

# PATA and India to jointly promote Travel for LiFE in Asia-Pacific region

## Ministry of Tourism to set up PATA desk to strengthen the engagement with PATA

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Pacific Asia Travel Association (PATA), has committed to work with India to expand Travel for LiFE initiative across Asia Pacific region.

India hosted 46<sup>th</sup> edition of Pacific Asia Travel Association (PATA) Travel Mart 2023 from Oct 4 to Oct 6 at the International Exhibition-cum-Convention Centre (IECC), Pragati Maidan, in New Delhi. PATA Mart saw the participation of around 1000 delegates, is one of the major international trade exhibitions catering to the tourism sector and it serves as a platform for trade interactions between global buyers and sellers.

Besides facilitating trade interactions between Buyer Sellers meet, the PTM 2023 also included thought provoking knowledge sessions at PATA Forum and youth engagement at PATA Youth Symposium. Travel for LiFE initiative was showcased by the Ministry across all the events and it generated huge interest from international travel trade community

The Travel Mart was followed by the PATA Board meeting held where Ministry of Tourism shared Travel for LiFE initiative with the Board members. PATA Board appreciated the initiative and Ministry of Tourism, Government of India will work with PATA to expand the initiative across Asia Pacific region.

It may be recalled that New Delhi Leaders' Declaration 2023 during G20 summit under India's Presidency noted the launch of "Travel for LiFE" and supported the development of smart destinations that are responsible and sustainable. Travel for LiFE, a sectoral programme initiated by the Ministry of Tourism, aligns with the philosophy of the Mission LiFE.

Mission LiFE (Lifestyle for Environment) was formally launched by Hon'ble Prime Minister on 19th October 2022, in the presence of the UN Secretary General António Guterres, at the Statue of Unity, Ekta Nagar, Gujarat. It is a global mass movement led by India urging individuals and communities to act for protection of the environment against the effects of the climate change.

Ministry of Tourism will set up a PATA desk to strengthen engagement with PATA on Travel for LiFE and other areas of cooperation in tourism sector. This is the first major international partnership for Travel for Life program after its global launch on September 27, 2023, world tourism day. Ministry of Tourism is already working with UNEP and UNWTO on strengthening the TFL program.

Travel for LiFE embodies the spirit of the Pro Planet People and functions on the basic principles of "Lifestyle of the planet, for the planet and by the planet". It aspires to bring large-scale behavioral change amongst tourists and tourism businesses, which will have a significant impact on environment protection while ensuring socio-cultural sustainability.

The Travel for LiFE program has identified an illustrative list of actions that are designed in line with the eight themes of Travel for LiFE – Save Energy, Save Water, Say No to Single Use Plastic, Reduce Waste, Empower Local Businesses and Communities, Respect Local Culture and Heritage, Consume Local Foods and Conserve Nature

Going a step further, Travel for LiFE Program also aims to inspire the Tourism Businesses to deepen their sustainability practices by observing adherence to Travel for LiFE- Signed up badge. Subsequently the tourism businesses can go for the Travel for LiFE certification in bronze, silver and gold.

Ministry of Tourism is working with all the stakeholders in tourism ecosystem including the State Governments, Industry, Destinations and Tourists to make Travel for LiFE a mass movement.

Travel for LiFE Program will position India as leader in promoting sustainable and responsible tourism and using tourism as a vehicle for achieving Sustainable Development Goals by 2030.

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