

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF SEPTEMBER 2024**

<b>State/ UT</b>	<b>Highlights of Key Initiatives</b>
<b>Sikkim</b>	To establish a legal framework for the regulation and registration of tourism-related activities in Sikkim, Sikkim Registration of Tourist Trade Act, 2024 was notified.
<b>Himachal Pradesh</b>	The Asian Development Bank (ADB) has approved a \$162 million (INR 13.5 crore) loan to support a sustainable and inclusive tourism development project in Himachal Pradesh. The project will promote heritage and cultural centers in the districts of Mandi and Hamirpur, restore the Naggar Castle in Kullu, beautification of public spaces and modern tourist facilities, and construction of convention center and facilities in Kangra, improved wayside amenities in Kullu, Hamirpur, and Kangra. In addition, the project will develop wellness centers, tourist recreation facilities, adventure sports center and water park complex, and biking trails. ADB will help strengthen the institutional capacity of the Himachal Pradesh Tourism Development Board to develop a tourism strategy and marketing plan.
<b>Kerala</b>	In a bid to promote sustainable tourism and mitigate environmental impacts because of an overdose of tourism, the Tourism Department is gearing up to launch carrying capacity assessments at 15 selected hill stations across the state. The move comes in the wake of the Kerala High Court's recent mandate for a study on the carrying capacity of hill stations like Wayanad to assess their environmental impact and infrastructure.

<b>Focus Area/ Event</b>	<b>Highlights of Key Initiatives of Ministry of Tourism</b>
<b>Regional States/UTs Tourism Ministers Conferences</b>	Ministry of Tourism organized Four Regional States/UTs Tourism Ministers Conferences from 22 <sup>nd</sup> August 2024 to 9 <sup>th</sup> September 2024 in Chandigarh, Goa, Shillong and Bangalore to ideate & discuss the vision for the tourism sector for Viksit Bharat@2047. The meeting focussed on Destination Development, Iconic Projects, Alternate Destinations, Safety, Connectivity, Cleanliness, Convenience, Marketing & Promotion and Ease of Doing Business & Attracting Private Sector Investments. The Ministry of Tourism apprised the States/UTs about new infrastructure schemes and ease of doing business to encourage investments in the tourism sector.
<b>World Tourism Day &amp; initiatives launched Ministry of Tourism</b>	The Hon'ble Vice President of India graced the <b>World Tourism Day Celebrations</b> , organized by the Ministry of Tourism on 27 <sup>th</sup> September, 2024, at New Delhi. The theme for this year's World Tourism Day is ' <b>Tourism &amp; Peace</b> '. The event was also attended by the Union Minister of Civil Aviation, Union Minister of Tourism and Culture, Minister of State for Tourism, Petroleum & Natural Gas, Ambassadors from various Foreign Missions in India, senior officials from various Ministries and Departments of Government of

	<p>India, officials from State/UT Governments, travel trade, hospitality industry.</p> <p><b>Paryatan Mitra &amp; Paryatan Didi:</b> Ministry of Tourism launched a national responsible tourism initiative by the name of 'Paryatan Mitra' and Paryatan Didi in 50 tourism destinations across the country. The initiative aims to elevate the overall experience for tourists in destinations, by having them meet 'tourist-friendly' people who are proud Ambassadors &amp; Storytellers for their destination. The initiative encompasses providing tourism related training and awareness to all individuals who interact and engage with tourists in a destination.</p> <p><b>Industry Partnerships by Institutes of Hotel Management with Hospitality Chains:</b> Central Institutes of Hotel Management (CIHMs) under the purview of Ministry of Tourism, entered dedicated Memorandum of Understanding (MoUs) with 8 leading national and global hospitality groups. Indicative areas of collaboration and suggestive activities between the 'Industry Partner' and the 'Institute' include Student Engagement, faculty Development, Short-term tourism &amp; hospitality skilling &amp; education and Institutional &amp; Infrastructural Development.</p> <p><b>Best Tourism Villages, Incredible India Content Hub &amp; Portal, and Industry Status Handbook:</b> During the event winners of the Best Tourism Villages Competition 2024 were announced. 36 villages were recognized as winners of the competition. To support efforts of States/ UTs in granting and implementing 'industry status' for the tourism and hospitality sector, Ministry of Tourism launched a Handbook. The handbook aims to serve as a guide to States/ UTs and provide them a step-by-step guide on granting Industry Status to Tourism. On World Tourism Day, Ministry of Tourism also launched the Incredible India Content Hub and Digital Portal.</p> <p><b>Feedback mechanism for Tourism at airports:</b> In a bid to engage and involve citizens in tourism development and growth, Ministry of Tourism is introducing mechanisms at airports across the country, for tourists to provide their feedback on their visits to tourist attractions and destinations in India.</p>
<p><b>Operational Guidelines for 'Special assistance to States for capital investment- Development of Iconic Tourist Centers to Global Scale'.</b></p>	<p>Ministry of Tourism issued Operational Guidelines and template for Detailed Project Report for the scheme 'Special assistance to States for capital investment- Development of Iconic Tourist Centers to Global Scale'. The scheme aim is to infuse long term interest free loans for a period of 50 years to States for comprehensively developing iconic tourist centers in the country, branding, and marketing them at global scale.</p>

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