



भारत 2023 INDIA

**Second G20 Tourism Working Group Meeting
Side Event
2nd April 2023**

**Tourism in Mission Mode: Advantage Adventure
Tourism**

वसुधैव कुटुम्बकम्

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1. 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.

2. 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

3. 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.

4. 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.

5. 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.

6. 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

7. 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.

The States will adhere to the specified template for the presentation, which will cover the following:

- (i) Adventure Tourism assets
- (ii) Destination and product development
- (iii) Skill Development and Capacity Building
- (iv) Marketing and promotion
- (v) Synergy with national policies, strategies and digital platforms

Program : Teesta Hall, Mayfair Resort

Tourism in Mission Mode: Advantage Adventure Tourism

Session 1: Positioning India as an Adventure Destination

1015-1020 Hrs.	Welcome address Prof. Alok Sharma, Director, IITTM, Central Nodal Agency for Adventure Tourism
1020-1030 Hrs.	International lessons in Adventure Tourism for India Address by Mrs. Gabriella Stowell, Vice President, Regional Development, ATTA
1030-1050 Hrs.	Presentation on National Strategy for Adventure Tourism Nodal Officer, Central Nodal Agency- Adventure Tourism
1050-1110 Hrs.	Industry Perspective – India as an Adventure Destination Presentation by Padam Shree awardee Mr. Ajeet Bajaj, President ATOAI
1110-1120 Hrs.	Industry Perspective – Risk Mitigation and Access Control Presentation by Mr. Vaibhav Kala, Vice President ATOAI
1120-1130 Hrs.	Model Law on Adventure Safety Presentation by Central Nodal Agency- Adventure Tourism
1130-1145 Hrs.	Address by Mr. G Kishan Reddy, Minister of Tourism, Culture and DoNER, Government of India
1145-1150 Hrs	Vote of Thanks by Mr. Tejbir Singh Anand, Executive committee member, ATOAI

Tea Break (25 minutes)

Session 2: Best Practices in Adventure Tourism	
1215-1220 Hrs	Welcome Address and Setting the context Regional Director, Northeast Region
1220-1235 Hrs	Best Practices by States/ Union Territory Presentation by State of Uttarakhand
1235-1250 Hrs	Best Practices by States/ Union Territory Presentation by State of Kerala
1250-1310 Hrs.	Developing Vibrant Villages as Adventure Destinations Presentation by Mr. Paras Loomba, Founder, Global Himalayan Expedition (GHE) /Mr. Oken Tayeng, Chairman of Northeast Chapter ATAIOI
1310-1315 Hrs.	Vote of Thanks
Working Lunch	
Session 3: Developing Adventure Tourism in Northeast	
1415-1420 Hrs	Welcome address and setting the context
1420-1630 Hrs	Presentation by Northeast States on Adventure Tourism 7 States with 10 minutes each
1630-1645 Hrs.	Industry Feedback
1645:1650 Hrs.	Vote of Thanks

Thank You

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