

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF JANUARY 2023

1. The Hon'ble Minister for Tourism, Culture and DoNER launched the 'Visit India Year 2023' on 31.01.2023 and unveiled its logo at New Delhi to coincide with India's G20 Presidency as well as celebrations of Azadi Ka Amrit Mahotsav. The goal of 'Visit India 2023' will be to unite all industry players to achieve a common goal of full recovery of Inbound Tourism by the end of 2023, whilst simultaneously attracting tourists from all over the globe to experience firsthand the warm hospitality and cultural and natural attractions of India. The 'Incredible India' brand will continue to be leveraged to match the expectations of travellers around the world.
2. The Ministry of Tourism participated in Feria Internacional de Turismo (FITUR) which was held from 18-22 January 2023, Madrid, Spain. The Ministry of Tourism set up the India Pavilion at the exhibition to showcase tourism destinations and products within India and utilize the platform for interaction with international tourism stakeholders and media. The India Pavilion was inaugurated by the Indian Ambassador to Spain. 30 co-exhibitors participated at the India Pavilion and held meetings with their international counterparts. The Additional Secretary (Tourism) represented the Ministry of Tourism at FITUR. He held a series of meetings with Melia Hotels International, Palladium Hotel Group, Expedia Group, World Travel and Tourism Council (WTTC), Cushman & Wakefield, and the Indo-Spanish Chambers of Commerce to discuss investment opportunities in the Indian tourism & hospitality sector.
3. With a view to develop sustainable and responsible tourist destinations and promote sustainable tourism in the country, the Ministry of Tourism in association with the Indian Institute of Tourism and Travel Management (IITTM), UNEP and the Responsible Tourism Society of India (RTSOI) organized the Second Regional Workshop on Development of Sustainable and Responsible Tourist Destinations at Kolkata on 11.01.2023. The workshop was attended by senior Government officials and tourism stakeholders from Andaman & Nicobar Islands, Bihar, Jharkhand and West Bengal.
4. Ministry of Tourism was designated as the nodal Ministry for organizing the "Bharat Parv". The event was held at the Red Fort, Delhi from 26th to 31st January 2023, as part of the Republic Day Celebrations. The prime objective of organizing the event is to generate a patriotic mood, promote the rich cultural diversity of the country, to ensure wider participation of the general public and to popularize the concept of 'Ek Bharat Shreshtha Bharat' and Azadi Ka Amrit Mahotsav. The major attractions at Bharat Parv were Republic Day Tableaux, Cultural Performances, Armed Forces Bands, Food and Craft stalls. Innovative millet recipes were prepared by renowned chefs at Bharat Parv to promote and

create awareness about this year being celebrated as the 'Year of Millets'. The Hon'ble Minister of Education and Skill Development & Entrepreneurship was the Chief Guest at the Closing Ceremony held on 31.01.2023. The Hon'ble Minister for Tourism, Culture & DoNER, along with the Minister of State for Tourism, Ports, Shipping & Waterways and the Minister of State for Tourism & Defence were also present on the occasion.

5. The Ministry of Tourism is arranging a series of Webinars under the overall theme of 'Dekho Apna Desh'. In the month of January 2023, Ministry organized webinars on the subjects of Winter Treks in India, Tribes of Arunachal - The untold stories, The Waterways of Kerala Backwaters and Cloud Kitchen by Kamat. So far more than 170 webinars have been organized under the Dekho Apna Desh banner till date.
6. In the month of January 2023, several activities were organized by the field offices of the Ministry of Tourism. Details of the same are:
 - On the occasion of Parakram Diwas (23.01.2023) and National Tourism Day (25.01.2023), India Tourism Delhi organized a FAM Trip of Tour Guides, Tourism Stakeholders, Tourism Students, Yuva Tourism Club Members, Bloggers, Media persons, Influencers, etc. to the Pradhan Mantri Sangrahalay, Teen Murti, New Delhi.
 - On the occasion of Netaji Jayanti (23.01.2023), India Tourism Bhubaneswar organized a Heritage Walk in and around Netaji Museum, Cuttack for Yuva Tourism Club members.
 - Under EBSB initiative, India Tourism Mumbai participated in the 108th Indian Science Congress which was held at RTM Nagpur University from 03-07 January 2023. The event was virtually inaugurated by the Hon'ble Prime Minister of India in the august presence of the Governor, Chief Minister and Deputy Chief Minister of Maharashtra. The exhibition was visited by more than 1 lakh visitors. India Tourism Mumbai distributed colourful brochures, booklets and maps of Indian tourist destinations at the exhibition. The India Tourism pavilion was given a Special Recognition by way of a Trophy and Certificate handed over by Ms. Ada Yonath, Nobel Prize Winner from Israel.
 - Under EBSB initiative, India Tourism Chennai participated in the Vitasta Festival held at Kalakshetra, Chennai from 27-30 January 2023. The Vitasta Festival presented a glimpse of the river Vitasta, currently known as Jhelum and its impact on the Social, Political, Cultural Heritage of Kashmir. As part of this festival, India Tourism Chennai in collaboration with IHM Chennai set up a food stall serving Kashmiri delicacies.
 - The Yuva Tourism Club of Government Senior Secondary School, Agatti, Lakshadweep was inaugurated on 14.01.2023 with a Beach Cleaning Activity at Lagoon Beach. A similar Beach Cleaning activity was undertaken at Cheriya Island, near Kalpeni Island, Lakshadweep on 18.01.2023. On the occasion of National Tourism Day on 25.01.2023, an interactive session was organized on "Adventure Tourism in

Lakshadweep" by the Yuva Tourism Clubs of Kavaratti in association with the Department of Tourism and Department of Education, Lakshadweep.

7. The Ministry of Tourism produced the following promotional and publicity material for promoting India as a tourism destination:
 - A series of creatives, under the theme 'Namaste World' was developed to welcome international travellers and G-20 delegates. These creatives are being used for outdoor branding.
 - A digital brochure has been developed on Rann of Kutch, the venue for holding the 1st Tourism Working Group meeting.
 - Launched Incredible India digital calendar for the year 2023 on the theme of 'Incredible Festivals of India'.
8. The Ministry of Tourism through its social media handles viz. @incredibleindia and @tourismgoi posted hashtags/posts/tweets on G20 1st Tourism Working Group Meeting, 1st Global Tourism Investors Summit, Ganga Vilas – World's Longest River Cruise, Tent City at Varanasi, Responsible Traveller Campaign, important festivals like Makar Sankranti, Lohri, Pongal, Kite Festival, Bharat Parv, FITUR etc.
9. During the month of December 2022, the Ministry of Tourism organized Swachhta Action Plan (SAP) activities through educational institutions under the Ministry of Tourism for creating awareness about Swachhta amongst tourists, students and tourism stakeholders. During this period a total number of 48 SAP activities were undertaken.
10. A total of 48771 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11255 units have self-certified for SAATHI standards.
11. The Ministry disposed of 224 Public Grievances by the end of January 2023 and 89 remained pending.
12. Foreign Tourist Arrivals (FTA) during December 2022 was 9,66,270 (Provisional). The total number of Foreign Tourist Arrivals (FTA) from January to December 2022 was 61,91,399 (Provisional).
