# Sustainable Tourism Highlights

## Registration Opens for Travel for LiFE Case Study Competition 'Tourism for Tomorrow'

The Central Nodal Agency for Sustainable Tourism (CNA-ST) under the aegis of the Ministry of Tourism has launched the Travel for LiFE Case Study competition – 'Tourism for Tomorrow' recently during World Tourism Day. Registrations have been open for the competition since December 1, 2023 and the deadline for submitting applications is February 15th, 2024. Stakeholders who are interested in participating in the competition shall visit sustainable.tourism.gov.in and submit their applications.

KNOW MORE

## National Conference of State Tourism Secretaries Meeting

The National Conference of State Tourism Secretaries meeting was held on November 29th, 2023. Smt. V. Vidyavathi, Secretary of the Ministry of Tourism, highlighted the progress on the G20 Goa Roadmap and the implementation of the Travel for LiFE program. Prof. Monika Prakash, Nodal Officer at CNA-ST, presented the state roll-out plan and provided details about the Travel for LiFE Case Study Competition – 'Tourism for Tomorrow', inviting active state participation to contribute towards sustainable tourism.

## Sign Up for Travel for LiFE

The Ministry of Tourism is encouraging tourism businesses, destinations and other ecosystem players to adopt sustainable practices and commit to the Travel for LiFE program. 'Signing up for Travel for LiFE' marks the initial step towards transitioning to a sustainable tourism business. 356 tourism stakeholders have signed up until now. The TFL Signed Up is currently LIVE on the Nidhi+ portal. Please refer to this link to watch the walkthrough video on how to Sign Up for Travel for LiFE.

KNOW MORE

## GTPI Training for IHCL

The Central Nodal Agency for Sustainable Tourism initiated a training session as part of the Global Tourism Plastics Initiative on November 24th, 2023. The session, involving The Indian Hotels Company Limited and UNWTO, focused on the 'Circular Economy of Plastics in Tourism.' Ms. Virginia Fernandes Trapa from UNWTO highlighted strategies to eliminate plastics, particularly in the tourism industry. Primary stakeholders from the hotel chain actively engaged, exchanging ideas and deriving significant benefits from the session.

## Travel for LiFE and National Conference on Adventure Tourism with State Tourism Secretaries

A National Conference on Adventure Tourism with State Tourism Secretaries was held on December 18th–19th, 2023 at Ekta Nagar, Gujarat, under the chairmanship of the Additional Secretary (Tourism), Government of India. A presentation highlighted the Travel for LiFE certification, aiming to promote sustainable practices in adventure tourism. Additionally, the Ministry reviewed the progress of the Travel for LiFE campaign and the Tourism for Tomorrow competition.

KNOW MORE

## Sustainable Tourism India YouTube LIVE Webinar

### Episode 9: Travel for LiFE Case Study Competition – 'Tourism for Tomorrow': Inviting Successful Sustainable Tourism Case Studies from India

The ninth episode of the Sustainable Tourism India Webinar took place on November 25th, 2023. Prof. Monika Prakash, Nodal Officer at CNA-ST, led the session on the topic Travel for LiFE Case Study Competition – 'Tourism for Tomorrow': Inviting Successful Sustainable Tourism Case Studies from India. The webinar effectively raised awareness among stakeholders, encouraging participation in the competition while providing a comprehensive understanding of the guidelines.

CLICK HERE TO WATCH FULL VIDEO

### Master Training Session on Travel for LiFE Case Study Competition – 'Tourism for Tomorrow'

A training session for master trainers from the states, comprising field and district-level officers, was conducted to equip them with comprehensive insights into the Travel for LiFE Case Study Competition - 'Tourism for Tomorrow'. Participants gained valuable insights to effectively support potential entries, ensuring a diverse and impactful representation of sustainable tourism practices from across the country.

CLICK HERE TO WATCH FULL VIDEO

## Sustainable Tourism Initiatives of Uttarakhand

Uttarakhand
Simply Heaven!

Rishikesh | Source : uttarakhandtourism.gov.in

A mystical land of mountains and mythologies, exquisite landscapes, exhilarating adventure and wellness and yoga, Uttarakhand has something to offer every traveller. Popularly known as Devbhoomi, or the land of gods, the state is framed by the Himalayas and divided into two main regions, Garhwal and Kumaon. While Uttarakhand has several well-known destinations like Nainital, Mussoorie, Corbett National Park, Auli and pilgrimage sites like Kedarnath, Badrinath, Rishikesh and Haridwar, explore the 13 lesser-known destinations from the state's 13 districts.

KNOW MORE

## Uttarakhand Tourism Policy 2023

The Tourism Policy aims to establish a secure and mutually beneficial environment for tourists, businesses and local stakeholders. It ensures that growth does not compromise the ecological wealth of the state. Principles of sustainable tourism, destination carrying capacity analysis and the promotion of high-value, low-volume tourism will be fundamental to the state's tourism planning and policymaking.

KNOW MORE

## Uttarakhand tourism board providing free training for tourism jobs

The Uttarakhand Tourism Board, in partnership with the Tourism Hospitality & Skill Council (THSC), is providing training for tourism jobs across various districts of the state. This training falls under the Recognition of Prior Learning (RPL) scheme, a government initiative aimed at upskilling and reskilling workers. A total of 2732 individuals have been trained in roles like Heritage Tour Guides, Taxi Drivers and service-oriented positions along the Char Dham Route. Plans are underway to train 330 more Heritage Tour Guides and 938 individuals in guest house management and culinary roles at key locations between November 2023 and January 2024.

## Trekking Traction Centre Homestay Grant Scheme

A homestay refers to a residential unit where the building owner resides, situated near villages within a 2-kilometer radius of trekking traction centers and the trekking routes originating from these centers. These centers, distinct from urban areas, mark the starting points of trekking paths and are specifically identified. This concept of homestays is deeply tied to sustainable tourism, promoting local engagement, preserving the environment and developing responsible travel practices along these scenic trekking routes and their adjoining villages.

KNOW MORE

## Vill 'O Tale

VilloTale is a startup focusing on sustainable and responsible tourism, engaging local communities in line with the United Nations Sustainable Development Goals, particularly promoting environmental sustainability. VilloTale believes that "Every Village has a Tale," highlighting the stories of individuals like Chauhan Sahab, Surinder ji, Mayadi Shobhan da, Kamala di and many others who might otherwise remain unknown. The company organizes curated, end-to-end tours to offbeat villages, consisting stays, transportation, locally prepared meals, activities, games and cultural programs. These are all designed to engage the local community, including women, self-help groups, artisans and guides, offering guests an immersive experience of the cultural and heritage lifestyle found in villages.

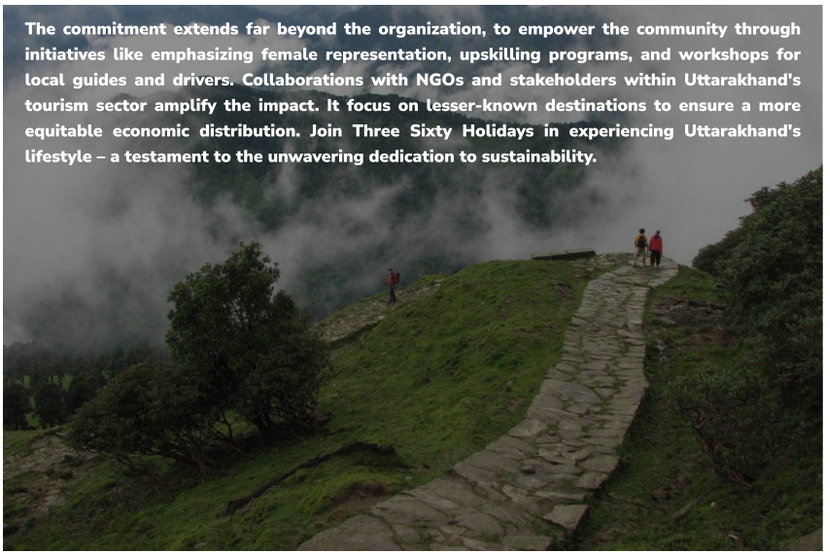
**VilloTale provides a unique platform for guests to contribute to society by offering opportunities like tree planting during travel or visiting primary schools to interact with local children. The experience with VilloTale extends to various activities, from driving a tractor in a farm to understanding the process of weaving a dress or attending workshops on baking millet biscuits or gathering eggs for breakfast. In its journey, VilloTale has received recognition through National Startup Awards and the Himalayan Samman Awards. Their motto and motive revolve around #ChaloGaonkiOar, #DekhoApnaDesh and advocating #VocalForLocal.**

KNOW MORE

## Three Sixty Holidays

## Three Sixty Holidays

At Three Sixty Holidays Pvt. Ltd., sustainability isn't just a learned concept, it's ingrained in our Pahadi heritage. Stemming from childhood habits of environmental care, the company operates in a completely paperless, digital manner. We prioritize eco-conscious choices, utilizing water jars and portable dispensers in lieu of plastic bottles. Over 95% of the transactions occur digitally, and the workspace actively promotes LED lighting and sustainable commuting.




KNOW MORE

the goat village™

## The Goat Village

The Goat Village Resort in India is an epitome of sustainable living and responsible tourism. It harmonizes modern comfort with a strong commitment to environmental conservation. Using locally sourced materials and traditional techniques for construction, it minimizes its ecological footprint. Solar panels and rainwater harvesting ensure energy and water efficiency.

KNOW MORE

## Leading the Change

**Smt. Poonam Chand**
Additional Director (Tourism)
Uttarakhand, India

KNOW ABOUT THE CHANGEMAKER

" With over 30 years of extensive experience in travel and tourism management, Smt. Poonam Chand currently serves as the Additional Director in the Tourism Department of the Government of Uttarakhand. Her responsibilities include key positions as the State Nodal Officer for Rural Tourism, Adopt a Heritage and NIDHI Portal under the Ministry of Tourism, Uttarakhand. Her expertise extends to managing operations in sustainable and responsible tourism, evident through her contributions to various national and international platforms. She has represented Uttarakhand at prestigious events like PATA Hong Kong, WTM London etc., Through these endeavors, she has expertly showcased the rich heritage of DevBhumi Uttarakhand, solidifying her as a seasoned professional in the tourism industry. "

**What key sustainable tourism initiatives has Uttarakhand undertaken recently, and how are they positively impacting the region?**

Uttarakhand has recently initiated several sustainable tourism initiatives. Notably, it focuses on waste management, renewable energy adoption and eco-friendly practices. These initiatives positively impact the region by reducing environmental footprints, preserving its natural beauty and developing responsible tourism practices.

**How does the government collaborate with local communities to ensure that tourism benefits their socio-economic development sustainably?**

The government collaborates extensively with local communities to ensure sustainable socio-economic development from tourism. Programs focus on skill development, employment opportunities and community engagement to maximize benefits.

**Can you share any success stories or notable outcomes resulting from these sustainable tourism initiatives in Uttarakhand?**

Sustainable tourism initiatives in Uttarakhand have yielded notable outcomes such as improved livelihoods for locals, reduced environmental impact and enhanced cultural preservation.

**How has the implementation of the Travel for LiFE (TFL) pledge influenced the adoption of sustainable practices among tourism stakeholders in Uttarakhand?**

Implementation of the Travel for LiFE pledge has significantly influenced the adoption of sustainable practices among tourism stakeholders in Uttarakhand. The pledge has developed a culture of responsibility and ethical practices.

**Could you elaborate on 'Travel for LiFE - Tourism for Tomorrow' initiative and its role in shaping the future of sustainable tourism in the region?**

The 'Travel for LiFE - Tourism for Tomorrow' initiative plays a important role in shaping the future of sustainable tourism in Uttarakhand. It promotes responsible travel practices, ethical tourism and a commitment to preserving the region's natural and cultural heritage for future generations.

## Vocal for Local - GI Tag Series

Uttarakhand has become the state in the country to receive the maximum number of Geographical Indication Certificates in a single day, 18. So far, a total of 27 products from Uttarakhand have received GI tags.

### Berinag Tea: Himalayan Elegance in Every Sip

KNOW MORE

### Bichhu Buti Fabrics: Sustainable Fashion from Himalayan Nettles

KNOW MORE

## Uttarakhand Mandua: A Staple Delight

KNOW MORE

## Jhangora: The Himalayan Millet Marvel

KNOW MORE

## Gahat: Medicinal Pulse of Uttarakhand

KNOW MORE

## Uttarakhand Lal Chawal: Organically Grown Gem

KNOW MORE

## Uttarakhand kala bhat

KNOW MORE

## Malta fruit

KNOW MORE

## Chaulai (Ramdana)

KNOW MORE

## Buransh juice

KNOW MORE

## Pahari toor dal

KNOW MORE

## Likhai

KNOW MORE

## Nainital mombatti

KNOW MORE

## Rangwali pichhoda

KNOW MORE

## Ramnagar litchis and Ramgarh Nainital peaches

KNOW MORE

## Chamoli wooden Ramman masks

KNOW MORE

## Almora Lakhori mirchis

KNOW MORE

## Tamta from Uttarakhand

KNOW MORE

## SUSTAINABLE TOURISM TRIVIA

**Which website should participants visit to apply for the Travel for LiFE Case Study Competition?**

A) sustainable.tourism.org
B) lifecasestudycompetition.in
C) travel-for-life.gov
D) sustainable.tourism.gov.in

**What initiative aims to encourage sustainable practices in adventure tourism through certification?**

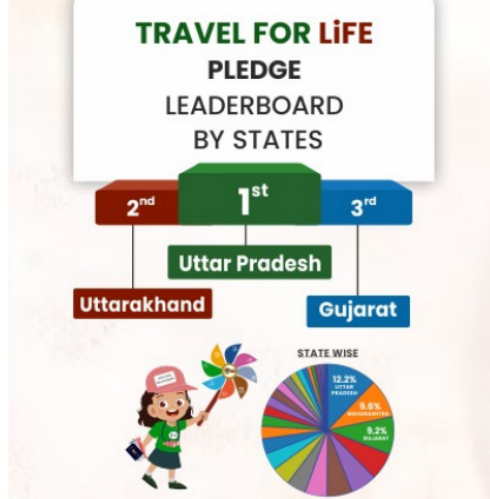
A) LiFE Adventure Certification
B) Tourism for Tomorrow Competition
C) Sustainable Adventure Accreditation
D) Travel for LiFE Certification

**How many Geographical Indication Certificates did Uttarakhand receive in a single day, making it a record for the state?**

A) 17
B) 18
C) 19
D) 20

ANSWER

1. D
2. D
3. B




By taking the pledge, you are making a personal commitment to support sustainable tourism practices that benefit the environment, local communities and future generations. Together, we can make a difference and ensure that our travels leave a positive and lasting impact.

Click here to take the pledge and join the network of #ProPlanetTourist

Follow Us

For collaboration, reach out to stci@iittm.ac.in