

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

SUMMARY OF ACTIVITIES FOR THE MONTH OF SEPTEMBER 2022

- i. Ministry of Tourism organized National Conference of State Tourism Ministers from 18th to 20th September 2022 in Dharamshala, Himachal Pradesh to discuss issues related to development of tourism in the country. The three-day conference began with a press conference chaired by Hon'ble Minister for Tourism, Culture & DoNER. The second day of the conference started with felicitation of dignitaries from various States of India by Chief Minister, Himachal Pradesh. Hon'ble Minister of State for Tourism & Ports, Shipping & Waterways and Hon'ble Minister of State for Tourism & Defence were also present on this occasion. The conference was attended by Tourism Ministers from 12 States, Central Ministers, Administrators, Senior Officials from Central and State Governments, Heads of Tourism & Hospitality Associations, MEA representatives, media etc. The conference focussed on the various policies and programmes of the Ministry, including development of tourism infrastructure, cultural, heritage and spiritual tourism, tourism in the Himalayan States, responsible and sustainable tourism and tourism related aspects of G-20 meetings.
- ii. Ministry of Tourism organized the National Tourism Award function on 27.09.2022 at Vigyan Bhawan, New Delhi coinciding with the World Tourism Day. The Vice President of India was the Chief Guest at the event. Hon'ble Minister for Tourism, Culture & DoNER, Hon'ble Minister of State for Tourism & Defence along with senior officials of the Ministry were present on this occasion. A total of 81 awards were given away under different categories at the National Tourism Awards function. The Hon'ble Vice President of India released the India Tourism Statistics 2022, 02 New Incredible India Global Promotional Films, and "GoBeyond:75 Experiences of North India" an e-book on this occasion.
- iii. The Tourism Ministers meeting of the BRICS member countries was held virtually on 19th September 2022 and was attended by Union Minister of Tourism, Culture and DoNER. The Tourism Ministers of other member countries viz. Brazil, Russia, China and South Africa participated in the Meeting. A 'communique' on the theme of Green Growth, Sustainable Development and Resilient Recovery was adopted at the end of the meeting.
- iv. India Tourism Jaipur organized Interactive Meeting with Tourism Stakeholders under the Chairmanship of Hon'ble Minister of State for Tourism and Defence at Jaipur. The Interactive Meeting was attended by around 150 participants comprising officials from Ministry of Tourism, State Tourism Department, IHM Jaipur, representatives/members from various tourism organizations viz. IATO, RATO, TAAI, IHHA, ADTOI, FHTR, HAI, Owners of B&B/Homestays, members of Yuva Tourism Clubs and Nirwan University Jaipur. Hon'ble Minister invited suggestions/issues from tourism stakeholders and reviewed the implementation of various tourism infrastructure projects being implemented under the different schemes of the Ministry of Tourism.
- v. India Tourism Goa participated in a Coastal Clean-up Drive organized by the State Government of Goa along with the other Government agencies. The event was led by Hon'ble Union Minister of State for Ports, Shipping & Waterways and Tourism. The Hon'ble Chief Minister of Goa and other Ministers & Officials, Govt. of Goa were also present at the event. Around

400 school children took part in the Coastal Clean-up Drive. The 'Swachhta' Pledge was administered to all attendees. The event ended with the formation of a human chain which conveyed the message of cleanliness of Coastal areas to citizens of Goa.

- vi. Hon'ble Union Minister of State for Ports, Shipping & Waterways and Tourism inaugurated the Paryatan Parv 2022 at Mumbai along with the Hon'ble Minister for Education, Environment, Climate Change and Marathi Language, Government of Maharashtra and Hon'ble Tourism Minister, Maharashtra. Chairman, Mumbai Port Authority and Economic Advisor Ministry of Tourism were also present on the occasion. The event was attended by members of the Diplomatic Corps, Tourism Industry Stakeholders, Yuva Tourism Club, Students and general public. The craft Bazaar at Paryatan Parv showcased the varied arts, crafts, textiles from the six States and UT of Western and Central Region. The 4 central IHM's from the Western and Central Region namely IHM Mumbai, Goa, Bhopal and Ahmedabad participated in the Paryatan Parv under the overall banner of 'Paschim-Madhya Milap' showcasing the varied cuisine of the region. Competitions for hospitality students and talks on nutrition were also organized as part of the event.
- vii. Ministry of Tourism organised a series of Incredible India Reconnect virtual roadshows in Malaysia, Sri Lanka, Netherlands, Canada and France in collaboration with the Indian Missions:
 - Malaysia event was organised on 1st September, 2022. High Commissioner of India to Malaysia and Director General (Tourism), Ministry of Tourism addressed the virtual event. The inaugural session was followed up with presentations by IATO, IHHA & Tour Operators.
 - Sri Lanka event was organized on 6th September, 2022. High Commissioner of India to Sri Lanka and Director General (Tourism), Ministry of Tourism addressed the virtual event. The inaugural session was followed up with presentations by IATO, IHHA & Tour Operators.
 - Incredible India Reconnect roadshow for Netherlands, was held on 08th September 2022. Ambassador of India to Netherlands and Director General (Tourism), Ministry of Tourism addressed the virtual event. The inaugural session was followed up with presentations by IATO, IHHA, ATOAI & Tour Operators.
 - Incredible India Reconnect roadshow for Canadian market was organized on 13th September 2022. Acting High Commissioner of India and Director General (Tourism), Ministry of Tourism addressed the virtual event. Panel Discussion and interactive session between the Indian & Canadian tour operators was organized as part of the event.
 - France Virtual roadshow was conducted on 23rd September 2022. Deputy Chief of Mission, Embassy of India Paris and Addl. Secretary (Tourism), Ministry of Tourism addressed the event. Panel Discussion and interactive session between the Indian & French tour operators was organized as part of the event. Opinion makers and tour operators from India and France as well as representatives of RTSOI, TAAI, and FAITH attended the event.
- viii. As part of the Dekho Apna Desh initiative, Ministry of Tourism organized three webinars in the month of September 2022 on the topics - Tourism without History and History with Tourism and Unexplored Wonder that is North East India – Assam, Arunachal Pradesh & Nagaland (Part 1 and 2). A total of 155 webinars have been organised till date with participation from more than 60 countries across the world.

- ix. Promotions were carried out both on the Incredible India and Ministry of Tourism social media platforms. All significant days and events of national and international importance such as World Rhino Day, World Coconut Day, Ganesh Visarjan, Nehru Trophy Boat Race, Mahalaya, Sharad Navratri and World Tourism Day were showcased on the social media platforms. Places to visit in September, Beautiful North East India, Durga Puja Festival (recently awarded the UNESCO tag for Intangible Heritage), Ziro Music Festival of Arunachal Pradesh and the Arrival of the Cheetahs to India were actively promoted. All major hashtags such as DekhoApnaDesh, AmritMahotsav, AzadikiAmritMahotsav, AatmaNirbharBharat, EkBharatShreshthaBharat, IndiaFightsCorona, WorldTourismDay2022, SwadeshDarshan, DilSeDekho, and NationalTourismAwards were amplified with relevant creative posts on both the portals.
- x. During the month of September 2022, Ministry of Tourism organized 74 Swachhta Action Plan (SAP) activities through Central Institute of Hotel Managements (CIHM), State Institute of Hotel Managements (SIHMs) and Food Craft Institutes (FCIs) to create awareness about Swachhta amongst tourists, students and tourism stakeholders.
- xi. A total of 48775 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11220 units have self-certified for SAATHI standards.
- xii. Foreign Tourist Arrivals(FTAs) during August 2022 was 4,98,243 (Provisional).
- xiii. The Ministry disposed of 210 Public Grievances by the end of September 2022 and 68 remained pending.
