



Ministry of Tourism
Government of India



भारत 2023 INDIA

2nd Tourism Working
Group Meeting

SIDE EVENT – 2

TOURISM IN
MISSION MODE:
ADVANTAGE
ADVENTURE
TOURISM

AGENDA & PROGRAMME

2nd April, 2023
Siliguri, West Bengal



वयुधेव कुदुम्बकम्

ONE EARTH • ONE FAMILY
ONE FUTURE



INDIA'S UNRIVALLED NATURAL ATTRACTIONS

The natural attractions in India are almost unrivalled in the world, ranging from pristine forests, snow-clad Himalayas, montane grasslands, golden and silver deserts, rivers, lakes, wetlands, mangroves, beaches, volcanoes and corals, housing tremendous biodiversity. Besides, we have the mega-fauna consisting of iconic species such as tigers, lions, elephants, rhinos, leopards, wild buffaloes, Indian bison (gaur), etc. and more than 1200 species of birds.

ADVENTURE TOURISM – INDIA'S SIGNIFICANT GEOGRAPHICAL ADVANTAGE

India has significant geographical advantage owing to its rich natural & eco-tourism resources:

- 70 per cent of the Himalayas
- 7,000 kms of coastline
- Among the one of the three countries in the world with both hot and cold deserts
- Ranks 10th in total area under forest cover
- Ranks 6th in terms of number of recognized UNESCO Natural Heritage sites

INDIA'S POTENTIAL FOR ADVENTURE TOURISM

Despite natural wealth and potential, India ranks quite low in global adventure tourism. India holds great potential to become a global marketplace for adventure activities and sports. India has tremendous potential to attract adventure tourists from different parts of the World. From North to South and East to West, the geographical conditions of the country provide a competitive edge regarding the development of adventure tourism opportunities.





ADVENTURE TOURISM – A NICHE TOURISM SEGMENT

Adventure tourism is a type of niche tourism where exploration or travel involves some degree of risk (real or perceived), may require special skills, physical effort. Adventure tourism can be any tourism activity that includes physical activity, cultural exchange, and connection with nature. Adventure tourism experiences are generally divided into two types hard adventure and soft adventure.

NATIONAL STRATEGY FOR ADVENTURE TOURISM

In order to provide impetus to the development of adventure tourism in the Country, Ministry of Tourism has formulated National Strategy for adventure tourism. The Ministry has further notified Indian Institute of Travel and Tourism Management as Central Nodal Agency for Adventure Tourism to provide technical support to the Ministry of Tourism. The Ministry of Tourism has also set up a National Board for Adventure Tourism under Secretary (Tourism) and comprising of Central Ministries, States and Industry Stakeholders to provide guidance for the development of the sector.

STRATEGIC PILLARS

Following strategic pillars have been identified for development of sustainable tourism, adventure tourism and ecotourism:

- (i) State assessment, ranking and strategy
- (ii) Skills, capacity building and certification
- (iii) Marketing and promotion
- (iv) Strengthening adventure tourism safety management framework
- (v) National and state level rescue and communication grid
- (vi) Destination and product Development
- (vi) Governance and Institutional Framework

ADVENTURE TOURISM IN NORTH EAST REGION

The northeast is an adventure playground, with lofty Himalayan peaks, high passes, and glacial lakes all around, as well as lush jungles, rivers, and valleys. North East India offers a variety of exciting activities such as trekking, rafting, kayaking, safari, and mountain biking, among others.

In order to develop the full potential of adventure tourism in North East, the States will share their current policies and future plans for adventure tourism. The Industry will provide feedback on the same to help the States develop better strategies for promoting adventure tourism in the North East.



PROGRAM AT TEESTA HALL, MAYFAIR RESORT

**Topic: Tourism in Mission Mode: Advantage Adventure Tourism
Session Chaired by Shri. G Kishan Reddy, Minister of Tourism,
Culture and DoNER, Government of India**

Session 1: Positioning India as an Adventure Destination

1015 - 1025 Hrs.	Opening remarks - Industry Perspective: India as an Adventure Destination by: Padamshree Awardee Shri Ajeet Bajaj, President ATOAI
1025 - 1035 Hrs.	International lessons in Adventure Tourism for India Address by Ms. Gabriella Stowell, Vice President, Regional Development, ATTA
1035 - 1050 Hrs	Presentation on National Strategy for Adventure Tourism Address by Prof. Sutheeshna Babu Nodal Officer, Central Nodal Agency- Adventure Tourism
1050 - 1105 Hrs.	Making India a globally competitive Adventure Tourism Hub Presentation by Mr. Ashish Gupta, CEO, FAITH
1105 - 1120 Hrs.	Developing Vibrant Villages as Adventure Destinations Presentation by Shri. Paras Loomba, Founder, Global Himalayan Expedition (GHE) & Shri. Oken Tayeng, Chairman of Northeast Chapter ATAIOI
1120 - 1130 Hrs.	Model Law on Adventure Safety Presentation by Central Nodal Agency, Adventure Tourism Dr. Ravinder Dogra
1130 - 1145 Hrs.	Address by the Chair Shri. G Kishan Reddy, Hon'ble Minister of Tourism, Culture and DoNER, Government of India
1145 - 1150 Hrs	Closing remarks and Vote of Thanks by Shri. Tejbir Singh Anand, Senior Vice President, ATOAI

Tea Break (25 minutes)



Session 2: Best Practices in Adventure Tourism Session
Chaired by Shri. M.R. Synrem, Joint Secretary,
Ministry of Tourism, Government of India

1215 - 1220 Hrs	Welcome address and setting the context Shri. D. Venkatesan, Regional Director West Region
1220 - 1235 Hrs	Best Practices by States/ Union Territory Presentation by Shri. Sachin Kurve, Secretary Tourism, State of Uttarakhand
1235 - 1250 Hrs	Best Practices by States/ Union Territory Presentation by Ms. Sunayana Sharma, Additional Director Tourism, State of Himachal Pradesh
1250 - 1310 Hrs	Industry Perspective – Risk Mitigation and Access Control Presentation by Shri. Vaibhav Kala, Vice President ATOAI
1310 - 1315 Hrs.	Closing remarks and Vote of Thanks by Prof. Alok Sharma, Director, IITTM, Central Nodal Agency for Adventure Tourism

Working Lunch (One Hour)

Session 3: Developing Adventure Tourism in Northeast

1415 - 1420 Hrs	Welcome address and setting the context by Shri. Ajeet Bajaj, President ATOAI
1420 - 1510 Hrs	Presentation by Northeast States on Adventure Tourism (10 minutes for each State) Manipur, Meghalaya, Nagaland, Mizoram & Arunachal Pradesh
1510 - 1525 Hrs.	Industry Feedback
1525 - 1535 Hrs.	Concluding Remarks by Shri. M.R. Synrem, Joint Secretary, Ministry of Tourism, Government of India
1535 - 1540 Hrs.	Vote of Thanks by Shri. Ajeet Bajaj, President ATOAI



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