



Ministry of Tourism
Government of India



Confederation of Indian Industry

Incredible India

NATIONAL SEMINAR ON
UNVEILING OPPORTUNITIES IN
**ADVENTURE
TOURISM**

28 November 2017
India Habitat Centre, New Delhi



CII NATIONAL SEMINAR ON ADVENTURE TOURISM

Adventure tourism is resilient, supports local economies, attracts high value customers and encourages sustainable practices. Adventure activities can be localised in a particular place or could be extended over a region defined across a district in a particular state or across states. It is indeed a vibrant, dynamic and fast-changing sector. Adventure activities around the world are many and varied adapted to available local resources and entrepreneurship.

The Seminar will touch the chords of Adventure Tourism with an outlook of creating adventure destinations, experiences, business opportunities and also understand policy prospective in Tourism Infrastructure, Amenities and Services.

OBJECTIVES

The objectives of the Seminar is to bring the Tourism Stakeholders, Industry and Government on a common platform, to

- Promote and provide an overview of the Adventure Tourism Potential
- Forum to discuss and deliberate on Policy Matters
- Innovative strategies to assist Tourism Businesses and Adventure Destinations for their market positioning
- Understand the importance of safety and security in the World of Adventure
- Sensitize States, UTs and Central Govt. on new Adventure Tourism Products
- Identify Infrastructure building interventions
- Cooperation with allied sector e.g. Aviation, Surface transport, Forest, Environment etc. for Creating Experiences in Adventure Tourism
- Capacity Building and Trained Skill Manpower
- Foster means for community involvement and livelihood generation through Adventure

FOCUS AREAS

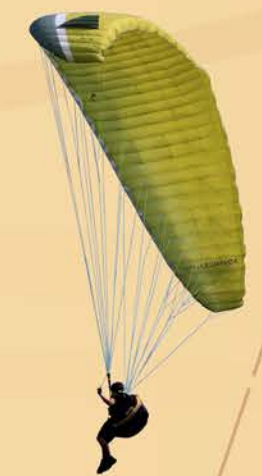
- Creation of Adventure Destinations
- Policy Advocacy
- Promotion & Marketing
- Infrastructure
- Safety Guidelines
- Sensitization of State and Central Govt. on New Adventure Tourism Products

PARTICIPANT PROFILE

- Ministry of Tourism, Government of India
- States / Union Territories
- Adventure Tourism Associations
- International Tourism Boards
- Travel Agents across India
- Hotels / Resorts/ Palaces
- Travel Writers
- Airlines
- Tourism Associations

WHY TO ATTEND

- Opportunity to attend Knowledge Sessions and Interact with Tourism Stakeholders, Govt. and Industry
- Opportunity to understand Government's and States' vision on Making India an Adventure Tourism Destination
- Opportunity to raise and discuss issues that needs Inter-State and Inter-Ministerial interventions and dialogue
- Opportunity to gain insight from Tourism Stakeholders perspective – Industry and Govt.





Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1895, India's premier business association has over 8000 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 240 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

The CII theme for 2016-17, Building National Competitiveness, emphasizes Industry's role in partnering Government to accelerate competitiveness across sectors, with sustained global competitiveness as the goal. The focus is on six key enablers: Human Development; Corporate Integrity and Good Citizenship; Ease of Doing Business; Innovation and Technical Capability; Sustainability; and Integration with the World.

With 66 offices, including 9 Centres of Excellence, in India, and 9 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Singapore, UK, and USA, as well as institutional partnerships with 320 counterpart organizations in 106 countries, CII serves as a reference point for Indian industry and the international business community.

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