

**PROCEEDINGS OF THE COMMISSIONER OF COLLEGIATE
EDUCATION, TELANGANA :: HYDERABAD
PRESENT: SRI. NAVIN MITTAL, IAS**

- Sub: Collegiate Education- Government, Private Aided & Unaided Degree Colleges in the State- Establishment of Yuva Tourism Clubs in Educational Institutions- Instructions- Issued- Reg.
- Ref: 1.Govt. Memo No.63/T&PMU/A1/2023, dt.16.02.2023 of YAT &C (T&PMU) Dept. along with D.O Lr.No.17/16/2023-DO Dt.14.02.2023 of Ministry of Tourism , Government of India.
2.Lr.No1891607/Prom/C1/2023 dt.21.03.2023 from the Commissioner, Department of Tourism, Government of Telangana.

Vide reference 1st read above, Ministry of Tourism, Government of India have initiated Yuva Tourism Clubs in connection with the Azadi ka Amrit Mahotsav celebrations with the aim to mould young minds into student ambassadors who can represent the essence of India, while working towards promotion of India's diverse natural and cultural heritage of villages, cities, States and Country through tourism initiatives and requested for support & cooperation in making "Yuva Tourism" clubs in various schools & colleges involving the faculty & students.

In view of the above, vide reference 2nd read above, the Commissioner, Department of Tourism, Government of Telangana has requested the Commissioner of Collegiate Education, Telangana to issue necessary instructions to the concerned to implement the initiative of Yuva Tourism Clubs in all Government, Private Aided & Unaided Degree Colleges in coordination with India Tourism, Hyderabad.

In this regard, the Principals of Government Degree Colleges and Secretary/Correspondents of Private Aided & Unaided Degree Colleges in the State are hereby directed to implement the initiative of Yuva Tourism Clubs in all Government, Private Aided & Unaided Degree Colleges in the State in coordination with India Tourism, Hyderabad.

The receipt of these proceedings shall be acknowledged.

Signed by Navin Mittal
Date: 29-03-2023 12:17:11
Reason: Approved

Commissioner of Collegiate Education

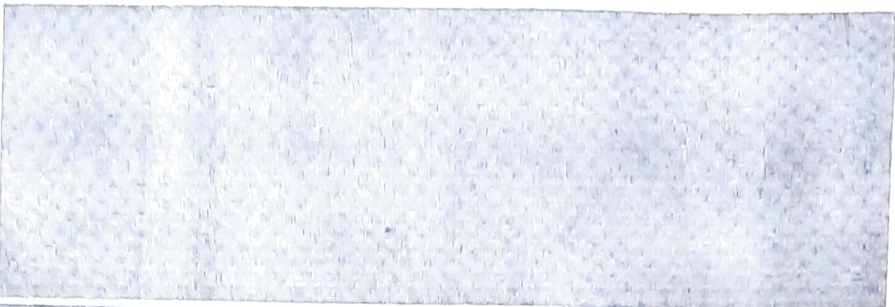
To

The Principals of Government Degree Colleges in the State

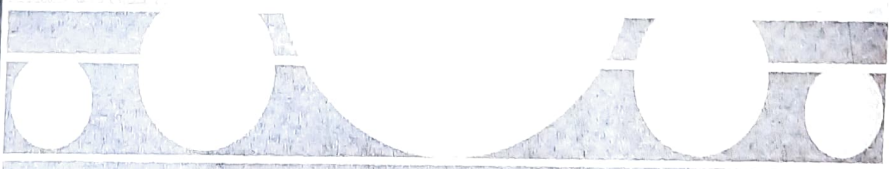
The Secretary/ Correspondents of Private Aided/Unaided Degree Colleges
in the State.

Copy to the Registrars of all State Universities for necessary action.

Copy to the Commissioner, Department of Tourism, Government of Telangana
for information



National Tourism Youth Clubs



Ministry of Tourism
Government of India





1 Background

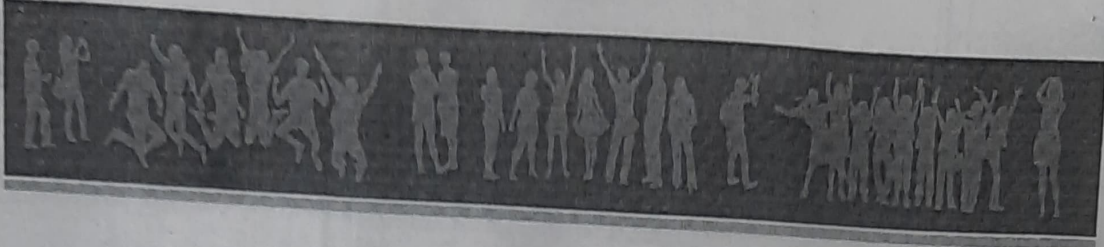


1.3 billion people of India makes the country the second most populous in the world, but with an average age of 29, it has one of the youngest populations globally. India is home to a fifth of the world's youth demographic and this population advantage could play a critical role in achieving the nation's ambitious target to become a US \$ 5 trillion economy. The large youth population offers both a workforce as well as a market. These young people are driving a culture of innovation, entrepreneurship, and diversity.

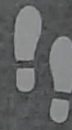
In view of this demographic dividend that India has, it is essential to educate and elevate these young minds towards India's natural and cultural heritage through tourism.

Ministry of Tourism intends to celebrate this year at India@75 by launching a campaign focussed towards "YUVA Tourism". In this respect, one of the initiative would be to develop Tourism Clubs. These clubs would target different categories from schools, colleges and working age groups.





2 Objective



Tourism clubs is an important aspect for promoting responsible and sustainable tourism in the country. The initiative would help in developing the right culture among the youth of the country through formulating social clubs at various academic institutions. The major objective of the proposed mission could be to:

- To educate youth about diverse cultures and geographies of the country
- To appreciate the importance of travel and tourism in education
- To create awareness about tourism opportunities at an early stage
- To teach and propagate responsible tourism practises
- To train students as skilled tourist guides and volunteers in hospitality sector
- To facilitate better coordination for study tours and student exchange programmes





3 Tourism Clubs at School/ College/ University levels



Tourism Clubs would be encouraged at the level of Schools (Classes VII onwards) and Colleges. Each College and School to have a dedicated Tourism Club which would be headed by a Faculty and a Student Co-ordinator, responsible for functioning of the clubs. Members would consist of students with criteria of selection and limit decided by each institution. Tourism Club at this level to have minimum 25 Student Members. Following activities at School/ College level are proposed:

- Organise Competitions: Essay writing, Logo Designing, My Shot, Quiz, Painting, Poster Designing
- Inclusion of travel and tourism in curriculum.
- Organise sustainable and responsible tours in line with the SDG agenda: Minimum impact to natural areas that conserves environment, travellers get a chance to interact with local people and to understand their culture and tradition.
- Travel to locations in off-peak period which would help boost local tourism economy.
- Various tournaments can be combined with tourism wherein Students can engage in tourism activities at locations.
- Discovery of a lesser-known destination with information on possible travel itineraries, nearby destinations, tourism potential, etc.
- Feedback on social media platforms thereby marketing the Indian destinations.





4 District / Zonal / State Level Tourism Clubs



The Regional Clubs would be overseeing the functions of individual Tourism Clubs. Proposed activities of these District / Zonal / State Level Tourism Club are proposed as follows:

- Organise Conventions for competitions, seminars, informal activities related tourism
- Organise specialised tours (theme based) such as Nature (birding, safari, trekking), heritage, pilgrimage, wellness, rural etc.
- Seminar sessions by eminent persons from tourism and hospitality industry
- Research group for identification of destinations with high tourism potential in the State.



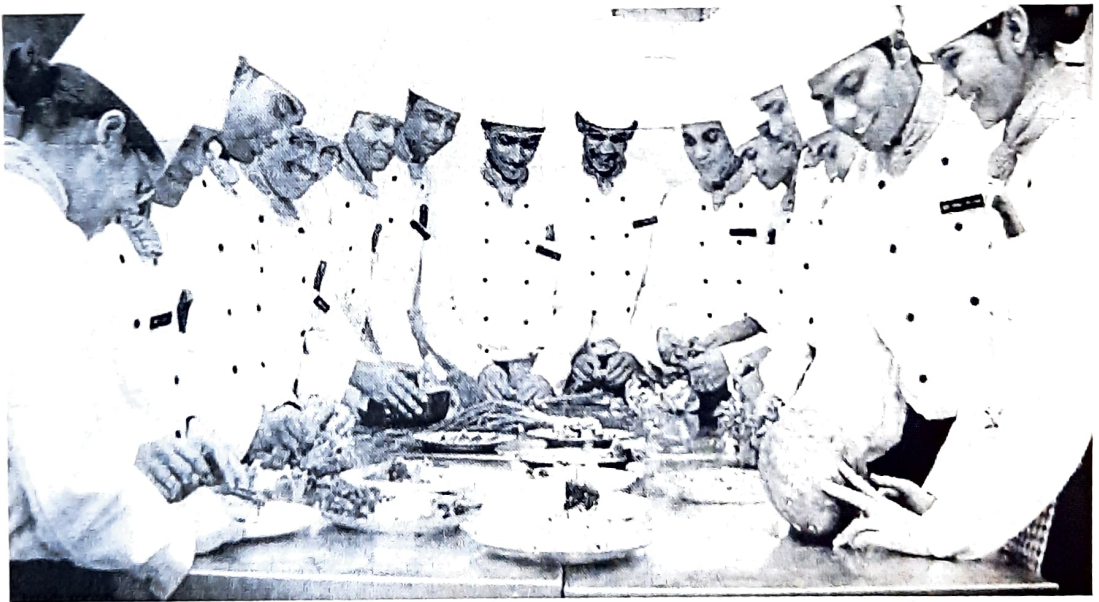


5 Role of Ministry of Tourism



Ministry of Tourism would anchor the entire program by laying down policy / guidelines and providing requisite support.

- Ministry would encourage States to propagate the program through their Schools and other institutions for developing Clubs and undertaking proposed activities.
- Facilitate Student inter-state Exchange programs
- Annual National enlisting of destinations with high tourism potential
- Publication of Annual journal on activities and initiatives of the various Tourism clubs
- Review activities of various Clubs at Zonal / State level.
- Interact with other line ministries /agencies for providing support to the program





6 Role of other Central Ministries



Ministry of Education to coordinate with institutions such as NVS, KVS, CBSE, Universities and Colleges to facilitate formulation of Tourism Clubs and related activities

Ministry of Youth Affairs and Sports can act as a facilitator and help in developing Tourism Clubs through its schemes such as RYSK, NSS; Institutions such as RGNID and programs such as National Youth Leaders Programme, etc.

Ministry of Culture could promote cultural heritage of India through formation of Tourism Clubs under its affiliated Academies and Buddhist Institutes.





7 Convergence with National Missions



Digital India Mission – Today's youth use the latest technology and remains active on the social media platforms. The feedback received by the youth shall help in promoting India tourism through social media platforms. Digital India Mission and PM Wani Scheme can provide effective wi-fi connectivity at tourist destinations which can be used by these young travellers.

Atmanirbhar Bharat – Travel to lesser-known locations, in off-peak period and spending on local products would help boost local economy, making India self-reliant.

PM's Mentoring YUVA Scheme – The scheme helps in creating a pool of authors of below 30 years who are ready to express themselves and project India on any international platform. It also helps in projecting Indian culture and literature globally. Travelling to newer locations would provide opportunity for young minds to write about tourism and cultural heritage.





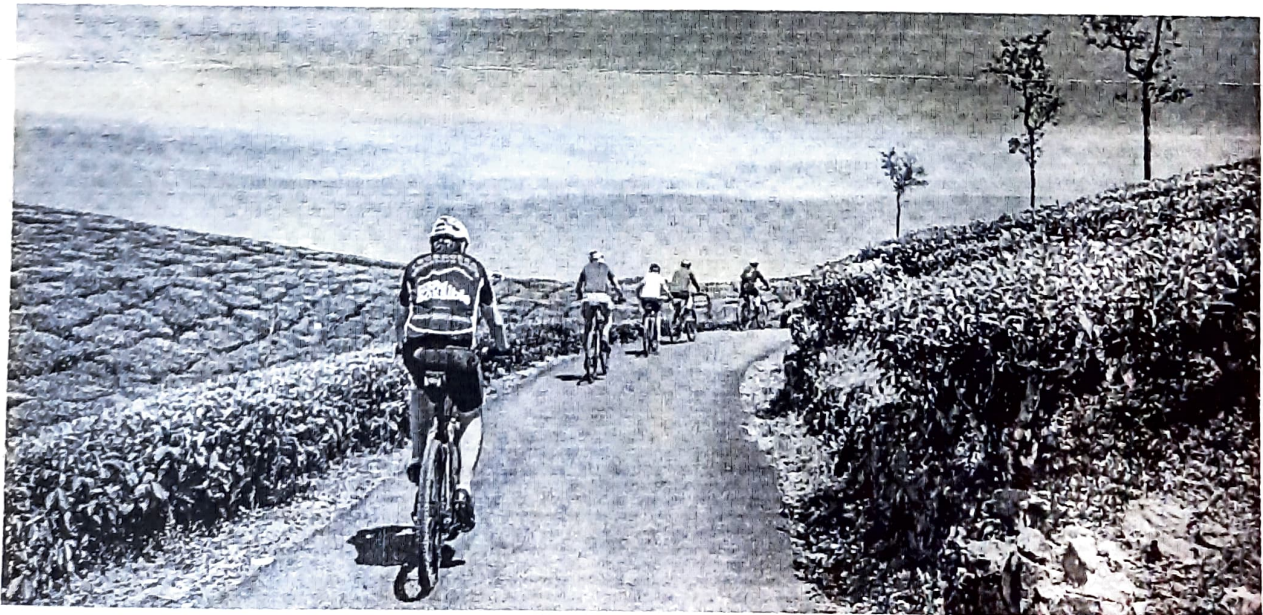
8 Overall Impact

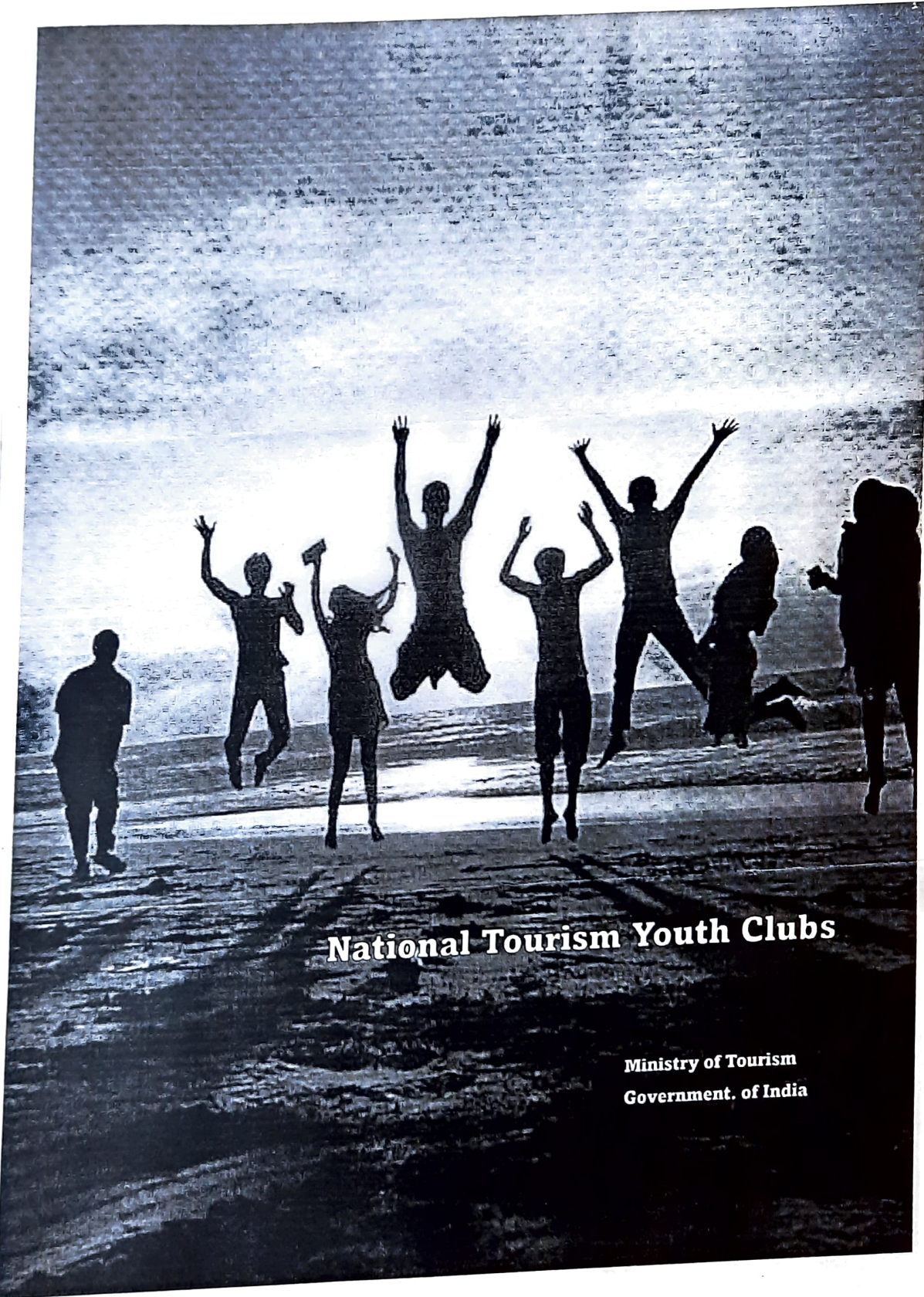


The main motive behind the initiative is to develop young ambassadors of India Tourism as the country heads towards 75 years of independence. Experiences shared by the young ones shall encourage their family to also travel, thereby increasing the interest and overall footfalls.

Spending on local items such as handicrafts, souvenirs, etc. would boost local economy, thereby contributing towards Atmanirbhar Bharat.

Feedback from these young travellers on the infrastructure, services and overall destination experience would help in improving the facilities and promoting India on national and international platforms.





National Tourism Youth Clubs

**Ministry of Tourism
Government of India**