



# CONCLAVE

## SESSION DETAILS

# INAUGURAL SESSION

# Policies and Practices in Indian Tourism: Analysis and Strategies

# SESSION 01

## Sustainable tourism practices and collaborative efforts to boost India's global appeal

# SESSION 02

India as a Health and Wellbeing Destination - Opportunities Unlimited

## SESSION 03

# India as a Wedding Destination: Prospects and Promotion

# Growth in Tourism for a Rising India



**LIB ASSOCIATES**



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# OPENING DOORS TO THE WORLD

## BACKDROP

Tourism is a significant contributor to India's economy, that accounts for 9.2% of the country's GDP and employs over 80 million people. India's rich cultural heritage, diverse landscape, and hospitality make it an attractive destination for tourists.

## THE ROAD AHEAD

India's tourism industry has immense potential, but it faces several multifaceted challenges and requires a comprehensive approach to address them. The Government, Tourism Industry Stakeholders, and the Public need to work together to overcome the challenges facing the industry. The need is to adopt sustainable tourism practices, including eco-tourism, community-based tourism, and responsible tourism, to ensure the long-term sustainability of the industry.

## CONCLAVE IN 2022/23 LOOKING BACK

### SEASON-1



### SEASON-2



## Incredible!India



# INDIAN TOURISM KEY CHALLENGES

- **Inadequate Infrastructure:** India's tourism infrastructure, including airports, highways, and public transportation, is inadequate and often outdated
- **Lack of tourist-friendly infrastructure:** Infrastructure support such as well-placed signboards and tourist information centres, makes it challenging for visitors to navigate and explore India's tourist destinations
- **Safety and Security:** India has been grappling with safety and security concerns for tourists, particularly women travellers. Incidents of harassment and violence against tourists have been reported
- **Lack of Skilled Manpower:** Another major challenge facing the tourism sector in India is the lack of skilled manpower
- Significant development has taken place through initiatives and promotions. The process of image makeover of **Brand India** that is **Bharat** has been initiated in the last few years. To add to this, **Brand Modi** has helped create a positive perception about India. The hosting of G20 has been a definite boost to tourism at large. Development and promotion of mega tourist attractions like Varanasi, Ayodhya, Sardar Patel Statue at Kevadia in Gujarat and other policy initiatives are going to create a strong buzz in the tourism industry



## ARGUS CHALO DEKHEIN APNA DESH- SEASON 3

A one-day Conclave scheduled for **9 March 2024 [Saturday]** to unlock India's rich tapestry of tourist destination. It will serve as a dynamic platform for promoting the country's diverse cultural, historical, and natural treasures to the global audience. The intent is to foster collaboration, embrace technology, and showcase the nation's cultural wealth. It will set the stage for a new era of global tourism centered around India's unique and enchanting offerings.

The participants of the Conclave will include key stakeholders from the tourism industry, government officials [policymakers], and international influencers.



## argus

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