

Sustainable Tourism India Issue 7



Central Nodal Agency
for Sustainable Tourism



पर्यटन मंत्रालय
MINISTRY OF
TOURISM

सत्यमेव जयते

Highlights of the Month

AATITHYAM - 'AGGREGATE OF ACCESSIBLE TOURIST INFORMATION ON TOURISM AND HOSPITALITY OF YATRA AND THEIR MEMORIES'

AATITHYAM is a real-time dashboard developed by the Tourism Corporation of Gujarat Ltd. to track the tourist footfall for the State of Gujarat. It is the first of its kind and the visitor management strategies for sustainable destination development will be easy to implement. The dashboard has district level footfall, destination level footfall, and MIS report sharing. The quick collection and analysis of data will be instrumental for policy formulation and tourism infrastructure development in the state.



Photo Courtesy: @deshgujarat

LAUNCH OF 1ST EPISODE OF SUSTAINABLE TOURISM INDIA YOUTUBE WEBINAR



The first episode of the fortnightly YouTube webinar was conducted on Tuesday, 21st March live on Zoom and broadcasted on the [Sustainable Tourism India YouTube channel](#). Eminent speakers representing different domains participated and discussed "Travel for LiFE : Marching Towards Sustainability." The speakers included Shri. Rakesh Kumar Verma, AS, MoT, GOI, Shri. Rupesh Kumar K, State DoT, Government of Kerala, Smt. Malika Viridi, Director of Himalayan Ark, Shri. Raj Kumar, Waste Warriors, Dr. Anand Kumar Singh, Principal, IHM, Bhopal and Shri. Kuldip Gadhvi, Kutch Adventures India.

NORTH REGIONAL WORKSHOP ON DEVELOPING SUSTAINABLE AND RESPONSIBLE TOURIST DESTINATIONS

Ministry of Tourism, Government of India in partnership with Indian Institute of Tourism and Travel Management: Central Nodal Agency for Sustainable Tourism (CNA-ST), UNEP and RTSOI successfully organized the 4th Regional Workshop for Developing Sustainable and Responsible Tourist Destination on 22nd March at the Ashok Hotel, New Delhi with active participation from 10 State/UT's Industry and community stakeholders from the North Region. The workshop was successful in bringing stakeholders to work together for mainstreaming sustainability and to change future of tourism.



CHINTAN SHIVIR



Photo Courtesy: PIB

The two day [Chintan Shivir 'Tourism in Mission Mode: Convergence and Public Private Partnership'](#) was successfully organized by Ministry of Tourism on 28th & 29th March with fruitful deliberations on wide range of challenges and opportunities for development of tourism sector with active participation of States, Industry Associations and Industry leaders. The workshop saw 11 knowledge sessions spread across 2 days. It offered a platform to mainstream sustainability in tourism and responsible travel with the aim to take the benefits of tourism to the grassroot level.



THE FEATURE STATE

Tamil Nadu



State's Initiatives of Sustainable Tourism

Policy note of Tamil Nadu Tourism Department 2022-23

The Policy strives to create a sustainable tourism ecosystem in Tamil Nadu. It lays emphasis on providing a safe and high-quality experience for tourists and creating a confident and conducive environment for investments in tourism. It's one of the main strategies is to promote environmental and culturally sustainable tourism. The Tamil Nadu State Planning Commission has set the following target for the Department of tourism: "By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture products". In order to streamline and standardize the operations and ensure the conduct of safe, accessible and sustainable adventure tourism activities in the state, guidelines have been formulated for the registration of adventure tour operators in the state.



Kovalam: The first Blue flag beach recognition

Chennai's Kovalam Beach received the Blue Flag Beach Certification in 2021 upon fulfilling the requisite 33 criteria. This certification substantiates the beach management committee's active involvement in sustainable management including beach cleanups, conducting environmental conservation activities in ecosensitive zones, establishing a grey water treatment plant and a 40KW Grid Solar Power Plant, building new swimming facilities with high standards of water quality, medical centers etc., Through such activities, the beach has been transformed into a plastic-free zone, with the activities additionally creating environmental awareness among the locals and visitors.



Srirangam: Green Temple Initiative

Srirangam is one of the two Indian Destinations selected to be a part the Green destinations Initiative as it is considered to be a sustainable pilgrim and cultural destination having the largest functioning temple complex. This initiative aims to work on the key principles by adding sustainable values to the cultural and heritage sites and making them adaptable to all climatic variations. Several maintainable facilities like drinking water, solid waste treatment plants, microplastic management, solar panels, eco-restoration of temple tanks, Biogas plants etc., has been adapted by the government to make it a Sustainable temple model. The initiative has successfully helped in restoring the state's heritage by driving away major issues that somehow aroused through overcrowding of tourists and improper waste management.



PHOTO COURTESY - Tamil Nadu Tourism



Harbingers of Change

A Brief Overview of some of India's Best Changemakers

CHANGEMAKER 01

PAATHYA, IHCL SUSTAINABLE JOURNEY

"The launch of Paathya is in line with IHCL's commitment to contributing to society with an integrated approach towards creating sustainable growth and positive impact. This reaffirms our founder Jamsetji Tata's vision of keeping community at the heart of business."

Under this initiative, the parent company of Taj, Indian Hotels Company Ltd (IHCL), has established a number of short- and long-term objectives to be achieved by 2030. This includes the certification of all of its hotels to a global sustainability standard. EV charging stations will be installed in parking lots.

More than 24 percent of energy comes from renewable sources such as solar and wind. There are 27 facilities powered by renewable energy and 78 EarthCheck-certified hotels. The Tata Strive & Golden Threshold Livelihood Skill programme has benefited 788 individuals. Social Impact businesses have been supported and engaged as suppliers, supporting over 8500+ beneficiaries, including disadvantaged women, artisans, individuals with disabilities, and cancer patients.



GOAL PLAN TO BE FULLFILLED BY 2030

- 100% Elimination of single use plastics
- 100% Recycling of wastewater
- 50% Energy use to be from renewables
- Innergise- Green Meetings, wherein business meetings will be delivered through sustainable practices
- Aim to impact the livelihood of over 100,000 Youth

The SDGs promoted by Paathya, IHCL Sustainable journey are :



PHOTO COURTESY : IHCL

CHANGEMAKER 02

BAGDARA FARMS

Bagdara Farms is an agro-tourism farm in Madhya Pradesh that promotes sustainable tourism with consideration of the environmental, social, and economic impacts of tourism. They combine tourism and agriculture to minimize negative impacts while maximising positive impacts of tourism.

Bagdara Farms grow various herbs and plants for medicinal, culinary, and cosmetic purposes. They are adjacent to the Bandhavgarh National Park, which houses endangered species like the Royal Bengal tiger, leopards, etc. The local tribals who traditionally used to hunt for livelihood, are now employed on the farms making them no longer dependent on hunting, which helps in conserving the wildlife.



They also launched the Bandhavgarh365 initiative to make Bandhavgarh a year-round tourist destination, enabling families reliant on tourism to earn money throughout the year.

Overall, Bagdara Farms promotes sustainable tourism by practicing organic farming, conserving biodiversity, using eco-friendly practices, involving the local community, offering educational programs, supports local farmers, promotes natural health practices, and encourages appreciation for natural environments.. These efforts help to preserve the natural environment, support local communities, and promote sustainable tourism practices.

The SDG's uplifted by Bagdara farms are:



PHOTO COURTESY : BAGDARA FARMS

CHANGEMAKER 03

FLAMINGO TOURS

Flamingo Tours (formerly Flymego Tours), recognized by the Department of Tourism, Government of Karnataka and an active member of the Karnataka Tourism Society (KTS), was founded in the year 2020 by a mother-son duo, Ms. Shalini Chintamani and Abhishek Chintamani, in Bidar District of Karnataka.

They organize experiential tours in the Bidar district of Karnataka for tourists and primarily focus on the revival of Bidri craft, local cuisine, and native fruits. They organize Bidriware Craft Tours, where they provide hands-on experience to enthusiasts and art students, where keen travelers end up taking a long-term course and learning this craft form while generating extra income for the craftsmen. Currently, there are only five master craftsmen in the world who are keeping this art form alive, and the program helps in its revival.



In addition to promote sustainable tourism many initiatives were organized like more than 100 cyclists participated in the cycle trip arranged by Flamingo Tours last year in partnership with the MOT Bengaluru Office. In collaboration with the local government and NGO Team Yuva, lake cleanup drives have also been held every two months at Pappanash Lake in Bidar, home to more than 80 different species of fauna. They further encourage and promote student and community involvement for inclusive development.

The SDGs promoted by Flamingo Tours are :



PHOTO COURTESY : flamingo tours

Leading the Change



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





POOJA ONEGIRLONE

JOURNEY

65.6K followers

1. Why did you make the decision to begin your blog “One Girl, One Journey”?

Let's time travel a little!

Like every other teenager, immediately after completing my HSC examinations, I just wanted to take a break & travel. Little did this 17-year-old me knew that she was about to make one of the best decisions of her life. I travelled to Bhutan, my first ever trip, without close friends and family but with 19 odd strangers (who ended up becoming family). It was possibly one of the best weeks of my life and this 17-year-old had fallen in love with the world and all that it has to offer.

A year after that, I went to Ladakh, again with some 18 odd strangers and after coming back from my trip, I knew I wanted to share with people how travel made me feel. How the world felt like my new home. An immense love for travel, people & life gave birth to my blog 'One Girl, One Journey'.

2. Could you offer any advice to tourists on how to ecotravel anywhere?

People choose veganism for different reasons; I turned vegan for animals. I come from a Sindhi family of hardcore non-vegetarians. Travel made me fall in love with the environment and the animals which eventually led me to make a decision of turning Vegan in the middle of the lockdown; which helped me to become more environmentally friendly. Here are some of my tips to be animal & environment -friendly:

Animal-friendly:

1. Wild animals belong in the wild, admire them from a distance.
2. Avoid riding animals.
3. Don't accept culture as an excuse for cruelty.
4. Say no to souvenirs made from animals.

Environment-friendly:

1. Try to minimize the amount of waste you are generating.
2. Use natural resources effectively.
3. Avoid Plastic!
4. Use local transport

3. What are your personal values and beliefs in terms of Sustainability?

Sustainability for me, is about trying to make choices basis on need rather than greed. The philosophy can be extended to our everyday consumer goods, to the food we eat and to the way we live our life. I try to use what is needed, minimize wastage and avoid getting tempted to buying more and more stuff which I don't end up using that effectively. As a society, if we can practice this philosophy, we will become better at managing diets, spending habits, carbon footprint and of course, our environment.

4. What do you think about the progress India is making towards Sustainability?

The term 'Sustainability' may be the most futuristic term but it has been deep-rooted in our past. From the very beginning, we have based our functioning around nature. With great initiatives like Vocal for Local, India is attempting to bring our age-old practice back in full glory. We are going back to our roots, quite literally, which is a great sign and we still have a long way to go.

5. How did your journey as a responsible traveler began?

I think it truly began once I turned vegan. As I mentioned above, I turned Vegan in June of 2020, in the middle of the pandemic. People usually switch to veganism – for one – or a combination – of the following three reasons: they are concerned about animal welfare (this is the reason why I turned vegan); they want to reduce the environmental impact of meat consumption; they feel it would be better for their personal health. All of these go hand in hand with responsible tourism. A meat-eating diet uses vastly more water, land & energy. So, becoming vegan is the most direct change we can immediately make to be a responsible traveler, helping save the planet and its species.

3. What are your personal values and beliefs in terms of sustainability?

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For collaboration, reach out
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Photo Courtesy: Yandex