Pochampally village from Telangana by UNWTO as the 'Best World Tourism Village'. The National Implementation Committee (NIC) of Azadi Ka Amrit Mahotsav (AKAM) had designated Ministry of Tourism as the lead Ministry for celebration of National Tourism Day under AKAM calendar of events. Ministry of Railways, Ministry of Civil Aviation, Ministry of Culture, and Ministry of External Affairs were designated as the partnering Ministries for the above celebrations. Besides the undersigned, the other speakers included Secretary, Ministry of Textiles, Secretary, Ministry of Culture, Secretary, Ministry of Environment, Forest and Climate Change, Director General, National Mission for Clean Ganga, Shri Anand Mahindra, Chairman of Mahindra Group and Col. Manoj Keshwar from Atulya Ganga Parikrama. The event also showcased the film on 'Atulya Ganga Parikrama', an initiative to preserve the river Ganga and highlight the various rural tourism experiences available along the river. Besides this, on the occasion of National Tourism Day, the Hon'ble Minister also launched a Digital Calendar 2022 dedicated to the theme of 'Azadi ka Amrit Mahotsav' and a Digital Booklet on 75 Incredible India sites to visit, showcasing sites and experiences connected with tales of the rich legacy of the country.

2. On 07.01.2022, Shri G. Kishan Reddy, Hon'ble Minister for Tourism, Culture and DoNER inaugurated (through virtual mode) various components developed at the Govardhan Bus Stand under the project "Development of Govardhan, Mathura" under PRASHAD Scheme of the Ministry of Tourism. Speaking on this occasion he informed that Rs. 500 Crore has been allocated for the State of Uttar Pradesh under SWADESH DARSHAN scheme towards strengthening of tourism infrastructure through various spiritual circuits such as the Ramayana and Buddha circuits. Present on this occasion was the Hon'ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath, and the Hon'ble Minister of State for Tourism and Defence Shri Ajay Bhatt.

3. On 17.01.2022, the Hon'ble Minister for Tourism, Culture and DoNER presided over a meeting for review of the action points identified by the Ministry in respect of its Adopt a Heritage Project.

4. The 9<sup>th</sup> ASEAN-India Tourism Ministers Meeting was held on 19.01.2022 through virtual mode. The Meeting was co-chaired by Minister of Tourism, Government of Cambodia, and Secretary, Ministry of Tourism, Government of India. This is a follow-up of the Tourism Working Group Meeting held earlier on 15.12.2022 (through virtual mode). The meeting was also attended by Director General(T), Additional Secretary (T) and Assistant Director General(IC), Ministry of Tourism, Government of India. The meeting concluded with a Joint Media statement where the Ministers agreed to further enhance ASEAN-India cooperation in tourism under the framework of the Memorandum of Understanding between ASEAN and India.

5. Ministry of Tourism participated at the Dubai Expo, Dubai, UAE held under the aegis of Department of Commerce (DoC) and Ministry of External Affairs (MEA) from 03-14 January, 2022. Ministry of Tourism was represented by the Additional Secretary (Tourism) who also inaugurated the 'Tourism Fortnight' at the Expo on 03.01.2022 highlighting the new Policy Framework of the Ministry that will boost growth in the sector. The India Pavilion drew large number of people, who got a chance to view the varied tourism products of the country exhibited thematically.

6. A meeting with designated Tourism Officers stationed at overseas tourist offices of the Ministry was undertaken by me on 28.01.2022, to assess the situation in those countries, and problems, if any, being faced by them. Tourism promotional activities for the coming financial year (FY 2022-23) was also discussed. Presently, the Ministry has 07 overseas tourist offices located at Frankfurt, Tokyo, Dubai, Beijing, London, New York and Singapore.

7. A series of webinars, presentations and meetings (through virtual mode) for promoting tourism to India were undertaken by India Tourism New York in collaboration with Consul General of India Toronto, Consul General of India Vancouver and Embassy of India Bogota during the month of January 2021. Similar activities in collaboration with the stake holders and respective Embassies/High Commissions were also undertaken by India Tourism Offices located at Dubai, Singapore, London and Tokyo. Various activities were also undertaken by the domestic field offices of the Ministry, IHMs (Institute of Hotel Management), and IITTM (Indian Institute of Tourism and Travel Management) as part of the National Tourism Day celebrations, as well as under the theme of Azadi ka Amrit Mahotsav, Ek Bharat Sresth Bharat, Dekho Apna Desh etc.

8. The Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The Strategy aims at providing an institutional framework, and catapulting the ecosystem for medical and wellness tourism by developing a brand and ensuring quality assurance. The comprehensive National Strategy and Roadmap provides impetus to the growth of Medical Value Travel and Wellness Tourism sector in India, which has the potential of accelerating the nation's development and attaining the objective of Atmanirbhar Bharat.

9. With regard to development of tourism promotional content, it is informed that 12 Videos/Films and 13 Static Panel Creatives were developed on themes such as India as a Yoga & Wellness Destination, Luxury Tourism, India's Culture, Adventure Tourism in India, Heritage Tourism, Spiritual Tourism, Culinary Tourism, Investment in Tourism and Hospitality Sector in India, on North East India, India's MICE Tourism etc.

10. The social media campaigns of the Ministry remained very active during the month of January. The emphasis was on promoting themes such as Heritage Tourism, Winter Tourism, Lighthouse Tourism, Rural Tourism, Cultural Tourism, Wildlife Tourism, Adventure Tourism, etc. All major festivals and important days such as New Year, Lohri, Makar Sankranti, Rann Utsav, Pongal, Magh Bihu, Prakash Parv, Expo 2020 Dubai, 73rd Republic Day, Parakram Diwas, Martyrs' Day, National Tourism Day, etc., were observed with great enthusiasm and relevant posts were done amplifying these occasions. Expo 2020 - Dubai was amplified across the month showcasing theme based videos on subjects such as #Culinary Tourism, #Yoga Tourism, etc., alongside posting visitor's experiences' who visited the India Pavilion at the Dubai Expo. On 1<sup>st</sup> January and 26<sup>th</sup> January, beautiful night view of the illuminated buildings and Heritage Palaces were showcased. Other highlights included the National War Memorial at New Delhi, interventions at Mathura Bus Station and New Circuit House in Somnath (where

major infrastructural work was undertaken with this Ministry's help) and the Blue City of Jodhpur. Besides this, all major hashtags such as #DekhoApnaDesh, Azadi Ka #AmritMahotsav #IndiaAtDubaiExpo, #Vocal4Local, #AatmaNirbharBharat, #IndiaAt75, 'Free Vaccines for All, #LargestVaccineDrive & #Unite2FightCorona' etc. were amplified with frequent usage of the same.

11. The Ashok, New Delhi has been re-classified as Five Star Deluxe Hotel for a period of 5 years w.e.f. 07.01.2022, as per recommendations of the Hotel & Restaurant Approval and Classification Committee (HRACC) of Ministry of Tourism, Government of India.

12. During the month of January, 02 Independent Directors (including one Woman Independent Director) were appointed on the Board of ITDC. Further, PESB has selected the candidate for the post of Director Finance, and the appointment is under process.

13. A total of 45529 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 10996 units have self-certified for SAATHI standards.

14. The Ministry disposed of 122 Public Grievances by the end of January 2022 and 81 remained pending.

15. Foreign Tourist Arrivals (FTA) during December 2021 was 3,03,799 (Provisional) and Foreign Tourist Arrivals (FTA) from January to December 2021 was 14,12,129 (Provisional).

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