



Ministry of Tourism  
Government of India



2<sup>nd</sup> Tourism Working  
Group Meeting

SIDE EVENT – 1

ADVENTURE TOURISM  
AS A VEHICLE FOR  
ACHIEVING SUSTAINABLE  
DEVELOPMENT GOALS

AGENDA & PROGRAMME

1<sup>st</sup> April, 2023  
Kurseong, Darjeeling, West Bengal



वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY  
ONE FUTURE



## BACKGROUND

1. Adventure Tourism incorporates and promotes core values of sustainable tourism. It attracts visitors outside of peak season, highlights the natural and cultural values of a destination, thereby promoting its preservation, and creates resilient and committed travelers.
2. Adventure Tourism is resilient, attracts high value customers and supports local economies. Adventure Tourism practitioners encourage sustainable tourism because without pristine natural environment and meaningful cultural experiences, adventure tourism cannot exist.
3. Adventure Tourism has grown exponentially worldwide over the past years with tourists visiting destinations previously undiscovered. This allows for new destinations to market themselves as truly unique, appealing to those travellers looking for rare, incomparable experiences.
4. Adventure Tourism is often developed at remote or underdeveloped areas that lack infrastructure and economic opportunities. Development of Adventure Tourism in these areas leads to development of infrastructure and investment in tourism-related projects, thereby providing economic opportunities for the local people.





5. Safe and responsible expansion of Adventure Tourism is crucial to its success and alignment with 17 Sustainable Development Goals. In order to understand, share knowledge and exchange views on developing adventure tourism, an event on “Adventure Tourism as a vehicle for achieving Sustainable Development Goals” is being organized on the sidelines of the 2nd meeting of the Tourism Working Group at Siliguri/ Darjeeling on 1st April 2023.
6. During the event Ms. Gabriella Stowell, Vice President, Regional Development, Adventure Travel Trade Association (ATTA), will share her perspective on “Adventure Tourism Global scenario “.
7. It will be followed by a panel discussion moderated by Ms. Gabriella Stowell, with the participation of G20 member countries and Indian State of Uttarakhand. Panelist will share their experience and ideas about development adventure tourism in a sustainable and responsible manner, which can create opportunities for jobs and livelihood in remote, underdeveloped areas, empower local communities and contribute to progress towards achieving 17 sustainable development goals.

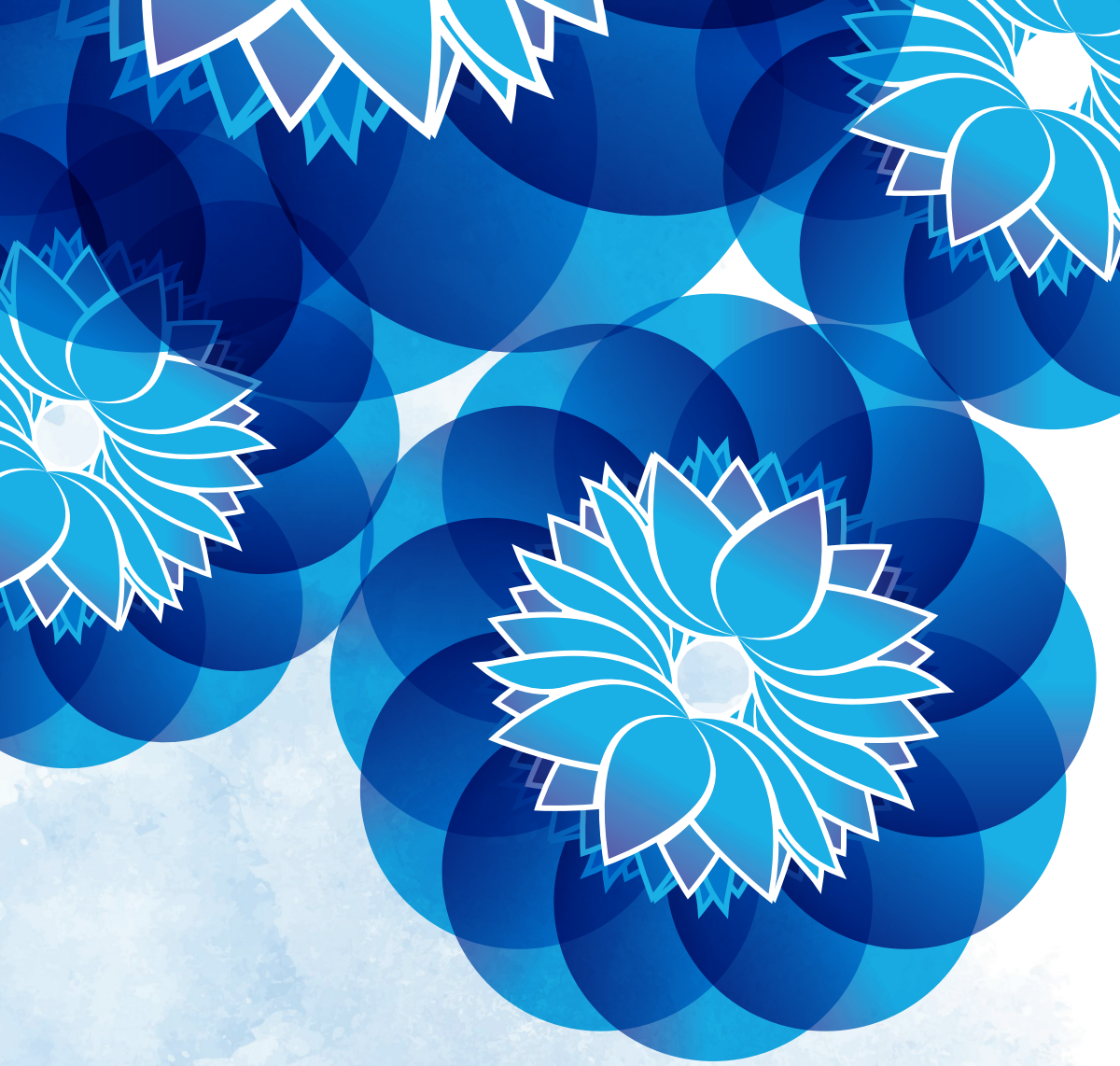


**PROGRAMME AT  
TAJ CHIA KUTIR RESORT & SPA,  
KURSEONG, DARJEELING**

<b>Topic : Adventure Tourism as a vehicle for Achieving Sustainable Development Goals</b>	
1500 - 1505 Hrs	Welcome remarks by G20 Chief Coordinator Shri. Harsh Vardhan Shringla
1505 - 1515 Hrs	Opening Address by Session Chair Shri. G. Kishan Reddy, Union Minister for Tourism, Culture and DoNER, Government of India
1515 - 1525 Hrs	Topic: Adventure Tourism Global Scenario Global perspective on development of Sustainable Adventure Tourism Ms. Gabriella Stowell, Vice President, Regional Development, Adventure Travel Trade Association (ATTA)
1525 - 1535 Hrs	Topic: Adventure Tourism Indian Scenario Shri. Ajeet Bajaj, President, Adventure Tour Operators Association of India (ATOAI)

1535 - 1645 Hrs	Panel Discussion on Adventure Tourism as a vehicle for Achieving Sustainable Development Goals  Moderator: Ms. Gabriella Stowell, Vice President, Regional Development, ATTA.  <ul style="list-style-type: none"> <li>• United Kingdom, Mexico, Canada, Germany, Japan, &amp; Brazil</li> <li>• Indian State - Uttarakhand</li> </ul>
1645 - 1650 Hrs	Local Perspective by Shri. Vikram Rai from Vik-Run Foundation
1650 - 1700 Hrs	Concluding remarks by Shri. Arvind Singh, Secretary, Ministry of Tourism, Government of India





भारत 2023 INDIA



सत्यमेव जयते

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