

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTHS OF JUNE AND JULY 2024**

During the months of June and July, various initiatives and activities with respect to tourism were taken up by Ministry of Tourism. Highlights of the same have been provided below:

<b>Focus Area</b>	<b>Highlights of key Initiatives of Ministry of Tourism</b>
<b>'Incredible India exhibition' on the sidelines of the 46<sup>th</sup> World Heritage Committee</b>	Hon'ble Prime Minister inaugurated the 46th Session of the World Heritage Committee at Bharat Mandapam in New Delhi on 21st July 2024. On the sidelines, an 'Incredible India' exhibition was set up at Bharat Mandapam to highlight India's rich cultural heritage, age-old civilization, geographical diversity, hidden gems in tourism along with modern developments, for the delegates. <b>All the 36 states and union territories along with 10 central ministries &amp; departments</b> , showcased their offerings in the exhibition. The exhibition received extremely positive feedback from all those who experienced it. The Ministry also arranged heritage walks and tours for delegates in the city of Delhi.
<b>Facilitating global exposure of Institute of Hotel Management students</b>	In order to provide an opportunity for IHM students and facilitate their learning by offering global exposure, the Ministry ensured that select <b>IHM students were paired with delegates</b> who attended the World Heritage Committee meeting. At the end of the meeting which lasted 10 days, many delegates appreciated the efforts of the students and called it one of the many memorable experiences they had in India as a result of the WHC meeting.
<b>International Cooperation</b>	A bilateral meeting was held at New Delhi on 30th July 2024 between <b>Hon'ble Minister of Tourism, India and Hon'ble Minister of Tourism, Republic of Maldives</b> . The meeting aimed to boost tourism between the two nations, with productive discussions focusing on strengthening mutual understanding, increasing flight connectivity, fostering

	<p>cultural ties, promoting people-to-people exchanges and identifying other cooperative opportunities in tourism.</p> <p>Additional Secretary, Ministry of Tourism virtually participated in the launch event of <b>India Japan Year of Tourism Co-operation</b> held on 13th June 2024. India and Japan are celebrating the Year 2024 as India-Japan Year of Tourism with the theme 'Connecting Himalayas with Mount Fuji'.</p> <p>Director General (T) graced the launch event of the first <b>Cambodia-India Tourism year</b> held on 17<sup>th</sup> June, 2024 at New Delhi along with Secretary of State, Ministry of Tourism of Cambodia. The ceremony also celebrated the inaugural direct flight service by Cambodia Angkor Air between Phnom Penh and New Delhi, which commenced a day prior. The event saw participation of government officials, tour operators and business leaders from both countries.</p>
<p><b>Engagement with Industry</b></p>	<p>After taking charge of the Union Ministry of Tourism, the Hon'ble Minister of Tourism chaired a meeting with the office bearers of <b>Tourism Industry Associations</b> on 21st June, 2024 in New Delhi to ideate on tourism priorities and challenges being faced by the Tourism Industry.</p>
<p><b>Environment &amp; Sustainability</b></p>	<p>On the occasion of <b>World Environment Day</b>, Ministry of Tourism through its Regional India Tourism Offices organized a Plantation drive at various destinations in which members of Yuva Tourism Clubs planted the trees under the <b>#एकपेड़माँकेनाम campaign</b> launched by the Hon'ble Prime Minister of India.</p>

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