

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF NOVEMBER 2022

1. The Ministry of Tourism organized the 10th International Tourism Mart (ITM) from 17th to 19th November 2022 at Aizawl, Mizoram with the objective to highlight tourism potential of the Northeast Region in domestic and international markets. The Hon'ble Minister for Tourism, Culture and DoNER, addressed the inaugural session. The Chief Minister and Tourism Minister of State for Mizoram was also present on the occasion. The three-day event was attended by Seniors Officials of North-Eastern Tourism Departments, Heads of the Tourism & Hospitality Associations, Yuva Tourism Club members, other Government agencies, buyers and sellers, media etc. The event focused on "Priorities of G20 for Tourism Track" by introducing the sessions on Green & Sustainable Tourism as well as on "Investment in North-East." The Mart brought together the tourism business fraternity and entrepreneurs from the eight North Eastern States. It also included B2B meeting where buyers from different regions of the country got engaged in one-on-one meetings with sellers from the North-East Region. The event also facilitated the Yuva Tourism Club members in Mizoram who joined the club and participated in various competitions.
2. The Ministry of Tourism participated in the World Travel Market (WTM) held at London from 07-09 November 2022. The theme of this year's exhibition at WTM 2022 was "The Future of Travel Starts Now". The India Pavilion had 16 co-exhibitors comprising State Governments, Tour Operators, Hotels, etc. Secretary (Tourism) inaugurated the India Pavilion along with the High Commissioner of India to UK in the presence of State Tourism Ministers of Kerala, Odisha, Karnataka, Maharashtra, Puducherry and Tamil Nadu. Importance was given on the promotion of Niche Tourism products like Wellness & Medical Tourism, Eco/Wildlife Tourism and Film Tourism. During the Press Meet, the Additional Secretary highlighted the success of the huge vaccination drive in India making it a safe tourist destination.
3. During WTM, Secretary (Tourism) along with the Additional Secretary (Tourism) held discussions with officials of ABTA (Association of British Travel Agents) to promote tourism between the two countries. Meeting was also held with Ms. Liz Ortiguera, CEO, Pacific Asia Travel Association (PATA) to discuss the possibility of holding the next PATA Annual Summit and PATA Travel Mart in India. The Indian delegation also met Mr. Andy Burwell, International Director, Confederation of Business Industry (CBI) and discussed the business/investment opportunities available in the Indian tourism sector.
4. Hon'ble Minister of Tourism, Culture and DoNER inaugurated SEL (Sound & Light) Show at Puttaparthi, Andhra Pradesh on the eve of the birth anniversary of Sri Satya Sai Baba. The SEL project was sanctioned for an amount of Rs.7.65 crore under Assistance to Central Agencies Scheme of the Ministry of Tourism. The occasion was graced by Shri Gummanur Jayaram, Hon'ble Minister of Labour of Andhra Pradesh and Smt. R.K. Roja Hon'ble Minister of Tourism of Andhra Pradesh.
5. On 30.11.2022 Certificates were distributed by the Hon'ble Minister of Tourism, Culture and DoNER to Cab Drivers trained for G-20. The training programme was undertaken under the Capacity Building for Service Provider programme of Ministry of Tourism and focused on Behavioural & soft skills with one basic foreign language viz. French and German and Arabic.

6. In alignment with the National Strategy for Sustainable Tourism and with an objective to enhance engagement and participation of industry stakeholders in transition of the tourism sector towards the path of sustainability, the Ministry of Tourism, in partnership with the United Nations Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI) organized a 'CEO Round Table on Sustainable Tourism' on 25.11.2022. The round table had participation from CEOs, senior-mid level representatives from the key industry groups, UN in India, UNEP, Responsible Tourism Society of India, and technical agencies/experts working on Sustainable Tourism.
7. The 117th session of UNWTO Executive Council was held at Marrakesh, Morocco from 23-25 November 2022. Ministry of Tourism was represented by the Additional Secretary (Tourism) in the UNWTO Executive Council meeting.
8. The Ministry of Tourism is arranging a series of Webinars under the overall theme of 'DekhoApnaDesh'. In the month of November 2022, Ministry organized webinars on the subjects of 'Being Responsible,' 'Jodhpur and its Monuments', 'Set out on a spiritual journey to India's holy Chardham,' and Mizoram: an unexplored Paradise.'
9. A number of promotional activities were organized by the India Tourism Offices in the month of November 2022. Details of some of the activities conducted are:
 - On 27.11.2022 India Tourism Guwahati organized an event on "Contribution of the Tribal communities to nation building" in association with the local communities near Bhutan Border, Bhairabkunda, Bodoland Territorial Area Districts (BTAD), Assam. A large number of people from the tribal communities, eminent personalities from Arunachal Pradesh, BTAD, Assam and few guests from Bhutan also participated in the event.
 - On 01.11.2022 the Hon'ble MoS (Defence and Tourism) held a meeting with the members of the tourism & hospitality stakeholders in Mumbai along with the Hon'ble Tourism Minister, Government of Maharashtra and the Hon'ble Speaker of Maharashtra Legislative Assembly.
 - Ministry of Tourism organized a Familiarization Tour to Buddhist Heritage sites in India for the winners of the Quiz Competition on Buddhist Heritage. The quiz was conducted by Indian Missions in Bhutan, Cambodia, Japan, Thailand, Malaysia, Sri Lanka, South Korea and Vietnam on behalf of Ministry of Tourism and ICCR.
10. Aggressive social media promotion was carried out in the two social media handles of Ministry of Tourism viz. @incredibleindia and @tourismgoi. Niche Tourism products such as Leisure Tourism, Cultural Tourism, Handicraft Tourism, Experiential Tourism, Adventure Tourism, Sustainable Tourism, Wildlife Tourism, Seasonal Tourism, etc. were promoted on the Incredible India social media handle. Socially responsible posts like 'Responsible Traveller Campaign' and events like 'Rajgir Festival' and 'Water Festival' were highlighted. Various travel itineraries were covered with video posts on 'Places to Visit in November', and 'Eco Tourism of Kerala' etc. All major hashtags such as DekhoApnaDesh, G20, KeralaEcoTourism, WTM2022, ITM2022 were amplified with thorough usage.
11. For Ministry of Tourism handle, posts on WTM London, ITM Aizawl and G20 events were uploaded. Regular posts on the UTSAV portal and information about festivals and live darshan on it have been showcased to encourage people to download it. Major initiatives of the Government with highlights from Hon'ble PM, Hon'ble Tourism Minister, and other Ministries regarding tourism were amplified as posts, stories, and tweets simultaneously.

All major hashtags continued to be highlighted. A new Social Media Handle on 'Yuva Tourism (National Tourism Youth Clubs)' has been created.

12. Ministry of Tourism has developed 05 new thematic films/TVCs of 90 seconds, with short edits of 60 and 30 seconds duration on themes such as Adventure Tourism, MICE Tourism, Heritage Tourism, Arts & Crafts and Wellness Tourism. The thematic films have been shared with G-20 Secretariat, Indian Missions, MoCA, Indian Railways, Stakeholders, Associations etc. for display and wider publicity at various locations, events, exhibitions, conferences etc. Also 02 Print Creatives have been developed with respect to the G-20 meeting to be held at Udaipur (Rajasthan) from 04-07 December, 2022. The Creatives developed were used as Banners/Billboard/Standees at the Airport and meeting venue.
13. ITDC Board approved its Un-audited Financial Results for the quarter ended 30th September 2022 in its meeting held on 10.11.2022. The total Revenue from operations of ITDC for the quarter ended 30th September 2022 was Rs.9,105.41 Lakhs as against Rs.6,843.16 Lakhs in the corresponding quarter of the previous year, registering a growth of 33%. The total comprehensive income during the quarter was Rs.1,050.59 Lakhs as against the total comprehensive income of Rs.184.27 Lakhs in the corresponding quarter of the previous year. Further, for the half year ended 30th September 2022, total Revenue from operations was Rs.18,596.62 Lakhs, Profit was Rs.2,328.58 Lakhs & total comprehensive income was Rs.2,200.19 lakhs.
10. A total of 48912 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11250 units have self-certified for SAATHI standards.
11. Foreign Tourist Arrivals (FTA) during the month of September and October 2022 was 5,36,340 and 6,56,895 respectively (Provisional).
12. The Ministry disposed 351 Public Grievances by the end of November 2022 and 84 remained pending.
