

Report

Sustainable Tourism Criteria for India

'Sustainable & Responsible Tourism'

Regional Workshop, Jaipur

October 24-25. 2017; Ministry of Tourism, Govt of India

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Ecotourism Society of India

Ecotourism Society of India (ESOI) organized a two day workshop for the tourism stakeholders in the Industry - *Hoteliers, Individuals from Travel, Tours & Transport Industry, Resort Managers, Forest Dept, Adventure Tourism Providers and Community representatives.* This workshop was supported by Ministry of Tourism ,Govt of India and Rajasthan Tourism

Aim :

The workshop aimed at sensitizing, generating discussions and providing solutions regarding environment control, pollution control, carrying capacity, conservation of nature and community development in the region of Rajasthan. This is a part of the STCI - Sustainable Tourism Criteria for India as approved by the Ministry of Tourism, on Global norms.

The **Jaipur** workshop coincided with the ParyatanParv being celebrated by Ministry of Tourism, Government of India under slogan "**DekhoApnaDesh**".

Honorary Secretary- ESOI, **Mr. Rakesh Mathur** said. "We believe that it is now critical & a top priority to implement responsible & sustainable tourism norms in our travel and tourism industry. It is even more important in the un-organized sector. Sensitization through such workshops is the only way to ensure protection of environment, apart from imparting education on responsible citizenship to children'

Speakers ;

Experts who offered their expertise were Naturalist ShriAnirudhChaoji, Certification specialist - Ms Taruna Singh, Vice Chancellor, Rajasthan State Skills University Mr Lalit Panwar, Architect Mr AnoopBartaria, Sustainability Management expert Mr SriramKuchmanchi, Heritage conservationist Mr Nikhil Pandit, Outreach expert Ms PoojaAgarwal, Hotelier & Hon President ESOI. Mr Steve Borgia amongst many others over the two day workshop.

The keynote speaker was Ms Santana Khurana , Director Program , Jal Bhagirathi Foundation, who do extensive work in area of water harvesting at the grass-root level in one of the most water starved areas of the world, western Rajasthan. The presentation was highly appreciated by all in the audience.

Attendance;

The workshop was well attended by Tourism professionals from Hotels, Resorts, Travel agencies and students and faculty from Hotel management institutes(IHMs), Adventure Tourism institute(MAIR- Mountaineering & Adventure Institute of Rajasthan) and Architectural college(Aayojan School of Architecture , Jaipur).

Participants came from Jaipur ,Ranthambhore , Pushkar& Surrounding areas

Total attendance - 67 (day 1)

- 107 (day 2)

All the participants were given certificate of attendance.

Media Coverage

The workshop was well covered by both the Print media as well as the electronic media with all the major TV Channels (Zee network, ETV , & DNA NETWORK and newspapers (DainikBhaskar, Rajasthan Patrika) giving it adequate coverage.

We got 10 visitors on day 2 after the coverage in the newspaper on day 1.

Outcomes

1. All Participants were informed, explained and told about safe & responsible Tourism practices. All agreed on the necessity of undertaking and adopting these practices.
2. All were given a copy of the STCI booklet and familiarized with the principals of STCI as well as the probable roadmap of implementation over 2 specialised sessions spread over two days.
3. The participants were made to take the pledge on Safe & Responsible Tourism, which was greatly appreciated
4. The workshop ended on a note of all participants requesting for organising of more such workshops - on specific topics such as STCI, Sustainability, Carbon Management, Waste management etc.

Shortcomings

1. Virtually no participants(Except Mr Ajay Sharma - DOT) from the govt (Tourism, Forest or ASI), in spite of invitations & reminders
2. Not much participation from Middle or Senior level professionals from the trade.

Action Points

1. To conduct smaller , targeted workshops on sustainable & Ecofriendly practices all across Rajasthan as part of other schemes- Swadesh/ Prasad (?) in association with the Govt of Rajasthan
2. To tie up with Institutes of Hotel management & Tourism to introduce/ teach Sustainability & Responsibility in the business of Tourism

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