

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF JUNE 2023

The 4th G20 Tourism Working Group meeting and Tourism Ministers Meet was held at Goa from 19-22 June 2023 where the five priorities of the Goa Roadmap were endorsed to achieve Sustainable Tourism based on Green Tourism, Digitalization, Skills, Tourism MSMEs and Destination Management. In line with the objectives of India's G20 Presidency, the 'GOA Roadmap for tourism as a vehicle for achieving the Sustainable Development Goals (SDG)' is a pioneering global effort demonstrating commitment towards development of tourism sector through the lens of Sustainable Development Goals (SDG).

2. On the sidelines, four thematic events were held which included - 'Making Cruise Tourism a Model for Sustainable & Responsible Travel', 'Towards a circular economy of plastics in tourism – the Global Tourism Plastics Initiative (in collaboration with the UNEP and UNWTO)', 'Public Private Dialogue: Importance of Travel & Tourism to the G20 Economies, in association with World Travel and Tourism Council (WTTC) and UNWTO', and 'Making India a Hub for Cruise Tourism'. On this occasion, the draft National Strategy for Cruise Tourism was launched by the Hon'ble Minister for Tourism, Culture and DoNER. During these side events 2 MoU's were signed- between the Ministry of Tourism and Airbnb and between the Central Nodal Agency – Sustainable Tourism, Responsible Tourism Society of India and Punjab Tourism Board.

3. During the Tourism Ministerial Meeting, the Hon'ble Prime Minister addressed the esteemed gathering through a video message, wherein he highlighted that during India's G20 Presidency, over 200 meetings were organized at more than 100 locations throughout the country. The Prime Minister stated that the country's efforts in tourism sector are centered on preserving our rich heritage and at the same time creating world class infrastructure for tourism.

4. The Additional Director General (MR), Ministry of Tourism along with other officials attended the Japan-India Tourism Exchange Year Curtain-raiser Event held on 18.06.2023 at New Delhi.

5. On 28.06.2023 an All-India Level Conference on Swachh Bharat was organized by the Ministry of Tourism with the educational Institutions under Ministry of Tourism like Central IHMs, IITTM, ICI etc. along with the participation of ITC Hotels, The Lalit Hotels and NGOs like IPCA and CHINTAN to discuss and share the ideas for alternative of single use plastic by the use of edible cutlery etc.

6. The webinar series on the theme Dekho Apna Desh commenced on 14th April 2020 and a total of 177 webinars have been organised. On 5th June, the Dekho Apna Desh Season 2 program, titled "Travel for LiFE." was organized. The webinar aimed to celebrate World Environment Day and connect Yuva Tourism Clubs across India. The session featured Speakers including Hon'ble Minister of Tourism, Culture, and DoNER, President ATOAI and other important stakeholders.

7. In the month of June 2023, several activities were organized by the field offices of the Ministry of Tourism. Some of the important ones are:

- On the occasion of Telangana formation day on 02.06.2023, India Tourism Hyderabad set up a stall in the exhibition organized by Ministry of Culture at Golconda Fort to promote Yuva Tourism Clubs, destinations of Telangana, Namaste World campaign and Travel for LiFE campaign of Ministry of Tourism. Hon'ble Minister of Tourism, Culture and DoNER hoisted the National Flag and addressed the gathering.
- As a part of World Bicycle Day on 03.06.2023, India Tourism Kolkata in association with Trips N Trippers and Chhattisgarh Tourism Board organized a Bicycle Rally in Raipur. The aim is to encourage and motivate people to take up and adopt Cycling in their daily lives for physical fitness activities. At the end of the event Travel for LiFE pledge was administered to the participants.
- On the occasion of World Environment Day on 05.06.2023, India Tourism Bhubaneswar Office organized a daylong event at Konark. In the 1st session, Yuva Tourism Club (YTC) students undertook the "Travel for LiFE" Pledge and Yoga session was organized at Nature Camp, Konark. In the 2nd Session, kayaking activity was organized for tourism stakeholders at Kushabhadra river, Konark and "Nature Walk" at Balukhand Wildlife Sanctuary Konark to promote "Fit Traveller Campaign". In the 3rd session, "Clean Destination Drive" was organized at Blue Flag Beach, Chandrabhaga. YTC students sensitized the tourists and local vendors to keep the environment clean at tourist destinations and ecofriendly dustbin bags were distributed.
- On the occasion of World Environment Day on 05.06.2023, the India Tourism Chennai organized an awareness Programme on LiFE (Lifestyle for Environment) at the Guindy National Park Chennai. The tourism Students from Anna Adharsh College, Ethiraj College and Student Interns from IITTM Gwalior participated in the event with the message of LiFE (Lifestyle for Environment).
- Gujarat Tourism in association with India Tourism Hyderabad organised 'Travel and Tourism seminar' at Hyderabad on 13.06.2023, to familiarise the Yuva Tourism Club members with the Gujarat Tourism destinations and attractions. The seminar was participated by travel trade associations, officials Department of Tourism Telangana, Yuva Tourism Clubs, tour operators, hoteliers etc.
- On the occasion of International Day of Yoga on 21.06.2023, all the regional offices and field offices under the Ministry of tourism – organized yoga sessions at prominent monuments/tourist destinations which were attended by the tourism stakeholders, Yuva tourism club members and others.
- On 29.06.2023 India Tourism Jaipur organized Tourism Stakeholders Conference at Udaipur to promote Udaipur as a Luxury Tourist Destination. Mr. Lakshyaraj Singh Mewar, Executive Director, HRH Group of Hotels graced the occasion as Chief Guest along with the Regional Director (North), Deputy Director (Tourism), Govt. of Rajasthan, Chairman, ADTOI (Rajasthan Chapter), President, Hotel Association of Udaipur, and other important stakeholders of Rajasthan participated in the event. Around 125 participants from the travel trade attended the conference.

8. Both the social media handles of Ministry of Tourism viz. @incredibleindia and @tourismgoi continued the aggressive campaign and promotion of all relevant subjects/hashtags/posts/tweets of importance.

9. A total of 47,690 accommodation units (both classified and unclassified) have registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11,276 units have self-certified for SAATHI standards.

10. The Ministry disposed of 227 Public Grievances by the end of June, 2023 and 67 remained pending.
