

Sustainable Tourism India

Issue 9



**Central Nodal Agency
for Sustainable Tourism**

NEWSLETTER

May 2023

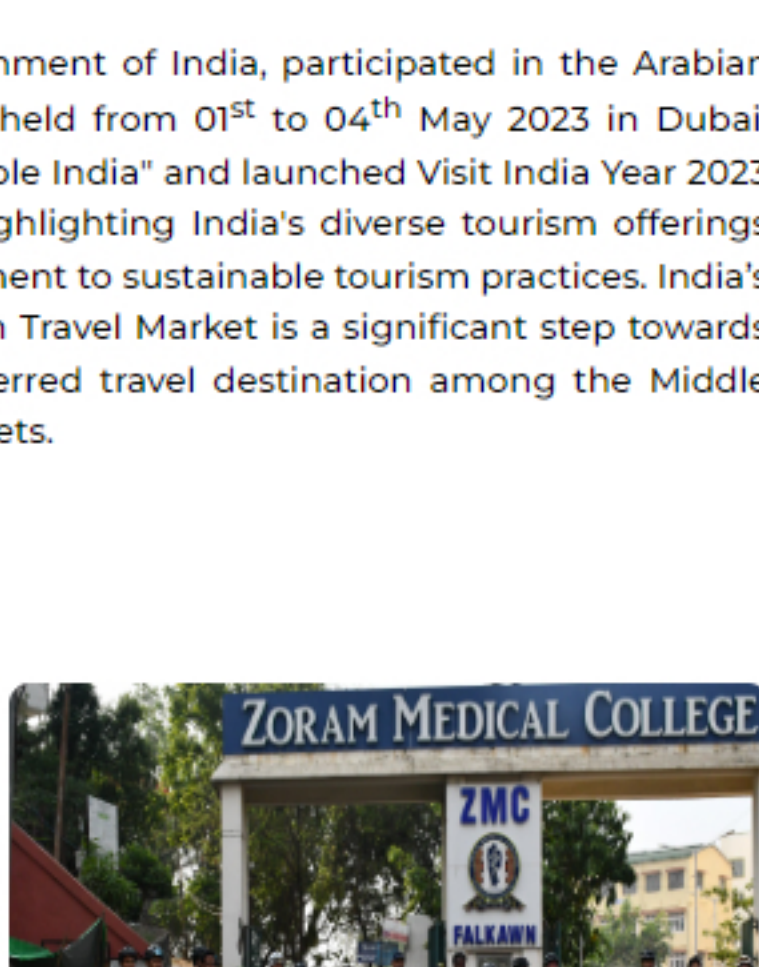
Highlights of the Month



3rd G20 Tourism Working Group Meeting and Launch of Travel for LIFE Programme in Srinagar, Kashmir

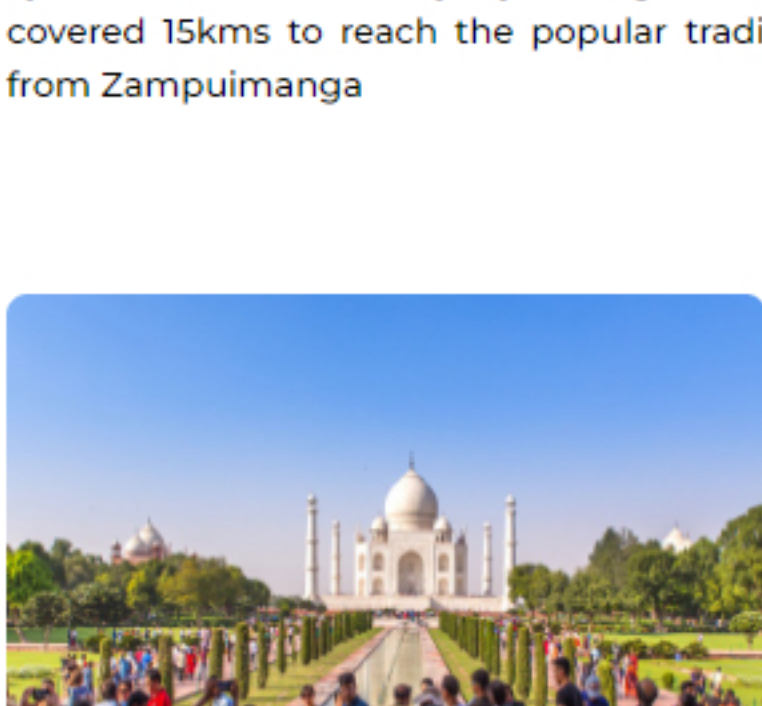
The Ministry of Tourism, Government of India successfully completed the 3rd G20 Tourism Working Group meeting, which was held from 22nd to 24th May 2023 in Srinagar, Jammu and Kashmir. The meeting produced two key deliverables: the Goa Roadmap for tourism and the G20 Tourism Minister's declaration. Additionally, two thematic events were organized during the meeting. The first event, titled 'Film Tourism for Economic Growth and Cultural Preservation', focused on strategies to promote film tourism.

The second thematic event, titled 'Ecotourism as a Vehicle to Achieve Sustainable Development Goals', aimed to deliberate on the challenges and opportunities for developing ecotourism in the country while adhering to the principles of sustainability. These events provided a platform for insightful discussions and the exchange of ideas regarding these important topics in the tourism industry. The event also witnessed the launch of the 'Travel for LIFE Programme' - a sectoral program of the Ministry of Tourism, Government of India under Mission LIFE.



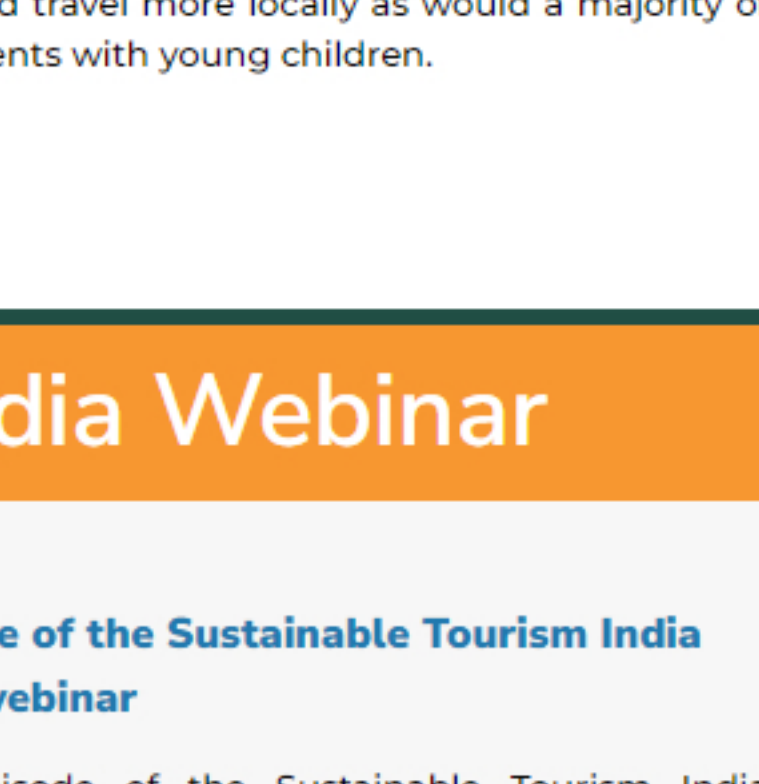
Ministry of Tourism participated in the Arabian Travel Market (ATM) 2023

Ministry of Tourism, Government of India, participated in the Arabian Travel Market (ATM) 2023, held from 01st to 04th May 2023 in Dubai, UAE. It showcased 'Incredible India' and launched Visit India Year 2023 campaign at the event, highlighting India's diverse tourism offerings and the country's commitment to sustainable tourism practices. India's participation in the Arabian Travel Market is a significant step towards promoting India as a preferred travel destination among the Middle East and North Africa markets.



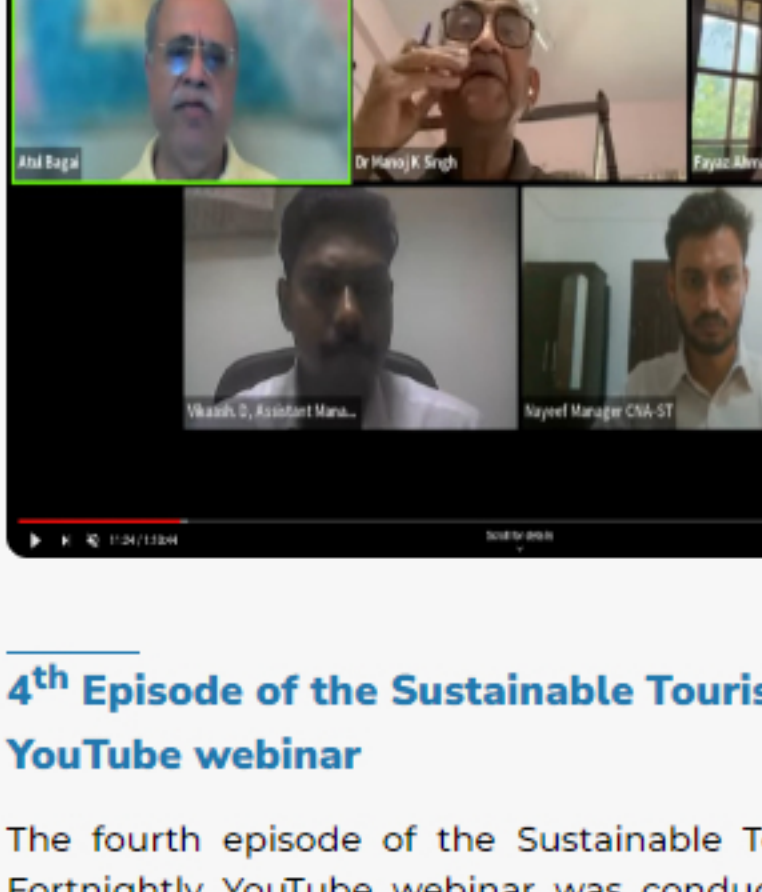
Cycling Rally to Promote Sustainable Tourism & Zero waste

India Tourism North East Region, Ministry of Tourism, Government of India in association with Mizoram Tourism and Mizoram Cycling Association (MICA) successfully organized the Cycle Rally from on 12th May 2023 in Aizawl, Mizoram. The rally aimed to create awareness on sustainable tourism, promote the FIT India campaign, advocate for zero waste practices and encourage actions to save the earth. 25 cyclists started the rally by taking the Travel for LIFE pledge and covered 15kms to reach the popular traditional Mizo village Falkawn from Zampumanga



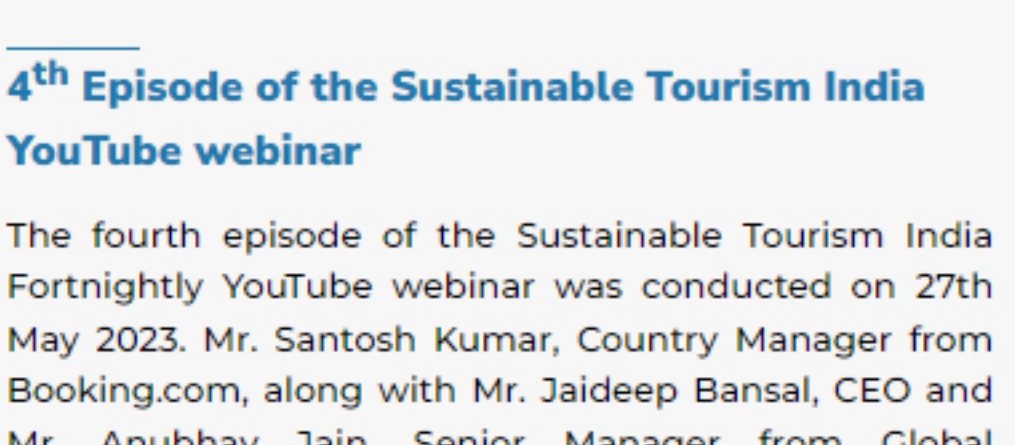
4.1% of Indian respondents say they would travel more locally: Economist Impact report

A report by economist Impact exploring the recovery of tourism in Asia-Pacific region finds that more than half of all the travelers plan to spend either the same or more on their next holiday compared to what they would have spent pre-pandemic. About 64.1% of Indian respondents say they would travel more locally as would a majority of millennials (60.3%) and parents with young children.

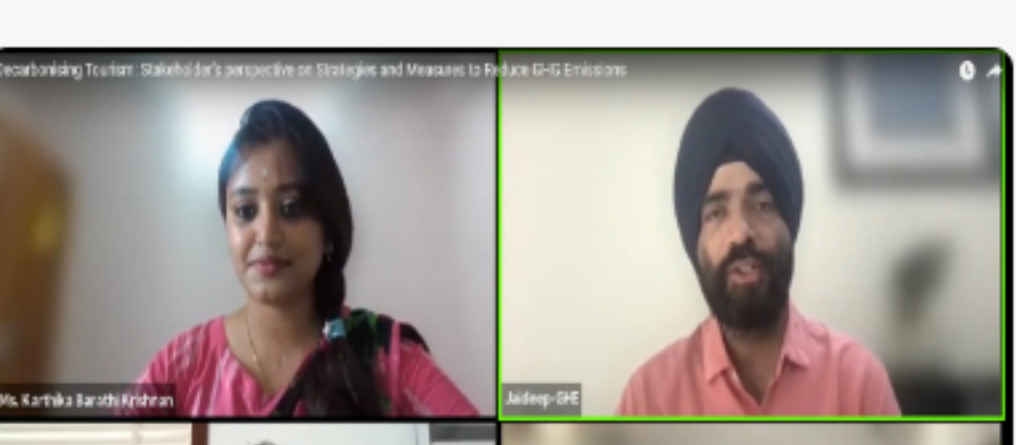


Sustainable Tourism India Webinar

3rd Episode of the Sustainable Tourism India YouTube webinar



4th Episode of the Sustainable Tourism India YouTube webinar



The fourth episode of the Sustainable Tourism India Fortnightly YouTube webinar was conducted on 27th May 2023. Mr. Santosh Kumar, Country Manager from Booking.com, along with Mr. Jaideep Bansal, CEO and Mr. Anubhav Jain, Senior Manager from Global Himalayan Expedition, was present during the webinar as our eminent speakers. The three speakers discussed strategies and measures to decarbonize the industry and reduce greenhouse gas emissions by sharing their views and feedback on the topic 'Decarbonizing Tourism: Stakeholder's Perspective on Strategies and Measures to Reduce GHG Emissions in Tourism.'

The 3rd episode of the Sustainable Tourism India Fortnightly YouTube Webinar LIVE was conducted on 6th May, 2023. The webinar witnessed live discussions from the expert speakers Shri. Atul Bagai, Country Head, UNEP, Dr. Manoj K Singh, Director (Skill), Madhya Pradesh Tourism Board, Shri Fayaz Ahmad Dar, Founder, Sagg Eco Village and Shri. Chaitanya Dilip Sangawar, Director, Shivraya Sustainability Private Limited on the topic 'Travel for LIFE: Challenges and Solutions for Plastic Pollution in tourism industry from a Global Perspective'.

Featured State: Assam



Assam's Tourism Department was established in the year 1958. It has come a long way since its humble beginning and today tourism in the state has gained universal acceptance as a potent engine for comprehensive socio-economic development.

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Sustainable Tourism Initiatives of Assam

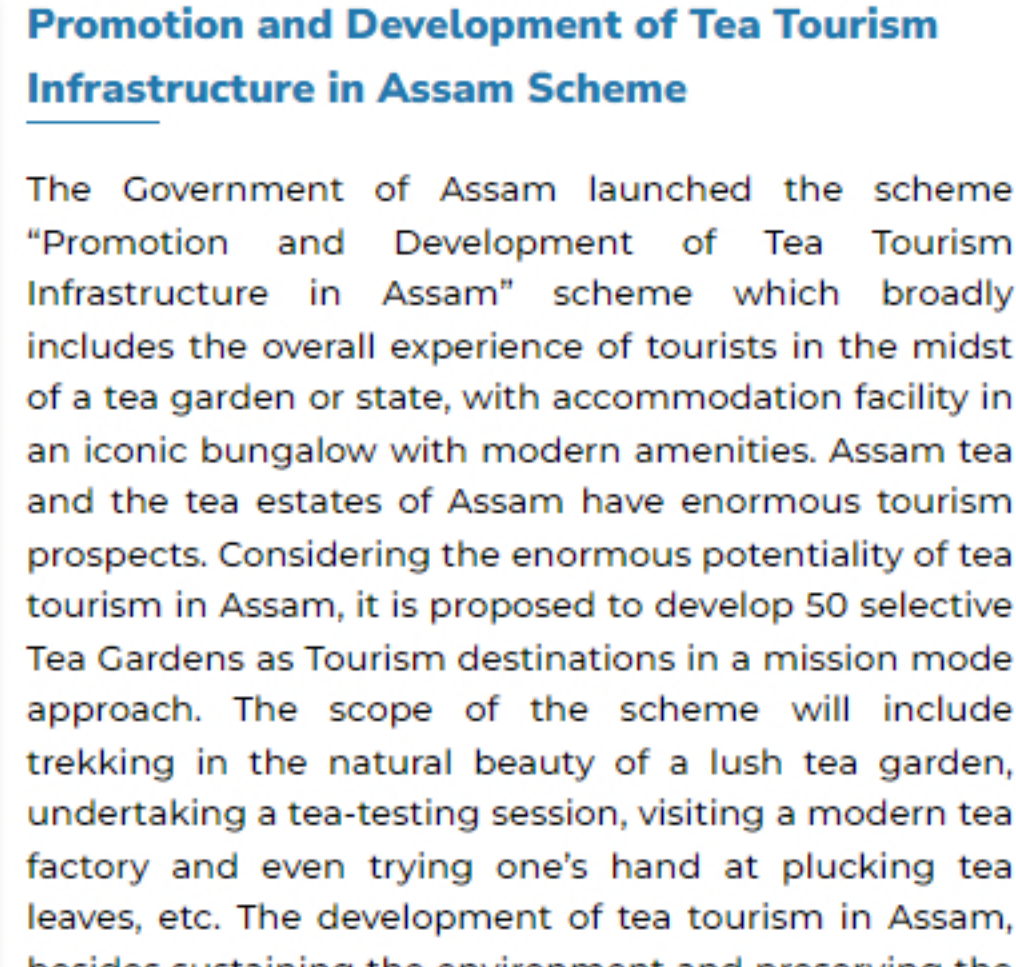
Assam Tourism Policy 2022



The Assam Tourism Policy 2022 was prepared after extensive consultations with the World Bank at every stage of its preparation, giving due weightage to the views of stakeholders and industry experts. With an aim to create a policy framework and strategic roadmap to strengthen tourism support segments and its sub-sector, the Assam government announced a new tourism policy. The new Assam Tourism Policy 2022 has been laid out at an opportune time when the state stands at the threshold of new beginnings. The policy aims to guarantee and safeguard the effective standardization of processes and practices, to foster uniformity which can result in sustainability and an overall improvement in the quality of tourism products.

Assam signs MoU with Maharashtra to Promote Film Tourism

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Promotion and Development of Tea Tourism Infrastructure in Assam Scheme

The Government of Assam launched the scheme 'Promotion and Development of Tea Tourism Infrastructure in Assam' scheme which includes the overall experience of tourists in the midst of a tea garden or state, with accommodation facility in an iconic bungalow with modern amenities. Assam tea and the tea estates of Assam have enormous tourism prospects. Considering the enormous potentiality of tea tourism in Assam, it is proposed to develop 50 selective Tea Gardens as Tourism destinations in a mission mode approach. The scope of the scheme will include trekking in the natural beauty of a lush tea garden, undertaking a tea-testing session, visiting a modern tea factory and even trying one's hand at plucking tea leaves, etc. The development of tea tourism in Assam, besides sustaining the environment and preserving the heritage and culture, will benefit the state by creating employment opportunities and boosting the rural economy.

Harbingers of Change

Changemaker 1 : Desia Koraput, Odisha

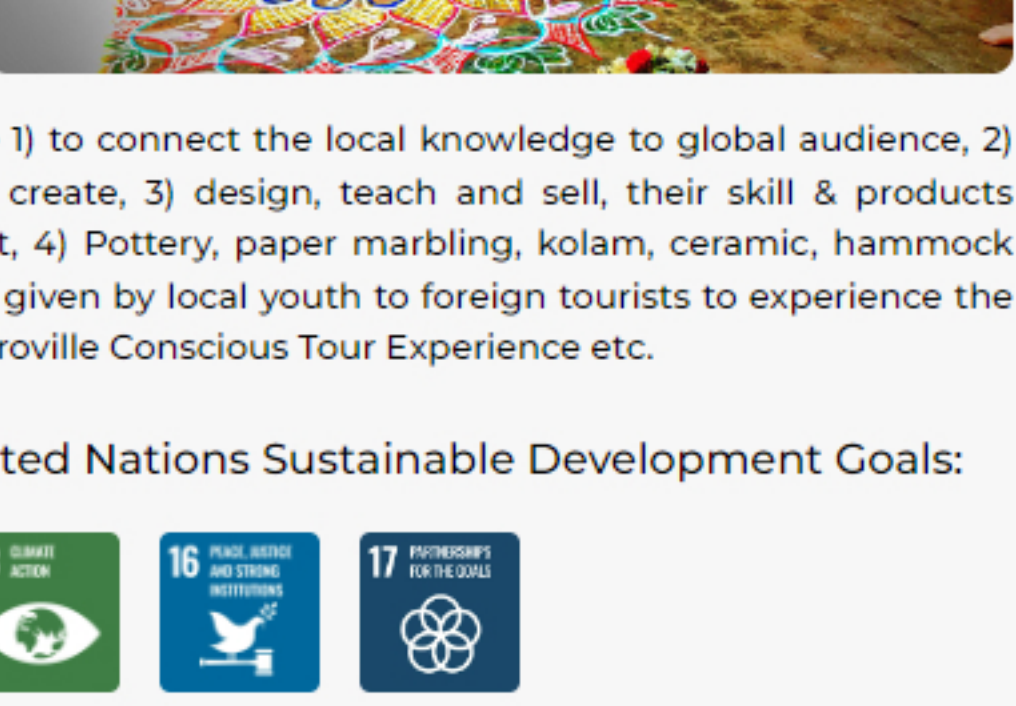


Team Desia, is a small NGO comprising local tribal groups from the Koraput valley, has initiated a 'Horticulture Project' to help the Bantabiri community and nearby communities generate additional income to meet their daily needs. This empowering initiative aims to be inclusive, sustainable and environmentally friendly, inspiring the development of the horticulture project.

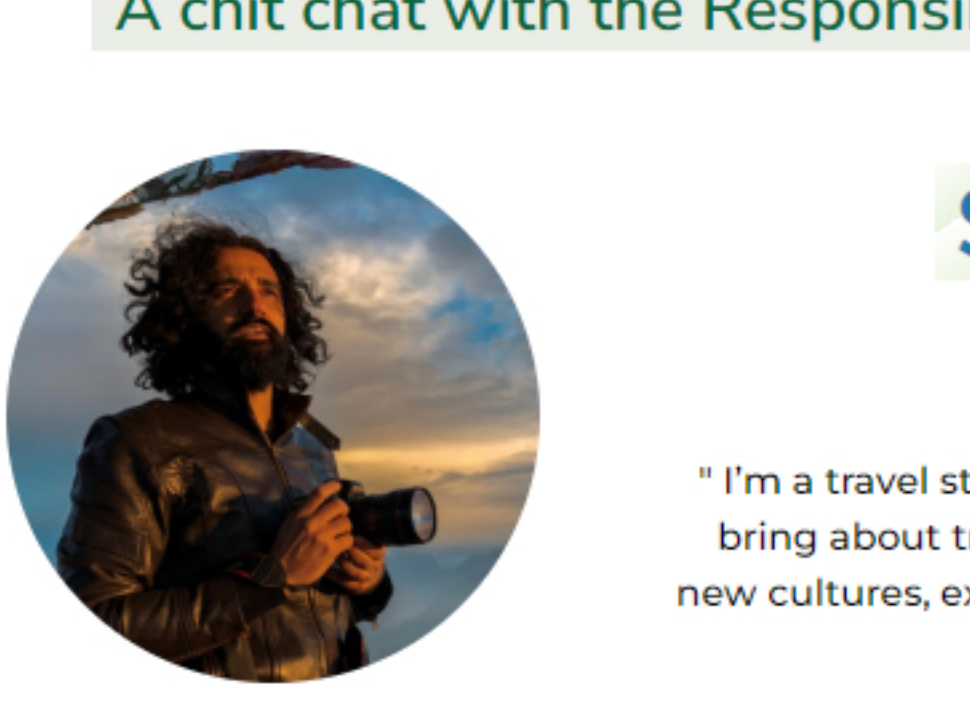
Under this project, Team Desia has committed to funding 40 mango saplings for every acre of land owned by a family. They have provided support to 10 families, covering a total of 10 acres of land and benefiting 400 saplings. The families reap the amount in installments until the entire principal is repaid. Once the repayment is complete, all proceeds from the trees will directly benefit the respective families.

This approach not only brings economic benefits to the villagers but also involves their active participation in raising and nurturing 400 fruit-bearing trees, thereby contributing to the improvement of the area's environmental conditions.

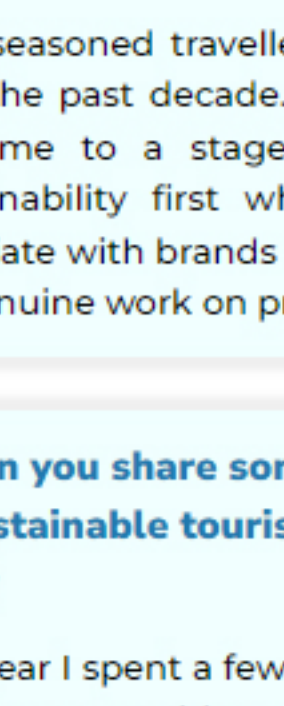
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The SDGs promoted by Desia Koraput are as follows :

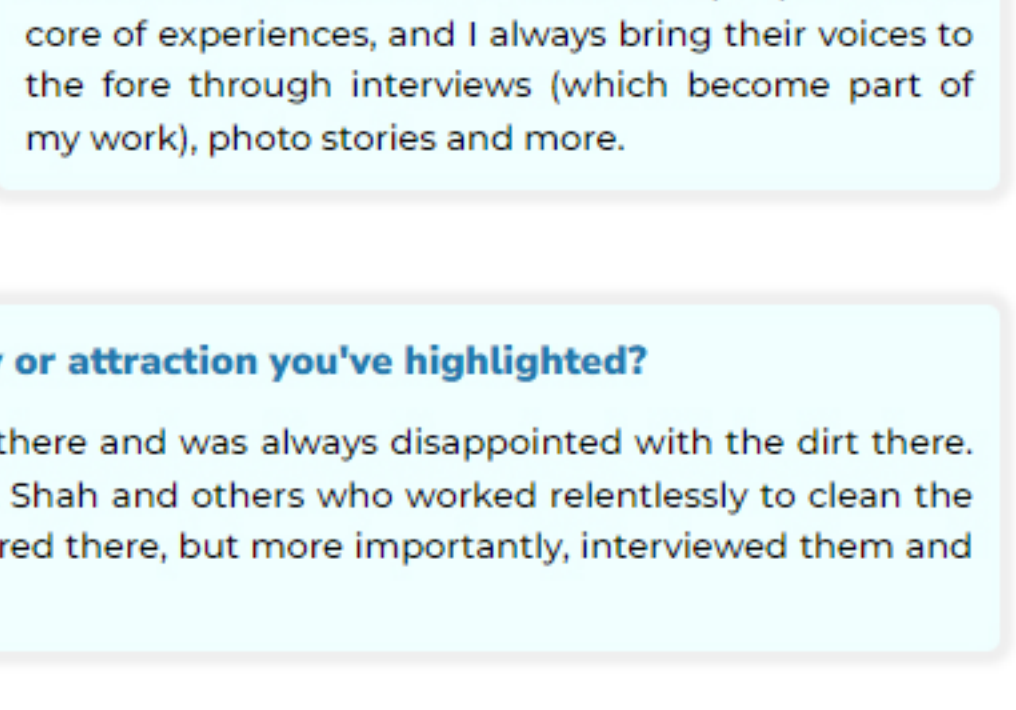


Changemaker 2 : Mohanam Village Heritage Centre



Inspired by the five dreams of Sri Aurobindo, Balasundharam established the Mohanam Village Heritage Centre as a non-profit, non-governmental organization in Auroville. This cultural and educational center serves as a hub for bioregional art, craft, and culture, aiming to unlock the full potential of youth and women. The center seeks to bridge the dynamic culture and indigenous knowledge of local people with the unique and diverse city of Auroville. Its goal is to showcase the local culture, products, and skills of the community while bridging traditional heritage to the international community through rural tourism and sustainable skill development. Motivated by his cultural biodiversity of the region, he follows the 'local for local' culture and inspires many through his engagement skills. Mohanam serves as a base for a youthful and vibrant community, revitalizing the rich village traditions of Tamil Nadu.

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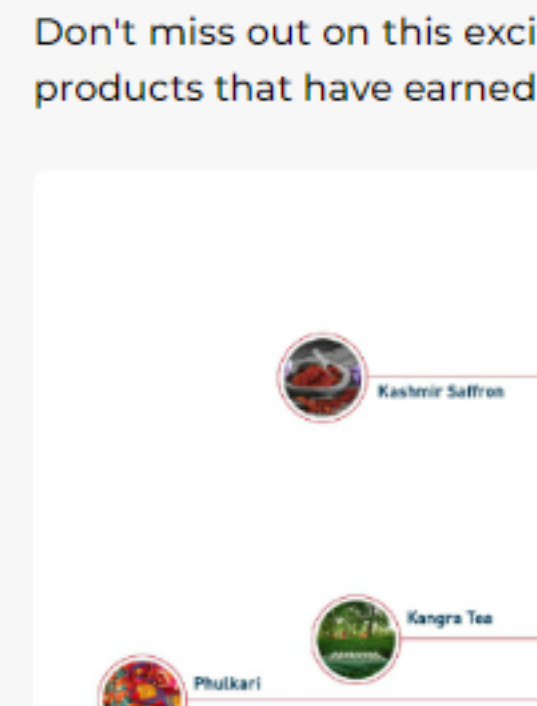
Mohanam Village offers various projects and activities like 1) to connect the local knowledge to global audience, 2) Artisan network/community with the local craftsmen to create, 3) design, teach and sell, their skill & products through make and take workshops like music instrument, 4) Pottery, paper marbling, kolam, ceramic, hammock weaving and lot more, 5) Cultural exchange through tours given by local youth to foreign tourists to experience the stay, 6) temples, rituals, cultural lifestyle, food, music 7) Auroville Conscious Tour Experience etc.

Mohanam efforts aligned with the following United Nations Sustainable Development Goals:



Leading the Change

A chat with the Responsible Travel Influencer of the month



Siddhartha Joshi



"I'm a travel storyteller who believes in the immense power of travel to bring about transformation. Travel opens up our minds and hearts to new cultures, experiences and people and eventually can lead to a better connected One World."

1) Can you briefly describe your journey in promoting sustainable travel?

As a seasoned traveller, I have seen travel evolve over the past decade. I've also evolved with time to come to a stage where I always think of sustainability first whenever I travel. I try and associate with brands that value sustainability and do genuine work on promoting that.

2) What are some core principles or values you follow when promoting sustainable travel?

I believe sustainability is possible only when we take the local communities along. It has to start at the grassroots level and the change can then flow upwards. I also believe that technology is a friend and not a foe and must be embraced to bring about change.

3) Can you share some best practices related to sustainable tourism you have done in the past?

Last year I spent a few days in Kumaon and stayed at the Mary Budden Estate. One of the activities I did was a local Kumaon meal prepared by the locals with food sourced from the neighbourhood. It not only provides sustainable source of livelihood to locals, but also helps promote the local produce.

4) What initiatives do you support to engage and support local culture?

I work with local homestays to bring about their stories to the world. Last year I did a project with Goa Tourism and Airbnb to promote local experiences and tell their stories to the world. For me, people are the core of experiences, and I always bring their voices to the fore through interviews (which become part of my work), photo stories and more.

5) Can you provide an example of an ethical activity or attraction you've highlighted?

During my time in Mumbai, I often visited the beaches there and was always disappointed with the dirt there. During these trips, I also met inspiring people like Afroz Shah and others who worked relentlessly to clean the beaches with the help of the community. I also volunteered there, but more importantly, interviewed them and shared their story through videos and posts.

Vocal For Local GI Tag Series

Introducing GI Tags: Celebrating India's Unique Cultural Heritage

In our upcoming editions, we are excited to delve into the fascinating world of Geographical Indication (GI) tags in India. These distinctive tags serve as badges of honor, signifying the rich cultural heritage and exceptional quality of products originating from specific regions across the country.

From the exquisite Banarasi silk sarees to the aromatic Darjeeling tea, India boasts a diverse array of GI-tagged products that have captivated the world with their uniqueness and craftsmanship. These tags not only protect the traditional knowledge and expertise associated with these products but also contribute significantly to the economic growth of the communities involved.

Through our newsletter, we will explore the stories behind these iconic products, shedding light on the efforts made to preserve traditional techniques, promote sustainable practices, and empower local artisans and producers. Join us as we uncover the captivating journeys that led to the recognition of these invaluable treasures.

As our Honourable Prime Minister Narendra Modi urged people of the country to spend 5 per cent of their travel expenditure on the purchase of local goods, produced by the residents of the areas they visit, GI tags of India will promote the Vocal for Local scheme.

Stay tuned for our upcoming editions, where we will share glimpses into the world of GI tags in India. Discover the extraordinary stories behind these products that have become symbols of cultural pride and heritage.

Don't miss out on this exciting series as we celebrate India's diverse cultural tapestry and the remarkable products that have earned the prestigious GI tags.

India map: Geographical Indications of India

Sustainable Tourism Trivia

- How many strategic pillars are there in the National Strategy for Sustainable Tourism?
 - Three
 - Seven
 - Nine
- How many priority areas are discussed in the Tourism Working Group meeting?
 - Four
 - Five
 - Six
- What were the two side events conducted in the 3rd Tourism working group meeting?
 - 'Film Tourism' & 'Rural Tourism'
 - 'Film Tourism' & 'Sustainable Tourism'
 - 'Film Tourism' & 'Eco Tourism'

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