

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTH OF DECEMBER 2023

- i. Ministry of Tourism organized a Round Table Conference on India's Tourism Ecosystem on 01.12.2023 in New Delhi. The conference aimed to explore and leverage the immense potential of India's Tourism Ecosystem. The roundtable facilitated discussions between government authorities and industry leaders, centring on policies and factors crucial for sustainable and resilient development in the travel and tourism sector. The Key takeaways of the roundtable spanned paramount concerns such as safety and security, healthcare, tourism potential, the impact of digitalization, a transformation in foreign perception, coordinated policy efforts, media representation, and initiatives for talent development, retention, and repositioning the industry.
- ii. Ministry of Tourism attended the meeting of Department Related Parliamentary Standing Committee on Transport, Tourism and Culture with the Czech Parliamentary Delegation held in Parliament Annexe on 05.12.2023.
- iii. Ministry of Tourism attended UNWTO Workshop from 12-15 December 2024 on "2024 Programme of Work for Asia and the Pacific" held in Madrid, Spain at UNWTO Headquarters. The Workshop offered exclusive access for Asia and the Pacific Member States on focal points to engage directly with the Regional Department for Asia and the Pacific regarding the UNWTO PoW for the region and with UNWTO operational departments in charge of pioneered initiatives leading the recovery and transformation of the sector.
- iv. A bilateral meeting between officials of Ministry of Tourism and Ambassador H.E. Mr. Guillermo Rubio Funes, Embassy of El Salvador in New Delhi held on 14.12.2023 at New Delhi.
- v. Secretary(T) chaired a meeting of designed Tourism officers from Indian Mission on 14th December 2023 to carry forward the promotional activities in the overseas market and discuss the modalities of deployment of market representation agencies in the potential market. The meeting was attended by tourism officers of top 20 source markets.
- vi. Ministry of Tourism in association with MoEFCC conducted training workshops for Nature Guides at Amrit Dharohar sites at Sultanpur national Park, Gurugram, and Sirpur and Yashwantsgar at Indore to improve the tourist experiences at these sites.
- vii. Ministry of Tourism has launched the National Best Tourism Village Competition 2024 and the National Best Rural Homestay Competition 2024 to strengthen the promotion and development of Rural Tourism in the country. The Ministry of Tourism has established the Central Nodal Agency Rural Tourism

and Rural Homestay (CAN RT & RH) for the effective implementation of the initiatives for Rural Tourism. CAN RT & RH is conducting the capacity building session for the states to create the Master Trainers for the propagation of the competition to the village level. The competition was launched on World Tourism Day i.e., 27th September 2023

- viii. Ministry of Tourism organized the National Conference on Adventure Tourism from 18.12.2023 to 19.12.2023 at Ekta Nagar, Gujarat with the theme 'Viksit Bharat@2047: Making India a Global Adventure Tourism Hub'. The aim of the conference was to provide a platform to deliberate and devise strategies and initiatives to make India a Global Adventure Tourism Hub. During the event, the Ministry of Tourism launched 'Adventure Tourism India Website' and 'Best Adventure Tourism Destination Competition 2024'.
- ix. Ministry of Tourism in association with Ministry of Culture, Sangeet Natak Akademi and State Government of Andhra Pradesh organized Krishnaveni Sangeetha Neerajanam at Vijayawada from 10.12.2023 to 12.12.2023. The 3-day event was inaugurated by Hon'ble Minister of Finance and Corporate Affairs. This three-day cultural extravaganza celebrated the legacy of the rich heritage of Indian classical music by bringing together renowned singers and musicians of the country under one roof.
- x. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of December 2023, some of which are as follows:
 - a) India tourism Delhi organised a FAM trip for Travel Trade members mostly Inbound Tour Operators and Domestic Tour Operators to Alwar and Sariska Tiger Reserve with the aim to getting the first-hand knowledge and experience from 17-18 December, 2023.
 - b) On 21.12.2023 India Tourism Delhi organized a workshop on Incredible India Bed & Breakfast/ Homestay Scheme at Shimla, Himachal Pradesh. The event was participated by Principal, IHM Shimla, members of the local travel trade, corporates and officials from HP Tourism.
 - c) India Tourism Guwahati observed International Mountain Day 2023 on 11.12.2023 at Kibithoo, Arunachal Pradesh. Through this event amplified the initiatives of the Ministry of Tourism in the North Eastern Region, as part of the development of border villages under the Vibrant Villages Programme. During the occasion nature hike and also star gazing activities were organized. The event was participated by the local residents, students, defence personnels from the area.
 - d) On 21.12.2023 India Tourism, Bhubaneswar organized Clean Toilet Campaign-2023 at Community Toilet of Sarala Temple, Jhankad, Baba Gorakhnath Temple, Jagatsinghpur, Lingaraj Temple Market Complex, Bhubaneswar & Jagannath Temple, Puri. Cleaning of Toilet was carried out and clean India leaflets were distributed to create awareness of cleanliness among the tourist/public. The tourism Stakeholders participated in this campaign.
- xi. The excerpts from ITDC for December 2023 are as follows:

- a. Participated in the 14th Conventions India conclave organized by ICPB at Mhatma Manddir Convention & Exhibition Centre Gandhi Nagar, Gujrat from 07.12.2023 to 09.12.2023. During the event, ITDC sponsored 'Green Walk' and 'Sapling planatoion'
 - b. Samrat Hotel received group room bookings form Hindustan Aeronautics Limited, Indian Army, Indian Red Cross Society, National Centre for Good Governance, National Foundation for India, National School of Drama, NiConnect and other bookings by OTA's, etc. besides the conference organized by Intellectual Punjabi Chamber of commerce, BNI, ISO, Hindi Rajbhasha, NFI, and wedding/Social functions etc.
 - c. Hotel Kailnga Ashok, Bhubaneswar organized conference for LIC apart from social parties and wedding functions.
 - d. "Bureau of Energy Efficiency Awards"organized by Bureau of Energy Efficiency, Gol at Vigyan Bhawan, New Delhi on 14the December 2023, the occasion was graced by Hon'ble President of India.
 - e. Following three Events were graced by Hon'ble Prime Minister of India:
 - o -"Global Partnership on Artificial Intelligence Summit 2023" organized by Ministry of Electronics, at Bharat Mandapam.
 - o -"Veer Bal Diwas" organized by Ministry of Women and child Development, at Bharat Mandapam.
 - o -"3rd Chief Secretaries Conference" organized by NITI Aayog, from 27the to 29the December 2023.
 - f. Market Capitalization as on 29the December 2023 (the last trading day) stood at Rs.3869.48 crore as per NSE and Rs.3870.34 Crore as per BSE.
- xii. A total of 49097 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11286 units have been self-certified for SAATHI standards.
 - xiii. The Ministry disposed of 220 Public Grievances by the end of December 2023 and 116 remained pending.
 - xiv. During the month of December, 2023 total 42 Swachhta Action Plan (SAP) activities were undertaken.
 - xv. Foreign Tourist Arrivals (FTAs) from January to November 2023 were 81,65,945 (Provisional).
