

## **Eco-Tourism and Initiatives for Promoting MICE Tourism**

The Ministry of Tourism has formulated a National Strategy for Ecotourism to position India as a preferred global destination for Ecotourism. It has identified the following strategic pillars for the development of Ecotourism:

- State Assessment and Ranking
- State Strategy for Ecotourism
- IEC, Capacity Building and Certification
- Marketing and Promotion
- Destination and Product Development
- Public-Private and Community
- Partnerships Governance and Institutional Framework

The Ministry of Tourism is committed to promoting India holistically through various initiatives. As part of its ongoing activities, it regularly promotes various ecotourism destinations and products, demonstrating its dedication to sustainable tourism. These promotions are carried out through the Ministry's website and social media platforms.

The Ministry of Tourism has identified Eco-Circuit as one of the themes for the development of tourism infrastructure under the Swadesh Darshan scheme.

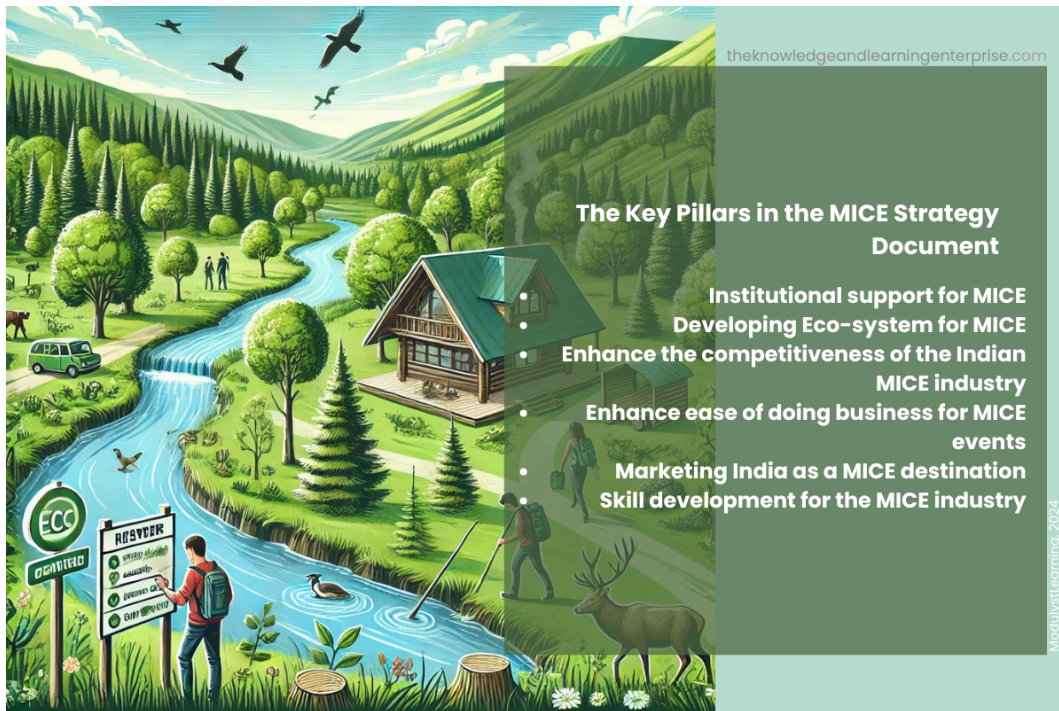
The Ministry of Tourism revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective of developing sustainable and responsible tourism destinations following a tourist- and

destination-centric approach. The Scheme encourages the adoption of principles of sustainable tourism, including environmental sustainability, socio-cultural sustainability, and economic sustainability.

The Ministry of Tourism is actively involved in the development and promotion of tourist destinations and products, including the burgeoning MICE tourism segment. While the primary responsibility for this lies with the respective State Government/Union Territory (UT) Administration, the Ministry of Tourism plays a crucial role in promoting India as a holistic tourism destination, including MICE tourism, through various mediums such as social media and websites. This emphasis on MICE tourism ensures that the audience is well-informed and aware of the country's growing tourism segments.

The Ministry of Tourism identified MICE as one of the crucial segments of Tourism. The ministry has also formulated a national strategy and roadmap for the MICE industry to promote the country's growth, including Haryana and Delhi NCR. The key pillars in the MICE strategy document are as follows:

1. Institutional support for MICE
2. Developing Eco-system for MICE
3. Enhance the competitiveness of the Indian MICE industry
4. Enhance ease of doing business for MICE events
5. Marketing India as a MICE destination
6. Skill development for the MICE industry



As per a MICE, study carried out in 2019 sponsored by the Ministry of Tourism, India's MICE industry is characterized by the following:

- The market is sized at Rs.37,576 crore, 60 percent of which is attributable to Meetings, Incentives, and Conferences
- International MIC accounts for 22% of the market size (~22%)
- 65 percent are Business to Business (B2B) events
- Meetings & Incentives form ~70% of the entire MICE segment for 5-star properties
- India's outbound MICE market is one of the fastest-growing markets globally

*Reference: PIB*

Interested in learning more about stuff? Please visit our [website](#) for a curated collection of reference books and more.