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Government of India
Ministry of Tourism
(Niche Tourism Division)

1st Floor, Transport Bhawan,
1, Parliament Street,
New Delhi-110001.

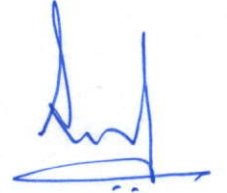
Dated: 29th April 2022

OFFICE MEMORANDUM

Subject: **National Strategy for Adventure Tourism**

The Ministry of Tourism has formulated a **National Strategy for Adventure Tourism**. A copy of the Strategy is enclosed for ready reference and further action, as appropriate.

2. This issues with the approval of Competent Authority.



(Sanjay Singh)
Deputy Director General

To

Secretaries of all Ministries/Departments, Government of India

Copy for information and necessary action along with a copy of the Strategy document to:-

Principal Secretaries/Secretaries/Commissioner (Tourism), all State Governments/ UT Administrations

Copy for information and necessary action along with a copy of the Strategy document to:-

IMF / UNEP (India) / FICCI / CII / RTSOI / FAITH / IATO / ADTOI / TAAI / ATAIOI

contd....

Copy for information to:-

1. PS to HM(T) / PS to MoS (SYN) / PS to MoS (AB)
2. PS to Secretary (T)
3. PS to DG (T) / PS to AS (T) /
4. PS to ADG (T) / PS to EA (T) / PS to ADG (MR)
5. All Regional Directors, Ministry of Tourism



(Sanjay Singh)
Deputy Director General



Ministry of Tourism
Government of India

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Azadi Ka
Amrit Mahotsav

NATIONAL STRATEGY FOR ADVENTURE TOURISM

APRIL 2022

Incredible India



Double Hump Camel ride
in Nubra Valley, Ladakh



सत्यमेव जयते

NATIONAL STRATEGY FOR ADVENTURE TOURISM

APRIL 2022

**Ministry of Tourism
Government of India**

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1

CHAPTER





INTRODUCTION



INTRODUCTION

1.1. India's unrivalled natural attractions

The natural attractions in India are almost unrivalled in the world, ranging from pristine forests, the 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.

1.2. Adventure Tourism – India's significant geographical advantage

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

- 70 percent of the Himalayas
- 7,000 Km of coastline
- Among 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

1.3. India's potential for Adventure Tourism

Despite the 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.

1.4. 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) and may require special skills, and 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.

1.5. Adventure Tourism – promotes core values of sustainable tourism

Adventure tourism incorporates and promotes the 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 travellers. 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.

1.6. National Strategy on Sustainable Tourism

The Ministry of Tourism has also drafted a national strategy on Sustainable tourism which focuses on promoting environmental sustainability, protecting biodiversity, promoting economic sustainability and promoting socio-cultural sustainability. The strategy aims to mainstream sustainability into the tourism sector. Adventure tourism is one of the important segments to promote sustainable tourism.

1.7. National Strategy on Rural Tourism

The Ministry of Tourism has recently notified the national strategy on rural tourism. Keeping in view that adventure tourism activities are largely away from the cities, the strategy for rural tourism is also relevant for the promotion of adventure tourism in the country.

1.8. National Strategy for Adventure Tourism

- 1.8.1. 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.
- 1.8.2. In order to provide impetus to the development of adventure tourism in the Country, National Strategy for adventure tourism has been prepared. The Strategy focuses on developing adventure destinations, promoting safety in adventure tourism, skill development, capacity building and marketing.



Gangtok, Paragliding

2

CHAPTER

**VISION, MISSION
AND STRATEGY**



VISION, MISSION AND STRATEGY

2.1. Adventure Tourism

2.1.1. Definition

Adventure tourism is a trip that includes at least two of the following three elements physical activity, natural environment and cultural immersion.

2.1.2. Hard adventure activities

Adventure tourism activities that involve a high level of risk and require a greater level of expertise, skills, training and experience. Tourists taking hard adventure activities, need to have the knowledge of hard adventure activity, a high level of expertise, physical & mental fitness, and expert guidance. High altitude mountaineering, river rafting, scuba diving, hang gliding, skydiving comes etc. are hard adventure activities.

2.1.3. Soft adventure activities

Adventure tourism activities involve moderate levels of risk and the tourists involved in these activities do not require particular skills or experience. Most tourists take soft adventure activities for recreation and fun as it involves a lesser level of risk. Hiking, camping, biking come under soft adventure activities.

2.2. Vision

To position India as a preferred destination for adventure tourism globally.

2.3. Mission

To develop an enabling ecosystem for the growth of Adventure Tourism in the Country and create synergies amongst Central Government, State Governments, Private Sector and local communities, for the development of Adventure Tourism.

2.4. 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
- (vii). Governance and Institutional Framework

2.5. Stakeholders

2.5.1. Key Stakeholders

The promotion and development of adventure tourism will involve a diverse set of stakeholders, whose role will be crucial for the success of the Strategy. The key stakeholders are:

- (i). Central Ministries
- (ii). State Governments
- (iii). Panchayati Raj Institutions
- (iv). Industry
- (v). Non-government organizations
- (vi). Local community

2.5.2. Central Ministries

Various Central Ministries are involved in the development of adventure tourism. Programs and initiatives of the following Ministries need to be studied in detail for the promotion and development of adventure tourism:

(i). Ministry of Tourism

The Ministry of Tourism is responsible for the promotion of Tourism in the Country. The Ministry implements various schemes for creation of infrastructure, marketing and promotion and skill development initiatives for tourism. Various schemes of the Ministry can be leveraged for promotion and development of adventure tourism.

(ii). Ministry of Rural Development

Ministry of Rural Development is working towards sustainable and inclusive growth of rural India through a multipronged strategy for eradication of poverty by increasing livelihood opportunities, providing a social safety net and developing infrastructure for growth. The Ministry can contribute to the development of adventure tourism through various schemes being implemented by the Ministry and reap the benefits of adventure tourism in promoting socio-economic development and livelihood opportunities.

(iii). Ministry of Environment, Forests and Climate Change

The Ministry is responsible for the implementation of policies and programmes relating to the conservation of the country's natural resources including its lakes and rivers, its biodiversity, forests and wildlife. The Ministry of Environment is responsible for framing laws and regulations for the environment and forests and has a key role in the development of sustainable tourism.

(iv). Ministry of Culture

The Ministry of Culture is responsible to preserve, promote and disseminate all forms of art and culture in the Country and has a large number of Institutions and organization involved in the field of art and culture. The Ministry can contribute in the promotion of culture and heritage in a sustainable and responsible manner.

(v). Ministry of Development of North-East Region

The Ministry of Development of the North-East Region is responsible for the matters relating to the planning, execution and monitoring of development schemes and projects in the North-East Region. Its vision is to accelerate the pace of socio-economic development of the Region so that it may enjoy growth parity with the rest of the country. Ministry can help development of adventure tourism in North-East Region.

(vi). Ministry of Skill Development and Entrepreneurship

Ministry of Skills can help with various skill development initiatives for sustainable and responsible tourism including promotion of entrepreneurship for adventure tourism.

(vii). Ministry of Textiles

Ministry of Textiles is responsible for promotion of handicrafts and handlooms and these activities are concentrated in rural areas. Many tourists may be interested to know about handicrafts and the Ministry can provide support and synergy in developing responsible tourism.

(viii). Department of Agriculture, Cooperation and Farmers Welfare

Department of Agriculture is responsible for agriculture, cooperation and farmers' welfare. The Department implements various schemes, which impact the farming activities and communities in rural areas. The Department may provide support for Farmstays, agri tourism and other related activities, which have synergies with sustainable and responsible tourism including adventure tourism.

(ix). Department of Youth Affairs and Sports

Department of Youth Affairs pursues the twin objectives of personality building and nation-building, i.e. developing the personality of youth and involving them in various nation-building activities to channelize the constructive and creative energies of the youth. The Department also promotes adventure sports in the country and can contribute to developing adventure tourism.

2.5.3. Indian Mountaineering Foundation

Indian Mountaineering Foundation (IMF) is the apex national body for mountaineering and allied sports. IMF supports, promotes and regulates national and international climbing and mountaineering in India. IMF is also engaged in mountain protection work, knowledge building and creating awareness of the Indian Himalayas. IMF has a critical role in promoting adventure tourism particularly mountaineering and trekking in the Himalayas.

2.5.4. State Governments

State Governments have a key role in the development of tourism in their respective states. Many states have taken important measures for development of sustainable and responsible tourism. Many states have prioritized development of adventure tourism in their respective States. States can provide impetus to the development of adventure tourism by working in partnership with Central Government and other stakeholders.

2.5.5. Panchayati Raj Institutions

Panchayati Raj Institutions have a strong influence on local communities and their support is vital to the success of rural tourism. Village Panchayats and other institutions have to be consulted and involved in the preparation of plans for developing adventure tourism in their villages and also providing support for adventure tourism.

2.5.6. Industry

Industry players, who specialize in adventure tourism and tour operators apart from accommodation providers such as hotels, B&B, Farm Stay owners and tourist guides are important stakeholders. There is a need to involve industry players, who may be willing to be part of developing sustainable tourism destinations. Industry can create innovative adventure tourism products to attract visitors from India and abroad.

2.5.7. Local Community

The local community is a key stakeholder and has to be taken on board. The Community has to be made aware of the benefits of sustainable adventure tourism, their apprehensions if any have to be allayed and they have to be encouraged to participate and be part of the value chain. In order to ensure inclusive and responsible tourism, most of the supplies and services must be sourced from local providers. Their capacity building will have to be done to ensure they become part of the supply chain.

3

CHAPTER





**STATE ASSESSMENT,
RANKING & STRATEGY**



STATE ASSESSMENT, RANKING & STRATEGY

3.1. Ranking of the States on Adventure Tourism

3.1.1. Ranking as a capacity building exercise

The Ministry of Tourism will conduct a ranking of the States on Adventure Tourism, with the key objective to foster competitiveness and encourage States to work proactively towards developing adventure tourism with the overarching objective of promoting sustainable tourism. It will be implemented as a capacity development exercise to encourage mutual learning among all states and to provide support in policy formulation and implementation.

3.1.2. Ranking to be based on globally recognized parameters

The broad areas and action points for the ranking exercise will be taken from global rankings of countries in adventure tourism. There will also be a State Specific Report containing an analysis of respective ecosystems for promotion of adventure tourism, strengths and priority areas for future and best practices adopted by the States.

3.1.3. Ranking to be done through professional support

The ranking exercise will be carried out with professional support and through independent experts from various Institutions both Government and Private. The Ministry of Tourism will provide necessary training to the officials and other stakeholders and handhold the States for their participation in the exercise.

3.2. Improving India's world ranking in Adventure Tourism

Ministry of Tourism in collaboration with other Ministries and State Governments will prepare a plan to improve the ranking of the country in the Global Adventure Tourism Development Index (ATDI) prepared by the Adventure Travel Trade Association (ATTA). The improvement is dependent on all stakeholders, government and private, making a concerted effort.

3.3. Need for a comprehensive state strategy for adventure tourism

Adventure tourism requires support across the three tiers of the Government namely Central, State and Local Government and strong engagement with private sector and local community. A comprehensive strategy and long-term shared vision will bring all the stakeholders together to unlock the State's adventure tourism potential and use tourism as a vehicle for sustainable social and economic development and jobs.

3.4. Guiding Principles for Adventure Tourism

The enabling environment for adventure tourism encompasses many interrelated factors that affect the success of sustainable and responsible adventure tourism in the country or the State:

- (i). Adventure tourism in any area must be developed in consultation with local community and a mechanism to seek social legitimacy, credibility and trust of the community must be set out.
- (ii). The strategy should prioritize adventure tourism by proposing investment in research on target adventure markets, adventure trends, products with potential and encourage public-private partnerships.
- (iii). Adherence to safety standards is especially important for the adventure sector, where activities can be risky. The strategy must ensure compliance and strict enforcement of regulations regarding safety and service standards.
- (iv). Adventure destinations need policies that prioritize the type of infrastructure valued by adventure tourists such as signage, good guide training, and clean trails.
- (v). A destination that is not well connected loses competitiveness. Adventure opportunities need to be discoverable online and easily bookable. Destinations benefit when tourists share their experiences in real-time, which may inspire others in that traveller's network to book a holiday as well.
- (vi). In view of the increasing number of destinations offering adventure tourism activities, price competitiveness of the destination is important unless it is offering something unique and that must be communicated to the consumers. The strategy should also include accurate and innovative marketing.

3.5. Assistance to the States for preparing Strategy

Ministry of Tourism will extend necessary assistance to the States in the preparation of the State Strategy for Adventure Tourism.



4

CHAPTER



**SKILLS, CAPACITY
BUILDING AND
CERTIFICATION**



SKILLS, CAPACITY BUILDING AND CERTIFICATION

4.1. Skill Development of Adventure Activity Service Providers

Keeping in view the specialized nature of adventure activities and risks involved, proper training and certification of the workforce of adventure activity service providers are essential. The Ministry is already providing various skills in adventure tourism through Indian Institute of Travel and Tourism, National Institute for Water Sports, National Institute of Skiing and Mountaineering. There are other training institutions run by Central Ministries and State Governments. Detailed plans will be worked out in consultation with the States.

4.2. Skill Training and capacity building of local communities

The State Governments will identify the capacity needs of local communities to benefit from adventure tourism, through jobs and entrepreneurship development, among other things. This may include training to discharge specialized tasks such as guides, entrepreneurs for the small-scale homestead-based hospitality industry, small business operators like souvenir shops, equipment for hire, photography etc. Ministry of Tourism will support States in skill training and capacity building of local communities.

4.3. Training and Certification of Guides

Guides are one of the important elements for ensuring a quality experience. It further assumes significance in case of adventure tourism keeping in view the risks involved in adventure activities. The Ministry of Tourism will strengthen the facilities for their training and certification through nationally accepted certification processes across the country.

4.4. National and State Resource Centres

The Ministry of Tourism will set up a National Resource Centre as a source of capacity and expertise at the National level for adventure tourism. Similarly, the Ministry will also encourage the State Governments to set up State Resource Centres. These resource centres along with other identified institutions will help in developing adequate material, preparing a pool of master trainers, training trainers and other capacity-building initiatives for Adventure Tourism.

4.5. Certification for Adventure Activity Service Providers

In order to promote the development of adventure tourism in a professional, sustainable and responsible manner, Certification Scheme for tour operators, and other service providers for adventure tourism will be framed. The entire process of adventure tourism certification shall be end-to-end digital. The Certification will have attractive branding and it will be aggressively promoted by the Ministry of Tourism through all its channels including the incredible India website and mobile application.





Indian Rhinoceros in it's natural habitat

CHAPTER

5

**MARKETING AND
PROMOTION**



MARKETING AND PROMOTION

5.1. Creating a Sub-brand

To promote India as a destination for adventure tourism, a sub-brand, a sub brand around adventure tourism shall be created under the overall “Incredible India” Brand.

5.2. Dedicated Promotional Campaign

There is a need to have a dedicated promotional campaign for positioning India as an adventure tourism destination. India has to focus on utilising its natural heritage. This will require a different promotional strategy than the one for selling monuments and culture. It has to focus on our mountains, rivers, forests and deserts. These campaigns should be planned in partnership with the States and Industry Stakeholders.

5.3. State Specific Campaigns

Every State has its unique offerings and therefore the States have to plan their campaign to popularise the State as an adventure tourism destination. The States should also collaborate with the Ministry of Tourism for creating synergies with the “Incredible India” campaign.

5.4. Destination Specific Campaigns

Every major adventure tourism destination also needs to plan a specific campaign to highlight and showcase its unique tourism offerings. It is ultimately the destination that succeeds or fails and it is therefore important to keep the focus on specific destinations.

5.5. Campaign for Responsible Travellers

To ensure sustainable and responsible development of adventure tourism in the country, there is a need to make the traveller aware of sustainable and responsible tourism. Responsible behaviour by travellers and demand for more sustainable tourism will go a long way in developing sustainable adventure tourism in the Country. The Ministry in partnership with the States, Industry and Destinations will launch a campaign for responsible traveller.



6

CHAPTER





**NATIONAL ADVENTURE
TOURISM SAFETY
MANAGEMENT FRAMEWORK**



NATIONAL ADVENTURE TOURISM SAFETY MANAGEMENT FRAMEWORK

6.1. Need for Adventure Tourism Safety

All adventure activities involve an inherent risk of harm and adventure activity service providers have to manage those risks. The degree of risk varies among activities and locations. Adventure activity providers must take the necessary steps to manage the risks and deliver adventure activities safely while keeping alive the sense of adventure and excitement. To promote adventure tourism, there must be adequate measures for safety to mitigate and reduce the risks involved in adventure activities.

6.2. Current Efforts for Adventure Tourism Safety

6.2.1. Advisory regarding Guidelines framed by ADTOI

The Ministry of Tourism has released the guidelines on safety and quality norms for Adventure Tourism in India formulated along with the Adventure Tour Operators Association of India (ATOAI). The guidelines have been framed for 15 Land Based, 7 Air Based and 7 Water Based activities, which cover the entire gamut of Adventure Tourism available in India. The guidelines help adventure tour operators and other stakeholders understand and execute safety measures in a better manner.

6.2.2. State-level measures for adventure safety

In addition to the guidelines circulated by the Ministry of Tourism, some States have also adopted various regulatory and administrative measures for promoting safety in adventure tourism. In some cases, there have been judicial directions to the States to take necessary steps for safety in various adventure activities.

6.2.3. Safety management standards

ISO 21101:2014 and BIS have laid down standards for safety management by adventure activity service providers and act as benchmarks for adopting measures for safe adventure activities.

6.3. National Adventure Tourism Safety Management Framework

Ministry of Tourism will work with other Central Ministries, State Governments and Industry Stakeholders to put in place a comprehensive framework for adventure tourism safety in the country.

6.4. Key objectives of Safety Framework

The key objectives of the framework would be:

- (i). To mitigate risks in adventure activities
- (ii). To provide guidance to Adventure Service Providers for safety
- (iii). To encourage Adventure Service Providers for skill upgradation
- (iv). To build confidence among the adventure tourists
- (v). To set up internal and external audit systems

6.5. Guiding principles for Safety Framework

National Adventure Tourism Safety Management Framework will follow the following guiding principles:

- (i). Setting up safer conditions for the adventure tourists and the activity providers
- (ii). To keep a check on all the adventure tourism activities
- (iii). To keep the standards at par with global standards
- (iv). Continuous improvement of Safety Management System
- (v). Coordinate with global tourism bodies on adventure tourism safety
- (vi). To promote effective communication of safety measures

6.6. Strategic elements of Safety Framework

National Adventure Tourism Safety Management Framework will have the following strategic elements to comprehensively cover all the aspects of safety:

- (i). National and State level Institutional set up for Adventure Safety
- (ii). Standards of equipment required for adventure activities
- (iii). Standard Operating Procedures for adventure activities
- (iv). Communication – pre-activity, during activity and post-activity
- (v). Registration and approval of Adventure Activity Service Providers
- (vi). Inspection and Certification of Equipment
- (vii). Training and Certification of Personnel/ Instructors/ Guides
- (viii). Setting up of internal and external auditing systems
- (ix). Risk management framework
- (x). Incident recording and analysis
- (xi). Root cause analysis and corrective action
- (xii). Emergency Response Planning System



7

CHAPTER



NATIONAL/ STATE LEVEL RESCUE AND COMMUNICATION GRID



NATIONAL/ STATE LEVEL RESCUE AND COMMUNICATION GRID

7.1. Immediate evacuation and rescue to save casualty

The risk level varies in adventure tourism activities and sometimes it may be due to natural conditions like weather and terrain sometimes may be due to some machine or equipment failure or due to human error. Some of the adventure activities like high altitude mountaineering and trekking may put adventure tourists into danger and require immediate rescue and evacuation to save casualties. The immediate evacuation or rescue may have a different impact on the Adventure Tourism perspective of the adventure tourists.

7.2. National and State Rescue and Communication Grid

An efficient Communication grid provides all the relevant information to the adventure tourists and this reduces the confusion arising due to lack of information. The communication grid will help set a fast communication among the Service Providers, Rescue Teams, Medical Teams and Government Authorities. The Rescue and Communication Grids should be formed at National, State and Regional Levels and should be connected.

7.3. Functions of Rescue and Communication Grid

The Rescue and Communication Grid Should be able to provide:

- (i). Immediate rescue and evacuation of stranded adventure tourists from the site through the ground, water, and air rescue teams.
- (ii). Should be able to guide the related agencies to tackle the incidents and accidents.
- (iii). Should have the live maps of all the adventure sites with latitudes and longitudes.

- (iv). Must have the updated weather reports.
- (v). Should be having a helpline number at National Level.
- (vi). Allowing limited use of satellite phones and drones for the safety of tourists.

7.4. Composition of Rescue and Communication Grid

- (i). Dedicated rescue teams covering each adventure site. It may be from an adventure institute or maybe from the defence or paramilitary forces deputed nearby. NDRF and SDRF teams may also be allotted the rescue team tasks.
- (ii). Local health officers should be deputed in the rescue and communication grids so they can guide the nearby hospitals regarding making necessary arrangements to tackle accidents and incidents that may happen because of the adventure activities happening in a particular zone.
- (iii). Should have a member from the recognised adventure tourism association.
- (iv). Should have a member from adventure training institute.



8

CHAPTER





**DESTINATION AND
PRODUCT DEVELOPMENT**



DESTINATION AND PRODUCT DEVELOPMENT

8.1. Identification of destinations, profiling and prioritization

- 8.1.1. Each State will identify the adventure destinations by offerings e.g. land, air and water-based activities in soft, hard and other categories and create a detailed profile. It will include both existing adventure tourist destinations as well as potential adventure tourist destinations.
- 8.1.2. The State Government will prioritize the development of identified destinations based on the existing connectivity and tourist circuits, current tourism ecosystem, unique tourism offerings of the destination/ site and future potential.

8.2. Development of prioritized destinations

Development plans for the prioritized adventure destinations shall be prepared based on the detailed gap study and benchmarking with national and international best practices and standards. It will include recommendations for connectivity, hard and soft interventions for developing the destination.

Most of the adventure activities happen in remote areas and it is important to improve the connectivity of these destinations/ attractions to reduce the travel time. The Development plan must address the challenges of connectivity if any. The State Governments will explore time-saving and cost-effective means such as Chopper and Sea Plane Connectivity.

8.3. Implementation of Development Plans

The State Nodal Agency responsible for adventure tourism will converge on various Central Government and State Government plans for mobilizing resources for implementing the plan. A destination or site-level management organization or committee should be set up with the participation of all the stakeholders to spearhead the implementation of the development and management plan on the ground.

8.4. Private Sector partnership in Adventure Tourism

Strengths of the private sector in areas of marketing, operations, product and experience creation, quality assurance and finance etc. shall be harnessed to develop and spread ecotourism through mutually beneficial partnerships including public-private, community-private, public-private-community among others.

8.5. Homestays and Community lodges

Homestays and community lodges, shall be encouraged through appropriate incentives. Partnerships between community-based hospitality initiatives and private operators or reputed conservation NGOs shall be encouraged with the objective of quality assurance. Community initiatives will have to maintain the same environmental standards related to water and energy conservation and garbage disposal as private operators.



9

CHAPTER





**GOVERNANCE AND
INSTITUTIONAL
FRAMEWORK**



GOVERNANCE AND INSTITUTIONAL FRAMEWORK

9.1. Action Plan

The Ministry of Tourism will prepare a detailed National Action Plan in consultation with relevant Ministries, State Governments and Industry Stakeholders for the implementation of the Strategy. The Action plan will be reviewed and monitored in accordance with the laid down governance mechanism for the same.

State Governments will prepare State-specific policy and action plans for the development of sustainable tourism, adventure tourism and ecotourism. The Ministry will help with model policies and action plans for guidance of the States.

9.2. Governance

To ensure that the Strategy is effectively implemented, there is a need to review the progress and resolve the issues. Following institutional structure will be followed for the same.

(i). Vision Group under Union Minister for Tourism

A Vision Group on Sustainable Tourism under the Union Minister for Tourism will be set up. The Vision Group will include all the Stakeholder Ministries, States, industries, NGOs, and Experts. It will provide an overall vision and guidance for the development of Sustainable Tourism, Adventure Tourism, and Eco-Tourism in the Country.

(ii). IMCCT

Inter-Ministerial Coordination Committee under Cabinet Secretary, already in place, will review and resolve inter-Ministerial issues, which may arise and provide guidance for greater convergence of Central Schemes.

(iii). National Board on Adventure Tourism under Secretary (Tourism)

National Board on Adventure Tourism under Secretary (Tourism) will be set up. The National Board will include the representatives of the Key Ministries, leading States in adventure tourism and representatives from Industry, NGOs, and Experts.

The Board will guide the operationalisation and implementation of various strategic initiatives to strengthen the ecosystem for the development of adventure tourism in the Country:

- (i) Certification Schemes
- (ii) Safety guidelines
- (iii) Capacity building
- (iv) Marketing and promotion
- (v) Destination and product development
- (vi) Private sector participation
- (vii) Specific strategies
- (viii) Any other measures for growth of sustainable tourism, adventure tourism and ecotourism in the country.

(iv). State Steering Committee under Chief Secretary

The States will set up a State Steering Committee under Chief Secretary. The Committee will have representation from all the relevant Departments at the State level, representatives of Industry, NGOs and Experts. The Committee will coordinate, review and resolve issues regarding implementation of strategy and other State-specific issues for the development and promotion of adventure tourism in the State.

(v). District level Committee

The States will set up a district-level Committee under District Collector to coordinate and review progress at the district level.

(vi). Site-level monitoring and Coordination Committee

The States will set up a destination/ site level Committees, consisting of local officials, representatives of local communities, tour operators, lodge owners and other local stakeholders to provide a forum/ platform for the guidance and smooth running of adventure activities.

9.3. National Nodal Agency

Ministry of Tourism will designate National Nodal Agency to support the Ministry of Tourism in coordinating and evolving strategy and actionable plans and schemes for the promotion and development of Adventure Tourism in the Country. The Nodal agency will in particular assist the Ministry in undertaking the following functions:

- (i). Preparation of a detailed Action Plan for the implementation of the Strategy.
- (ii). Identifying national and global best practices and preparing tool kits for their replication by the States
- (iii). Benchmarking State policies and standards and preparing model policies and standards
- (iv). Capacity Building measures include setting up of Resource Centres and Centres of Excellence
- (v). Facilitating the adoption of digital technologies for adventure tourism
- (vi). Formulation of a dedicated scheme to support the development of adventure tourism in the Country
- (vii). Any other support, which can facilitate the Ministry of Tourism in development of adventure tourism in the Country.



The Nodal agency will set up appropriate structures and professional staffing for supporting the Ministry of Tourism in the implementation of the strategy. The Ministry will provide necessary budgetary support to the Nodal Agency through various schemes for promotion and development of tourism.

9.4. State Nodal Agency

The States will designate a State Nodal Agency to coordinate, facilitate and promote adventure tourism in the State. The agency should be provided with adequate budgetary resources and staff to carry out the assigned responsibilities. The Ministry of Tourism will work with the designated State Nodal Agency to provide necessary financial and technical support under various schemes of the Ministry for the development of tourism infrastructure, tourism promotion, and capacity building of tourism service providers.

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**Ministry of Tourism
Government of India**

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