

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF MARCH 2023

- i. The Ministry of Tourism organized a post-budget webinar on 03.03.2023 on the subject 'Developing Tourism in Mission Mode' to brainstorm on ideas for effective implementation of the initiatives announced in the Union Budget-2023. The Hon'ble Prime Minister in his opening address at the post-budget webinar mentioned that the tourism sector will flourish with the development of tourist amenities at destinations. He stressed on technological advances, digitalization, better infrastructure and cleanliness to give boost to the sector. The Post Budget Webinar had 6 breakout sessions deliberating on Destination Centric Approach for Tourism Development, Convergence - The Power of Collaboration, Strengthening Public Private Participation in Tourism Sector, Driving Innovation and Digitalization in Tourism Sector, Impacting lives at the grass-root level through Tourism and Cultural Heritage for Promotion of Tourism. The sessions saw active participation from State Governments, Central Ministries, Industry Associations, District Administrations, Local Bodies and Experts in the field of tourism and hospitality. Hon'ble Minister for Tourism thanked the Hon'ble Prime Minister for showing the path for developing the tourism sector in mission mode as well as all the panelists and speakers for their suggestions and ideas to overcome the challenges and move towards implementation of the budget announcements.
- ii. Ministry of Tourism participated in the Internationale Tourisme-Bourse (ITB) held from 07-09 March 2023 in Berlin to showcase India's rich & diversified tourism potential and to provide a platform to the tourism stakeholders for conducting meetings with their counterparts in the overseas markets. The India Pavilion set up by the Ministry of Tourism had around 60 co-exhibitors which included State Governments, travel agents, tour operators, airlines, IRCTC etc. Secretary(T) along with the Indian Ambassador in Germany inaugurated the India Pavilion. Ministry of Tourism also held a Press Conference at ITB which was well attended by stakeholders and international media.
- iii. The Ministry of Tourism bagged the Golden & Silver Star at The International 'Golden City Gate Tourism Awards 2023' in the 'TV/Cinema Commercials International and Country International' Category at ITB, Berlin 2023. The Promotional films/television commercials which received these awards were produced by the Ministry of Tourism for welcoming foreign tourists to the country after the pandemic. These brand films have been widely circulated within the domestic and international travel industry for promotional and marketing purposes.
- iv. The 2nd Shanghai Cooperation Organization (SCO) Tourism Expert Working Group (EWG) Meeting was held at 'Kashi' (Varanasi) on 14-15 March 2023. The 2nd meeting of the EWG was Chaired by the Additional Secretary, Ministry of Tourism

and was attended by senior officials of tourism ministries/ departments from the SCO member countries, representatives from the Secretariat of the Shanghai Cooperation Organization and Ministry of External Affairs, Govt. of India. It was followed by the Meeting of the Heads of SCO Tourism Administrations on 17.03.2023 held under the Chairmanship of the Hon'ble Minister for Tourism, Culture and DoNER. The SCO Tourism Ministers' meeting approved the Joint Action Plan on the Development of Cooperation for Tourism between the Governments of the SCO Member States prepared during the second meeting of EWG. India held four bilateral meetings with China, Kazakhstan, Kyrgyz Republic and Uzbekistan on the sidelines of the Meeting of the Heads of SCO Tourism Administrations. 'Kashi' has been declared as the First Tourism & Cultural Capital of SCO which will bring the city to greater prominence on the global tourist map.

v. On 23.03.2023, the Ministry of Tourism organised a roundtable interaction with Heads of Missions in New Delhi as a run up to the 1st Global Tourism Investor's Summit to be held in New Delhi from 17-19 May, 2023. The Roundtable Interaction with the Heads of Missions was chaired by the Hon'ble Minister for Tourism, Culture and DoNER. HMT in his address mentioned that under the guidance of the Hon'ble Prime Minister development and promotion of tourism is being undertaken in a mission mode by the Government and the current investment landscape of the country makes it an appropriate destination for foreign investors to invest in various sub-sectors of the Indian tourism industry.

vi. Ministry of Tourism organized a two-day 'Chintan Shivir' under the Chairmanship of the Hon'ble Minister for Tourism, Culture and DoNER at New Delhi on 29-30 March 2023 to deliberate, ideate and devise strategies for promoting "Tourism in Mission Mode". Several Line-Ministries shared their plans to develop various natural and cultural attractions under their control in consultation and partnership with the Ministry of Tourism so that the same could be marketed and promoted to the domestic and foreign travellers. Travel industry associations like Adventure Tour Operator Association of India (ATOAI) and State Governments like Kerala, Maharashtra, Karnataka, West Bengal, Sikkim, Bihar, Meghalaya, Tripura, Manipur, Uttarakhand and UT of Ladakh participated in the discussion and presented case studies.

vii. On the eve of the 2nd G-20 Tourism Working Group Meeting at Siliguri and Darjeeling, the Ministry of Tourism organized a Press Conference at Darjeeling on 30.03.2023. Shri Harsh Vardhan Shingla, Chief Coordinator, G20 India and Secretary(T) jointly addressed the Press Conference. The media was briefed about the key priority areas to be discussed during the event, arrangements being made at Siliguri/ Darjeeling, Side Events, Technical Visits being planned for the G20 delegates etc. to give them exposure to local Tea Industry, the Darjeeling Himalayan Railway (UNESCO World Heritage) and Adventure Tourism in the region.

viii. The Ministry of Tourism is arranging a series of Webinars under the overall theme of 'Dekho Apna Desh.' In the month of March 2023, Ministry had organized 04

Webinars focusing on subjects such as Meghalaya – The hidden stories we miss, Vedanta: The Spirit of Incredible India, Secret path beyond Himalaya and Ambedkar Route by IRCTC.

ix. In the month of March 2023, several activities were organized by the field offices of the Ministry of Tourism. Details of the same are:

- India Tourism Bhubaneswar Office organized a meeting with leading Tour Operators from Pune for the promotion of Odisha tourism destinations in Maharashtra as part of the Ek Bharat Shrestha Bharat (EBSB) initiative. The tour operators were encouraged to prepare customized tour packages covering various tourist sites in Odisha.
- India Tourism Chennai in association with the Yuva Tourism Club of Loyola College, Chennai organized a Millet Food Festival as part of the celebrations of International Year of Millets. Around 200 students participated in the event and showcased the dishes made of different types of Millets.
- India Tourism Kolkata in association with Andaman Association of Tour Operators (AATO) and India Tourism Port Blair organized a Road Show at Port Blair and at Havelock Island (Swaraj Dweep) which was attended by stake holders from the tourism and hospitality industry.
- India Tourism Mumbai organized a workshop for around 150 Bed & Breakfast/Homestay owners from the Ratnagiri district of Maharashtra to sensitize the homestay owners about cleanliness, hygiene, etiquette, housekeeping and effective communication, etc.
- India Tourism Guwahati in association with Byatikram Masdo celebrated North East Folk Festival 2023 at Guwahati, Assam. Hon'ble Governor of Assam was the chief guest at the event.
- India Tourism Mumbai supported YUVA Tourism Club of Amity Institute of Travel and Tourism, Amity University, Mumbai in conducting a cleanliness and sensitization drive at Korlai Fort of Alibaug, Maharashtra.

x. Ministry of Tourism produced the following publicity and creative material:

- Digital brochure on Siliguri/Darjeeling
- G20 Namaste World Outdoor hording creatives for 9 cities (Ekta Nagar, Surat, Khajuraho, Raipur, Aurangabad, Indore, Gandhinagar, Diu, Bhopal)
- Outdoor hording creatives and digital banners for SCO Varanasi meeting
- Logos for Adventure Tourism, Rural Tourism and Sustainable Tourism

xi. The Ministry of Tourism through its social media handles viz. @incredibleindia and @tourismgoi posted hashtags/posts/tweets on Post Budget Webinar, UTSAV portal, Nowruz Greetings, Baba Saheb Ambedkar Yatra Train, GTIS 2023, SCO Tourism Working Group Meet and Ministers Meet held at Varanasi, G20 2nd Tourism Working Group Meeting at Siliguri/Darjeeling, event on Interaction with Heads of Foreign Missions, International Year of Millets 2023, the Regional Workshop on Developing Sustainable and Responsible Tourist Destinations, BEST Tourism Village

Competition, Highlights from DAD Webinars, Chintan Shivir on “Tourism in Mission Mode” G20Indiatourism, G20AtSiliguri, TourismInMissionMode ChintanShivir, G20India, EkBharatShreshthaBharat, AatmaNirbharBharat, DekhoApnaDesh, AmritMahotsav, PRASHADScheme, G20, YuvaTourism etc.

xii. The Ministry of Tourism organized 10 Swachhta Action Plan (SAP) activities through educational institutions under the Ministry for creating awareness about Swachhta amongst tourists, students and tourism stakeholders.

xiii. A total of 47927 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11263 units have self-certified for SAATHI standards.

xiv. The Ministry disposed of 245 Public Grievances by the end of March 2023 and 98 remained pending.

xv. Foreign Tourist Arrivals (FTA) during January 2023 was 8,68,160 (Provisional) and February 2023 was 8,65,779. The Foreign Tourist Arrivals (FTA) from January to February 2023 was 17,33,939 (Provisional).
