



**KAMARAJ IAS ACADEMY**  
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# International Travel Exhibitions Asia

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**Why is in news?** Ministry of Tourism participates in International Travel Exhibitions Asia, Singapore from 25 - 27 October 2023

Ministry of Tourism, Government of India along with various stakeholders including tour operators and state tourism departments participated in one of the important international travel exhibitions held at Singapore with an objective to **promote inbound tourism to India globally including the Asia Pacific region**

The exhibition – ITB Asia started on 25<sup>th</sup> October 2023 and is on till 27th October.

**Ministry of Tourism is leading the participation of the Indian industry** at the exhibition, which draws the travel trade business and stakeholders from across the globe and particularly from the Aisa Pacific region, to showcase varied tourism products and series of transformative experiences for travellers to India **under the theme ‘Incredible India! Visit India Year 2023’**.

This year has been **declared as the Visit India Year 2023** to focus on the **positioning of India as a preferred destination** at the targeted potential international markets.

Singapore along with the South East Asia region is a **signification market for India**, specifically for Buddhist tourism.

The excellent connectivity of India with the region, with approximately around 150 flights between the two countries, every week, is an added advantage.

The **focus** of Ministry of Tourism is also on **promotion of sustainable tourism and mainstreaming sustainability** into the tourism sector

India has launched a **national strategy for sustainable tourism** with an aim to mainstream sustainability in the Indian tourism sector and to ensure more resilient, inclusive, carbon-neutral, and resource-efficient tourism while safeguarding natural and cultural resources.

There are **seven key pillars under the strategy** which focus on promoting environment, economic and socio-cultural sustainability, protecting biodiversity and creating awareness through skill development and entrepreneurship.

The **Travel for LiFE program under Mission LiFE** has accordingly been developed to bring large scale behavioural change amongst tourists and tourism businesses, which will have significant impact on environment protection and climate action.

The program holds tremendous significance for **promoting India’s G20 priority of Green Tourism** under the Tourism Working Group. The program has identified an illustrative list of “Travel for LiFE Actions”, which can be adopted by tourists and tourism businesses.

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