

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTHS OF JULY & AUGUST 2023

The High-Level Political Forum (HLPF) on Sustainable Development was organized by UNWTO at the UN Headquarters in New York, USA from 13th to 14th July 2023. The Ministry of Tourism was represented by the Hon'ble Minister of Tourism, Culture and DONER along with the other officials of the Ministry. The Hon'ble Minister of Tourism highlighted the Goa Roadmap for Tourism as a vehicle to achieve Sustainable Development Goals 2023, which was the "key deliverable" during India's G-20 Presidency. The event introduced the linkages between tourism and the SDGs (Sustainable Development Goals), with regard to the existing urgency to harmonize actions and agree on the measurement of results to acquire effective and real global action.

2. On 05.07.2023, a meeting on the "India - Japan Tourism Exchange Year and Development of North - Eastern India -Connecting Himalayas with Mount Fuji" was organized by the Ministry of Tourism. The Japanese side was chaired by Mr. Nobuyuki Hirano, Senior Advisor, MUFG Bank Ltd and Chairman of the Board IHI Corporation, Chairman of the Board JBIC, Chairman of the Board President & CEO ANA Holdings Inc. Vice Chairman, Nomura Holdings, Inc., Representative Director, Executive Vice President Japan Airlines Co., Ltd. and other high-level representatives of renowned companies of Japan. Various issues were discussed, including investment opportunities in the tourism sector, infrastructure, Defence, Education and Skill Development.

3. On 25.07.2023 a bilateral Meeting between the Ministry of Tourism and a delegation of the House of Representatives, National Diet of Japan was held at New Delhi. The Japanese delegation was headed by the Chairperson, Standing Committee on Land & Infrastructure and attended by other three Members of House of Representatives, National Diet of Japan, along with the Ambassador and other officials from the Embassy of Japan to India. During the meeting, both sides discussed about the measures and initiatives that have been taken to develop the tourism sector post-covid 19. Both sides discussed on initiatives of the Government for the promotion of tourism, medical tourism, digitalization of tourism, employment opportunities in the field of tourism etc.

4. The 2nd India - South Africa Joint Working Group (JWG) meeting on Tourism was organized by South Africa and was held virtually on 31.07.2023. The Ministry of Tourism was represented by the Additional Director General, while the South African side was represented by the Director, Bilateral Relations and Cooperations, Department of Tourism, Government of South Africa. Both sides had a fruitful meeting in discussing the Bilateral Relations, Tourism sector recovery and Tourism Marketing campaigns post-COVID-19, Tourism Safety, Trade Opportunities, Skill Development and Training and Rural & Eco Tourism initiatives of the Government. The tourism stakeholders from both sides also participated in the event and shared their views on developing and strengthening the tourism sector in both countries.

5. On 16.08.2023, MoT hosted an interactive session with more than three hundred Sarpanches/Gram pradhans from Border Villages, under the Vibrant Villages Programme (VVP) in New Delhi. The participants discussed various topics, including infrastructure, community engagement, skill development, and environmental preservation.

6. The Ministry of Tourism in association with the different State Governments/UTs organized the Azadi Ka Amrit Mahotsav & Ek Bharat Shrestha Bharat Food Festival in Delhi from 18th – 20th August 2023. The festival was organised to celebrate the rich culinary diversity of India. The event also showcased the state-specific cuisines and promote awareness of the unique offerings within each region, while fostering a sense of togetherness.

7. The Ministry of Tourism launched a wedding tourism campaign on 19.08.2023, to unlock the potential of India's huge wedding industry. During the launch of the special campaign, the Hon'ble Minister for Tourism, Culture and DoNER invited couples from around the world to explore the enchanting dream wedding destinations across our incredible nation. The campaign begins with profiling about 25 key destinations across the country, exploring how India fits into their wedding aspirations in more than one way. The Incredible India's wedding tourism campaign aims to establish India as the foremost choice for couples seeking an extraordinary wedding experience while bolstering the growth of the wedding industry and overall tourism in India.

8. Social Media promotions of the Ministry of Tourism carried out regularly through @tourismgoi handles and Yuva club handles with the following activities during the months of July & August 2023: posts on the UTSAV portal along with information about festivals and live Darshan, Chhandrayan launch along with Inauguration of Veer Savarkar Terminal at Andaman, emphasis has been given to initiatives and schemes of MoT such as Swadesh Darshan, Prashad, Niche Tourism strategy, Rural Tourism Strategy & respective hashtags such as #EkBharatShreshthaBharat, #AatmaNirbharBharat, #DekhoApnaDesh, #AmritMahotsav, #PRASHADScheme, #G20, #YuvaTourism, #Chandrayaan-3 Landing, etc. and their amplification done through relevant creative posts.

9. The market capitalization of ITDC, as on 31st July, 2023 stood at Rs.3008.36 Crore as per NSE and BSE. As of July, 2023, ITDC organised training program for more than 500 staff the operational staff for the forthcoming G20 event. Hotel Ashok's cake Shop has recently won 'Best Bakery' Award at Travel + Leisure's 'Delicious Dining Awards 2023.

10. ITDC Board approved its Un-audited Financial Results for the quarter ended 30th June 2023 in its meeting held on 08.08.2023. The company registered considerable growth both in terms of revenue and profits in the quarter as per details given below:

(Rs. in Crore)

Particulars	Quarter ended 30.06.2023	Quarter ended 30.06.2022	Quarter ended 31.03.2023
Revenue from operations	116.91	94.94	154.75
Profit Before Tax	25.51	18.04	25.24
Profit After Tax	17.82	10.97	14.17

11. The Ministry disposed of 163 Public Grievances by the end of July 2023 and 194 by the end of August 2023.

12. The Foreign Tourist Arrivals (FTA) from April to July was 51,40,862 (Provisional).
