

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1876
ANSWERED ON 19.12.2022**

CEO ROUND TABLE ON SUSTAINABLE TOURISM

**1876. SHRI RAJA AMARESHWARA NAIK:
SHRI VINOD KUMAR SONKAR:
SHRI RAJVEER SINGH (RAJU BHAIYA):
SHRI BHOLA SINGH:
DR. SUKANTA MAJUMDAR:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry of Tourism, in partnership with the United Nations Environment Program (UNEP) organised a 'CEO round table on Sustainable Tourism';**
- (b) if so, the details thereof;**
- (c) the major outcome and recommendations derived from the program for transformation of tourism sector;**
- (d) whether Tourism Sector has prepared well in view of upcoming heavy inflow of foreign tourist due to G20 Presidency to India;**
- (e) if so, the details thereof and if not, the reasons therefor; and**
- (f) the other steps taken/being taken by the Government in this regard?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. With an objective to enhance engagement and participation of industry stakeholders in the transition of Tourism sector towards a sustainability pathway, 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 Friday 25th November, 2022.

The round table drew linkages with the Travel for LiFE Pledge, Responsible Traveller Campaign and Global Tourism Plastics Initiatives.

The Participants committed to sign the Travel for LiFE Campaign and promote it widely among their networks, travellers and other stakeholders.

Following the above-mentioned CEO round table on sustainable tourism, 7 new signatories from India's hospitality industry have signed the ambitious commitments for managing plastic pollution in tourism sector and have joined the Global Tourism Plastics Initiative.

(d) to (f): In order to boost visitor arrival during G20 presidency Ministry of Tourism, Government of India has declared “Incredible India! Visit India Year 2023”. Ministry of Tourism has taken measures to promote India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India’s share of the global tourism market.

The above objectives would be met through an integrated marketing and promotional strategy in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India.

In preparation for the G-20 meetings in India, the Ministry of Tourism, Govt. of India is holding a series of capacity building training programmes/workshops across the country for various segments of tourism industry stakeholders and service providers. This includes service providers who are engaged in other professions but come in contact with the tourist. These persons include Incredible India Tourist Guides, Rickshaw pullers, Auto/Taxi drivers, police personnel, immigration staff at airports, coolies, taxi/coach drivers, staff at monuments, guides etc.
