

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**SUMMARY OF ACTIVITIES FOR THE MONTH OF JULY, 2020**

- Ministry of Tourism has launched 'Dekho Apna Desh' web-series with a view to create awareness about tourist destinations in the country. Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic Tourism, the Ministry is focussing on the promotion of Domestic Tourism. The webinars give a glimpse of the culture, heritage, handicrafts, cuisine etc. in addition to information of the tourist spots. These are an attempt to present an undiscovered India to its citizens and encourage them to travel. A total of 4 webinars were organised this month, bringing the total to 43 webinars from 14<sup>th</sup> April 2020 till the end of July 2020, with an estimated total viewership of over 200,000 including participation from more than 60 countries across the world.
- In the month of July 2020, the 'Incredible India' social media platform registered an increase of 6K for Instagram, 5K for Facebook and 3K for Twitter, respectively. The impressions on Twitter are increasing by 25% on a month-by-month basis. The focus has been kept on promoting wildlife via Influencer activity and celebrating International Tiger Day 2020 for 5 days as a campaign series. Activities were amplified by partnering with Outside VR, Mountains of India and Audio Odigos. Various user generated interactive content (short videos) have been used to build a relationship with the audience.
- Ministry of Tourism is posting daily on its social media platform to increase engagement. In this regard, special attention is being given towards creating posts on the #EkBharatShresthaBharat intuitive to show similarity between any two states of India to inculcate a feeling of unity. On the occasion of 'Kargil Diwas', messages were collated from users (received very good response), and a video was made from the same as a tribute to Kargil Warriors. #CourageinKargil initiated by PMO was used for all the activities on that day. Webinar recordings are being posted on a regular basis to create a bank which can be assessed anytime by the audience. All the State Government handles are being amplified and all the zones are being taken care of.

- A series of meetings were held under the chairmanship of the Additional Director General (Tourism) with the officials of State Tourism Departments and Regional Stakeholders comprising Travel Trade Associations of Western, Eastern, Southern and North Eastern Regions from 10<sup>th</sup> to 30<sup>th</sup> July 2020 to discuss issues related to developing short duration intra state itineraries around major cities in the country. The participants were advised to submit the information to the Ministry by mid-August 2020. During the meetings, the State Governments and Stakeholders also shared their views on ways to promote domestic tourism and initiatives taken by them to restart the sector.
- The 2<sup>nd</sup> G20 Tourism Working Group Meeting (Virtual) was held on 2<sup>nd</sup> – 3<sup>rd</sup> July 2020 to share the progress regarding implementing the Tourism Ministers' commitments on Covid-19 and also discussed the two outcome reports on Inclusive Community Development through Tourism (prepared by UNWTO) and seamless Travel and Improved Traveller Experience (by OECD). The Joint Secretary (Tourism) attended the meetings, and made an intervention.
- India Tourism New York and the Embassy of India along with Swami Vivekanand Cultural Center, Surinam organised an online talk on tourism for Travel Agents, Tour Operators and Tourism Institutes on July 24, 2020. A presentation on India Tourism was made by India Tourism New York and they also participated in an interactive session with Travel Agents and Tour Operators.
- India Tourism Singapore in association with M/s. Travel Port organized an online Travel Agents' Training Programme covering South East Asian Market and Australia/New Zealand. It started in March 2020 and continued till the end of July 2020.
- India Tourism Tokyo organized an online Talk Programme titled "Visit India Again 2020" with nine guests/groups to highlight major tourist attractions of India. It is expected that the two day online programme would give a boost to the Indian tourism prospects in the Japanese market. India Tourism Tokyo also participated at the flagging off event of the JATA online Travel Mart Forum held on 31<sup>st</sup> July 2020.

- The 10<sup>th</sup> UNWTO (Virtual) Meeting of the Committee on Tourism and Competitiveness (CTC) was held on 30<sup>th</sup> July 2020. CTC was established in 2013 as a UNWTO Technical Committee with an advisory role and is meant to be the first step of a validation process that channels technical outputs referring to principles, policies, practices and processes such as guidelines, definitions, criteria and standards to the corresponding governing organs for adoption. Ministry of Tourism was represented by JS(T), ADG(MR) and Director (MR) in the Meeting.
- The Ministry of Tourism has created a robust information system / comprehensive database of various accommodation units in the categories viz. Hotels, Resorts B&B/Homestay, Timeshare Resorts, Apartment Hotel, Tented Accommodation and Guest Houses throughout the country. As on date, all State Governments/ UT Administrations have nominated Nodal Officers, for coordinating and ensuring registration of all unclassified accommodation units in their concerned States/UTs. As on date, around 17000 unclassified accommodation units have been registered on the national database.
- Under the PRASHAD scheme of the Ministry, 5 new destinations situated at Andhra Pradesh, Assam, Gujarat, Punjab and Jammu have been approved for development of pilgrimage infrastructure. With the inclusion of these 5 destinations, the number of identified destinations under PRASHAD scheme has now gone up to 57 from 52.
- ITDC continues to prepare for the restart of business in the 'New Normal' by placing health and safety on top priority. Training sessions to manage the new emerging challenges and Food Safety hygiene and post Covid-19 SOPs are being conducted for staff of hotels.
- Hotel Samrat, New Delhi and Hotel Kalinga Ashok, Bhubaneswar continue to be used as "pay & use" quarantine centre as per Government initiative.
- Ministry of Tourism disposed 211 Public Grievances by the end of July 2020 and 37 remained pending.

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