

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

SUMMARY OF ACTIVITIES FOR THE MONTHS OF JANUARY 2024

1. Ministry of Tourism in collaboration with Ministry of Environment, Forest & Climate Change (MoEF&CC) launched the fourth training programme under the Amrit Dharohar Capacity Building Scheme on 05.01.2024 for local community members, boat owners, and Forest department officials of Bhitarkanika National Park. Under this initiative, two training programmes of 15 days each namely Alternative Livelihood program (ALP) and Paryatan Navik Certificate (PNC) was conducted. With the help of the Odisha State Wetlands Authority (OSWA) and Mangrove Forest Division, Rajnagar a total of 60 participants (30 for each course) were identified from the local communities in and around Bhitarkanika to impart trainings and subsequently certify them as nature-guides.
2. The Ministry of Tourism, Government of India organized nine-day annual mega event "Bharat Parv" at Red Fort grounds, Delhi, as part of the Republic Day Celebrations from 23.01.2023 to 31.10.2023. Thematic Pavilions of more than 30 States/UTs were setup to showcase diverse tourist attractions of the country. Cultural performances by various regional cultural associations were also organized. The celebration of this event also brought awareness on promoting Vocal for Local, through the participation of the local artisans from across the country by displaying and selling their products.
3. The Ministry of Tourism played host to 400 Sarpanches and Up-Sarpanches from the Border Villages of the States of Arunachal Pradesh, Sikkim, Himachal Pradesh & Uttarakhand and UT of Ladakh under the Vibrant Villages Programme on 27.01.2024 at Bharat Parv, Red Fort. The Gram Pratinidhis were informed about the Vibrant Villages Programme and how the Ministry of Tourism was making efforts to make these villages truly vibrant.
4. Officers from Ministry of Tourism attended the Expert Working Group Meeting of the SCO Member States on cooperation in tourism held on 15.01.2024 in virtual mode. During the meeting the SCO member countries discussed on draft Joint Action Plan proposed by Kazakh side to implement the Program for the Development of Cooperation among the SCO Member States in tourism for 2024-2025.
5. The Ministry of Tourism, Government of India participated at FITUR, one of the important global travel exhibitions held from 24.01.2024 to 28.01.2024 at Madrid, Spain. The Incredible India pavilion at FITUR was inaugurated by HE, Ambassador of India to Spain in the presence of Minister of Tourism, Government of Punjab, other officials from Ministry of Tourism and State Governments on 24.01.2024. The India booth was constructed on an area of 315 sq metre, and was joined by 40 numbers of tourism stakeholders as co

exhibitors, including State Governments- Punjab, Jharkhand, Tamil Nadu, Telangana, Kerala, Madhya Pradesh and Karnataka. The focus at the exhibition was to highlight India`s varied tourism products specially culture, well ness and culinary diversity.

6. Ministry of Tourism attendant the ASEAN - India Tourism Ministers Meeting followed by ASEAN - India Tourism Working Group meeting, held in Vientiane, Lao PDR from 23.01.2024 to 27.01.2024. During the meeting India and ASEAN discussed on out outcomes of the 20th ASEAN-India summit, consideration and adoption of the joint media statement and implementation of ASEAN-India MOU on strengthening tourism cooperation.
7. Senior Officials of Ministry of Tourism participated in the 2nd meeting of the BIMSTEC Working Group on Tourism held in Kathmandu, Nepal from 17.01.02024 to 18.01.2024. During this event a Workshop on Leveraging Thematic Circuits for BIMSTEC Tourism Development organized by Asian Development Bank (ADB) was also conducted. The Indian side presented the idea of GOA Road Map, Green Resilient and Inclusive development (GRID), achieving the SDGs (sustainable Development Goal's), newly created G20 dashboard, Yuva Tourism Club, Promotion of Niche segments like Buddhist circuit, Wellness and adventure tourism across BIMSTEC Countries and setting up of virtual tourism BIMSTEC Tourism Information Centre. The points as suggested by the Indian side were incorporated in the draft Action Plan and Agenda items.
8. On 18.01.2024 Ministry of Tourism attended the follow up meeting on adoption of Joint Vision document titled 'A Partnership for the Future'. The meeting was chaired by Joint Secretary, National Security Council Secretariat (NSCS) and discussed to Encourage investment in tourism infrastructure including hotels, travel, tourism, hospitality and exploring joint promotion campaigns for tourism promotion.
9. The Domestic India Tourism Offices of the Ministry carried out various activities during the month of January 2024, some of which are as follows:
 - a) On 09.01.2024 Indiatourism Delhi organised a Conference on Mahabharat Circuit at Kurukshetra, Haryana and discussed various aspects, including infrastructure, accommodation, tourist amenities, inflow of tourists to the area, Travel and Tourism Sustainability, Responsible Tourism, involvement of local community, sensitization and training of the service providers for promotion and marketing of the region. The event was participated of tourism stakeholders from across the country, including senior officials of the Ministry of Tourism, Govt. of India, State Government official of Haryana Tourism and local administration. The event was followed by a familiarization trip on 10.01.2024, and the participating delegates visited important tourist places in Kurukshetra, Thanesar and Jyotisar.

- b) India Tourism Chennai organized a 2 days Capacity Building Onsite Experience as part of Cruise Tourism Capacity Building Workshop at Kochi in collaboration with Department of Tourism Development, UT of Lakshadweep and Cochin Port Authority, to enhance the skills and competencies of the cruise tourism workforce in Lakshadweep through a hands-on experience and understanding of the nuances of the cruise tourism industry.
- c) Indiatourism Chennai organized Pongal festival under the aegis of 'Meri Maati Mera Desh' campaign at Keezhakuyilkudi village in Madurai, Tamil Nadu on 12.01.2024 and showcased the tapestry of traditions and highlighted celebrations associated with this harvest festival through an enchanting ensemble of folk music, dance, arts & crafts and the renowned culinary delicacy, 'Pongal'. The event witnessed active participation from international and domestic tourists, around 160 students from Yuva Tourism Club and villagers.
- d) On 12.01.2024 India Tourism Mumbai office participated at the Vibrant Gujarat Global Summit 2024 through a spectacular display of themed pavilion prominently featuring the picturesque Dhordo village, recognized as a UNWTO Best Tourism Village.
- e) 2 days training program from 20.01.2024 to 21.01.2024 on "Tourism Awareness Program" was organized for Tourism Stakeholders at the destination Naimisharanya, Sitapur, Uttar Pradesh by Indiatourism Delhi. The trainers from IHM Lucknow imparted the knowledge to Tourism Stakeholders on various tourism aspects, challenges & opportunities in tourism sector, importance of "Atithi Devo Bhava" theme, etc.
- f) On 29.01.2024, the Hon'ble Minister for Culture, Tourism and DoNER inaugurated the Light & Sound System at University college of Arts and Social Sciences, Osmania University (OU) developed under the 'Scheme for Assistance to Central Agencies by Ministry of Tourism Govt. of India.
- g) On the eve of National Tourism Day 2024, India Tourism Bhubaneswar organized a Sustainable Tourism Tour to Godibari and Deras Nature Camp at Chandaka WLS on 24.01.2024 for Tourism stakeholders. Wildlife film was shown at the interpretation centre and the participants visited flora and fauna at Godibari and Deras Nature Camp for bringing awareness on sustainable tourism.

10. Major activities and Events handled by ITDC during the month of January, 2024 are given below:

- a) Bharat Parv from 23.01.2024 to 31.01.2024, organised by Ministry of Tourism and inaugurated by the Hon'ble Prime Minister of India.
- b) DGP/IG's Conference organised by Intelligence Bureau at Jaipur from 05.01.2024 to 07.01.2024, which was graced by the Hon'ble Prime Minister.
- c) International Custom Day, held at New Delhi on 27.01.2024, graced by Hon'ble Finance Minister.
- d) Fabrication of Pavilion during Atmanirbhar Bharat Utsav, organized by the Ministry of DoNER from 03.01.2024 to 10.01.2024 at Delhi.

11. A total of 49482 accommodation units (both classified and un-classified) are registered on the National Integrated Database of Hospitality Industry (NIDHI) portal and 11289 units have been self-certified for SAATHI standards.
12. Ministry of Tourism disposed of 296 Public Grievances by the end of January 2024 and 98 remained pending.
13. During the month of January, 2024 total 30 Swachhta Action Plan (SAP) activities were undertaken.
14. Foreign Tourist Arrivals (FTAs) during January to December 2023:- 92,36,108 (Provisional).
