



# Sustainable Tourism India Issue 4

Central Nodal Agency for Sustainable Tourism  
(CNA-ST)

HAPPY  
NEW  
YEAR



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM

# Highlights of the Month

## YUVA TOURISM CLUBS



YUVA Tourism Clubs (YTC), established by the Ministry of Tourism foster awareness of the country's tourism opportunities and its rich cultural history among the young ambassadors. Membership in YTC is expected to promote the development of soft skills including teamwork, management, and leadership in addition to promoting the adoption of ethical tourism practices and concern for sustainable tourism. The YUVA Tourism Clubs programme has received the approval of the Central Board of Secondary Education (CBSE). To create Yuva Tourism Clubs, CBSE gave directives to its affiliated schools.

## INTERSTATE COLLABORATION : KERALA & MADHYA PRADESH



A Memorandum of Understanding was signed by Madhya Pradesh and Kerala to emulate the latter's ground-breaking Responsible Tourism (RT) programme. With the help of the RT Mission of Kerala, the natural beauty, way of life, and cultural history of Madhya Pradesh might be pushed on the international tourism map. The 16-point programme between Kerala and MP aims to accomplish a number of things, such as helping the central state create an RT masterplan, training locals, creating a set of requirements that the district council must follow, and facilitating the grading of resorts, homestays, and tourism clubs all over the state.

## SRIRANGAM IS AMONG THE 2022 GREEN DESTINATIONS TOP 100 STORIES



Tiruchirappalli's Srirangam Temple Complex has been chosen formally as one of the top 100 travel destinations in the world for the "Top 100 Sustainability Stories Awards" in 2022. The list was formally unveiled at the Future of Tourism Summit, which took place recently in Athens, Greece. Srirangam was cited as an example of best practice in the category "Culture & Tradition." Being the biggest functioning temple complex in the world, Srirangam has received praise for its efforts to preserve its legacy, create visitor-friendly amenities, and launch a sustainable and green temple initiative.



# THE FEATURE STATE



# GOA



# State's Initiatives of Sustainable Tourism

The Goa Tourism board is working upon four major pillars i.e. Environmental Sustainability, Economic Sustainability, Experience Sustainability and Social Sustainability, which are said to be the apex of sustainable development of Goa's natural assets, economy, local residents as well as tourism.

## GOA'S JETTY POLICY

In order to satisfy the tourists without transposing the ecosystem, Goa has initiated the Jetty Policy which attests to provide quality service to the visitors including sufficient facilities for tourism activities. The policy has a wide coverage including Eco and Nature based areas, Goan Coastal and backwaters, heritage and culture, adventure, leisure, entertainment and MICE tourism as well as medical and wellness.



## INVOLVEMENT OF LOCALS

By bringing Village tourism into focus, Goa is investing on the building and development of infrastructure in its rural-based areas which would attract responsible tourists and pave way for another revolution towards the sustainable development of tourism in Goa.



Photo Credits: Make it Happen

## CORE INFRASTRUCTURE DEVELOPMENT WITH THE PROVISIONS OF BASIC AMENITIES

With an intense growth of medical tourism in Goa, the Government has taken a determined step of investing in the development of wellness centres and eco cottages. This addition implies development of core infrastructure of Yoga and meditation centres as well as the spa and Ayurveda centres. The provisions and development of basic amenities are wrapped up with fostering the 3 main aims towards sustainable tourism; Garbage Segregation, Public Conveniences and Beach Cleaning.



Photo Courtesy: Xorooms

# Harbingers of Change

## A Brief Overview of some of India's Best Changemakers in Accommodation

# CHANGEMAKER 01

## JUNGLE LODGES & RESORTS, KARNATAKA

Jungle Lodges and Resorts is a responsible wildlife & eco tourism company committed to using ecotourism and ethical wildlife management as effective tools for protecting the environment and wildlife. All of JLR's resorts and camps are situated in some of Karnataka's breathtakingly beautiful but ecologically delicate natural settings.

Each resort is a sanctuary of tranquility with an amazing ambience, set amidst natural surroundings of bubbling brooks and alluring hills.

JLR includes a variety of outdoor activities and wildlife watching in its programmes. Some of the thrilling possibilities include Jeep safaris into the forests, boat and coracle rides, guided treks, white-water rafting, kayaking, and canoe tours, as well as interactions with elephants and water sports like snorkeling and parasailing.

Jungle Lodges & Resorts has received international praise due to its immaculate and first-rate facilities, packages, and delectable food. Initiatives of Jungle Lodges directly support the achievement of the following UN SDGs:



Photo Courtesy: Jungle Lodges & Resorts

# CHANGEMAKER 02

## JIM JUNGLE RETREAT, UTTARAKHAND

Jim Jungle Retreat is a wildlife-focused eco-lodge situated on the southern edge of Corbett Tiger Reserve. Located at the border of the Corbett forest, it provides 18 upscale lodges and cottages on 15 acres of lush retreat, with views of the forest and mountains. One can indulge in experiences like heritage walks, jeep safaris, and also an overnight stay in the forest.

It is arguably one of India's most accessible national parks, under six hours from New Delhi by road. It was awarded as the Best Nature friendly place to stay in 2017-2020 by TOFTIGERS PUG Eco-Rating.

The spa situated in the premises of the Lodge focuses on Ayurvedic relaxation techniques by using a variety of organic and kitchen produce-inspired skincare and wellness recipes.

Visitors can visit the vegetable patch, to choose their own veggies and discover sustainable agricultural practices and vintage methods.



Photo Courtesy: Jim Jungle Retreat

# CHANGEMAKER 03

## TORA ECO RESORT & LIFE EXPERIENCE CENTRE WEST BENGAL

The largest mangrove forest of the world, sees an experiential community based Eco-Tourism project namely TORA.

TORA is sustainable homestay and life experience centre that pushes its visitors outside of their comfort zones to help them comprehend the challenges of living next to nearly impenetrable mangrove trees in an area with no reliable access to electricity, water, roads, or automobiles. Tora provides lodging in 7 ethnic cottages built in the region's rural architectural style. The resort offers clean meals, safe drinking water, and solar-powered electricity.



The materials used for the construction of the cottages in rural style architecture have all been sourced from the forest staying true to nature's norms.

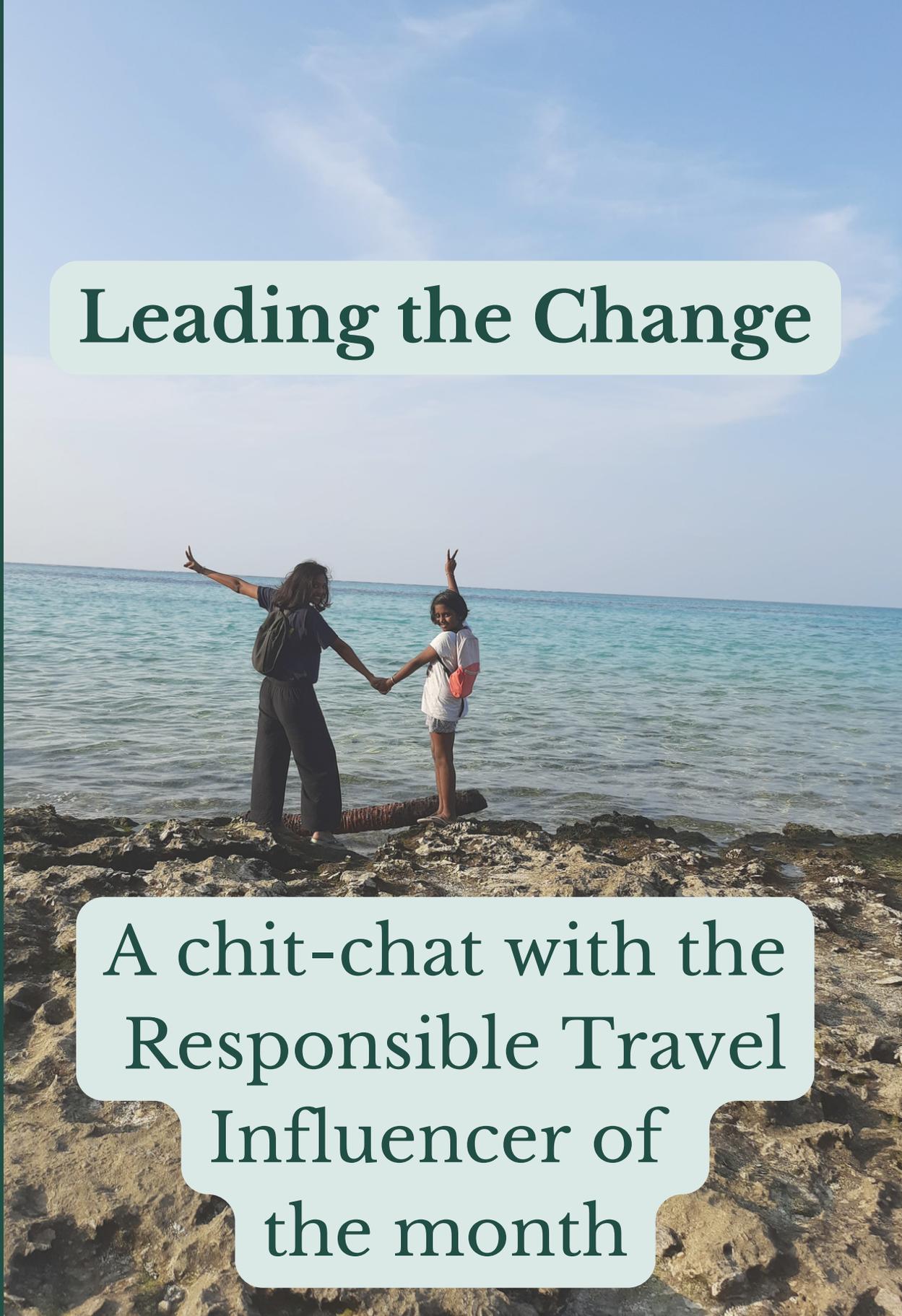
Tourism activities have allowed the locals to provide immersive experience of the forests to the tourists. The tourists will be hosted by the friendly people of Bali village who will take them exploring the many hamlets and forest and through the narrow creeks on a country boat as they tell you the story of their lives in the amazing Sundarbans.



Photo Courtesy: Tora Eco Resort & Life Experience Centre

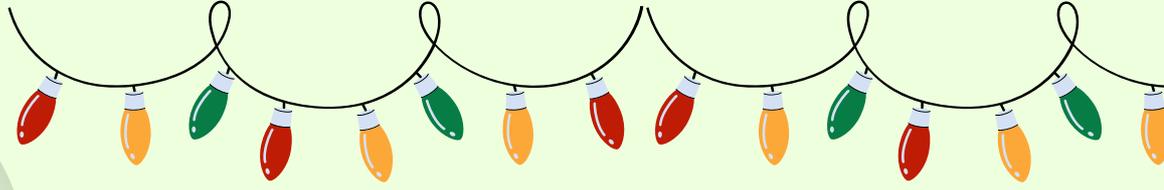


# Leading the Change



A chit-chat with the  
Responsible Travel  
Influencer of  
the month





# Manjulika Pramod

11.7K followers



Why is traveling sustainably important to you and how have you been influencing people to travel responsibly?

I've come a long way from not caring about sustainability to adopting it as a way of life. I've come to see how simple things can change the world. I didn't always mindfully use resources but I learned and I practiced it every day after that. As a result, I now carry my own small items like a cloth bag, a water bottle, etc. so that I can reuse rather than use and dispose. The little things that I practise for myself is what I write about on my blog and on my social media channels. I highlight locations that recycle and upcycle items.

How do you recycle waste/scrap to make bags, pouches, reusable cutlery that can be used by travellers?

Every day, a lot of scrap materials are produced by fashion brands and industries, including boutiques, which is why I collect these materials and bring them to one location before sewing and joining them in order to create a variety of items that can be used on a daily basis as well as for travel. Additionally, I have been sewing cutlery pouches, bottle holders, and bags and tote bags of all different sizes and shapes so that I don't need to use plastic. I promote laundry bags, shoe bags, travel pouches, and other household utility items made from repurposed materials.

What are some of the challenges that you faced while promoting recycled products? How do you suggest we combat them?

Overall, I would say my sustainable ideas have been received well. There are two different types of people. One, those who are unaware and ignorant, so for them we are introducing them to the idea of recycling and repurposing. Two, people who want to change but are not sure how. These are the people who approach us to learn and understand. The steps to combat the challenges is to make them understand and then encourage them to start utilisation of repurposed items.

How are you influencing the younger generation to follow sustainable practices and use eco-friendly products?

Thanks to the extensive social media exposure, the younger generation is more aware of these issues than the older. We are trying to educate the young kids about art through Katrans and other waste materials in schools in the form of workshops. We show them how to paint bottles so they can use them as flower vases and we also teach them to create fabric collages using leftover materials like Katrans and buttons.



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For Collaboration, reach out to  
[stci@iittm.ac.in](mailto:stci@iittm.ac.in)

Photo Courtesy: . Canva