

Uttar Pradesh DARSHAN

Exploring the Pathways: Unlocking the Potential of UP for Sustainable Tourism

18 August 2023

10 am, Ramada Plaza by Wyndham

Conference Partner

ATITHI



Uttar Pradesh DARSHAN

18 August 2023 at
Varanasi, Uttar Pradesh

Enterprising charm of Tourism and Hospitality in India

Introduction:

Tourism is vital for a country's development, fostering economic growth, generating livelihoods, cultural exchange, and environmental preservation. Technology has revolutionized the industry, with online platforms, mobile applications, and virtual reality enhancing travel planning and experience. Sustainability is the key focus, promoting eco-friendly practices and preserving natural and cultural resources. Micro, Small, and Medium Enterprises (MSMEs) drive the sector, contributing over 80% of total business and empowering and sustaining local communities. Changing travel trends prioritize sustainability, cultural immersion, and experiential travel, emphasizing community-based tourism and responsible practices.

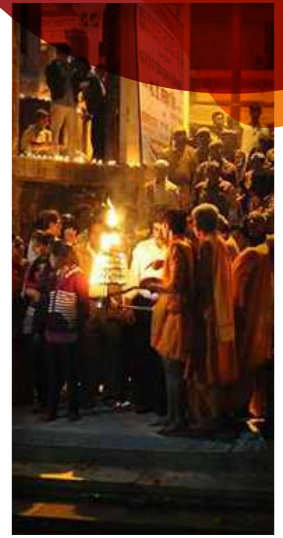
ASSOCHAM recognizes the importance of promoting tourism in India and has chosen to organize this conference, 'Uttar Pradesh Darshan,' in Varanasi - a renowned ancient city known for spirituality and religious tourism. Also known as Benares or Kashi, the city holds particular significance as it is the constituency of Hon'ble Prime Minister, Shri Narendra Modi. With its rich historical and cultural heritage and increasing popularity as a tourist destination, it is an ideal venue for the conference. The city's unique blend of heritage, spirituality, and political importance provides a captivating setting for discussions on tourism in India. The conference aims to showcase the transformative impact of tourism, focusing on economic development, cultural exchange, and sustainable practices in the country. Emphasizing sustainability and evolving travel trends, the industry is dedicated to preserving the environment, cultural heritage, and enhance community welfare. India must embrace these changes to unlock the full potential of tourism and ensure its long-term success.

The conference is being jointly organized by ASSOCHAM and myATITHI.global a prominent body of experts in the tourism sector is collaborating as a Conference Partner. This partnership brings together the expertise and knowledge of industry professionals and sustainability advocates, ensuring a comprehensive and holistic approach towards promoting sustainable tourism practices and supporting the growth and development of MSMEs in the sector.

The conference presents a highly pertinent opportunity for businesses operating in the tourism sector to actively participate and engage. It offers a platform for networking, knowledge sharing, and collaboration among industry professionals, allowing businesses to showcase their products, services, and expertise. By participating in this conference, tourism businesses can gain valuable insights, forge strategic partnerships, and access a wider audience, ultimately contributing to their growth and success in the ever-evolving tourism landscape.

“The potential of this industry has been realized and recognized by the government and to support the industry, Government of India has allocated annual budget of ₹ 2400 crore which is 18.42% higher than that in 2021-22.”





Conference Objectives

The primary objectives of the conference are as follows:

- Showcase Uttar Pradesh as a key contributor to the tourism industry in India
- Promote various forms of tourism, including cultural, historical, spiritual, and adventure tourism, in Uttar Pradesh and India
- Advocate for sustainable tourism practices and the implementation of a triple-bottom-line approach that encompasses economic, social, and environmental aspects
- Provide a platform for networking, knowledge sharing, and collaboration among stakeholders from the tourism, hospitality, and travel sectors
- Encourage businesses of all sizes to promote their products and services in the region through different sponsorship categories

Conference Themes and Sessions

The conference will comprise a series of sessions and panel discussions addressing various themes related to tourism promotion and sustainability including:

- Unleashing Investment Potential
- Sustainable Tourism Practices: The Triple Bottom-Line Approach
- Cultural Heritage and Tourism: Preserving and Promoting Local Traditions
- Unlocking the Potential: Showcasing Uttar Pradesh as a Tourism Hub
- Cyber Security and digital technology for next generation tourism
- Integration of MSMEs in district level plans for tourist destinations
- Community Engagement and Empowerment in Tourism
- Climate change and tourism development
- Infrastructure Planning and Development Strategy
- Developing financial eco-system for Tourism and Hospitality
- Convergence of Heritage & Tourism

Stakeholders:



The conference will bring together a diverse range of stakeholders, including:

- Government officials and policymakers from the state and central governments
- Representatives from tourism boards and associations at the state and national levels
- Tourism industry professionals, including hoteliers, tour operators, travel agents, and transportation providers
- Academics, researchers, and experts in the field of tourism, sustainability, and cultural heritage
- Local community representatives and NGOs working towards sustainable development and tourism
- International delegates and ambassadors from countries with an interest in tourism collaboration.
- MSME hoteliers in selected districts of Uttar Pradesh



Conclusion



This conference aims to harness the tourism potential of India and promote sustainable practices. Stakeholders from various sectors will collaborate to develop innovative strategies while preserving cultural heritage. It offers sponsorship opportunities for businesses, promoting economic growth and partnerships. Leveraging the state's significance as a political, spiritual, and historical destination, the conference contributes to overall tourism promotion. Sustainable practices with a triple-bottom-line approach prioritize economic, social, and environmental considerations. Through this conference, we aim to inspire meaningful change in the tourism sector in India and position Uttar Pradesh as a beacon of sustainable tourism in the country.



OPPORTUNITIES FOR PARTNERS

1. Speak



Thematic Sessions



Sectoral Panel Sessions

2. Connect-Interact

3. Promote – Expand

SPONSORSHIP OPPORTUNITIES

CATEGORIES	AMOUNT (₹)	BENEFITS
Title Partners	10 Lakh	All benefits stated below
Session Partners	5 Lakh	All benefits except 9 & 10
Technology Partners	5 Lakh	All benefits except 7, 11
Legal Partners	3 Lakh	All benefits except 2, 9, 10, 11
Academic Partners	2.5 Lakh	All benefits except 2, 7, 9, 10, 11
Delegate kit & Lanyard Partner	1.5 Lakh	Logo display in newspaper advertisement & in thank you panel only



For more information, please contact

Mohd Nahid Alam

Joint Director and Head ASSOCHAM MSME Development Council
Nahid.alam@assochem.com

