



World Tourism Day Celebrated as Paryatan Parv in India - GK Notes in PDF

38 years ago, on 27th September the United Nations World Tourism Organisation (UNWTO) proclaimed itself. This was considered as a milestone in the tourism industry. Hence, 27th September was declared as World Tourism Day. The day is celebrated with great energy across the world. This year too it was celebrated with great zest by the WTO and India. Read this article to know the highlights of the celebrations.

World Tourism Day

The purpose of the World Tourism Day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide. The **theme** for this year is '**Tourism and Digital Transformation**'. The theme will help explore opportunities provided to tourism by technological advances like big data, artificial intelligence and digital platforms.

The UNWTO had announced a Tourism Start-up Competition aiming to render a futuristic approach to startups across the world who can bring in innovative ideas that can transform how the world travels. The winners of the competition will we announced during the official celebrations of the event, which will take place in Budapest, Hungary.

Paryatan Parv

The 'Paryatan Pary', is being organized by the Government of India under the Incredible India Campaign to Celebrate the World Tourism Day. The Pary is being organized with











the objective of drawing focus on the benefits of tourism, showcasing the cultural diversity of the country and reinforcing the principle of 'Tourism for All'.

Paryatan Parv will have three main components:

- **Dekho Apna Desh**; This focuses on Encouraging the Citizens of India to explore and tour their own country, specially to J&K and the North-eastern States.
- **Tourism for All**; This is a people specific motif under which Culture oriented events and exhibitions, such as, Dramas, dance performances, Handicraft, etc will be presented at sites across all states in the country.
- **Tourism & Governance**; Under this interactive sessions and workshops will be conducted with the stakeholders of the week long event regarding varied themes like, Skill Development in Tourism Sector, Innovation in Tourism, Inducting Ex-servicemen as service providers for Taxi Operation.

Paryatan Parv at Rajpath Lawns

The Paryatan Parv 2018 was inaugurated by Union Home Minister Shri. Rajnath Singh at Rajpath Lawns, New Delhi, on 16th September 2018. This was Celebrated as a grand event with 18 Themed Pavilions of States. A Craft Bazaar with 76 Handicraft & Handloom Stalls was presented. The Visitors were entertained by beautiful Cultural Performances prepared by States/UTs and North Zone Cultural Centre, Yoga Demos, Training and Therapy by Morarji Desai national Institute of Yoga, The Ministry of Ayush. An extravagant Exhibition on the theme "Saaf Niyat Sahi Vikas" by Ministry of Information & Broadcasting was organized to keep the visitors engaged.

India Tourism Mart







The inauguration of India's first ever 'The India Tourism Mart' by Union Minister of Railways Piyush Goyal took place on 17th September 2018. The Mart is a product of the Tourism Ministry in partnership with the Federation of Associations in Indian Tourism and Hospitality (FAITH).

This is a business to business event with the objective to create an annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world.

Paryatan Parv Highlights

The Highlights of the week were Heritage Walks/Rallies, Swatch Bharat Campaigns, Various Competitions and around 3150 other activities and events held across 32 states/UTs. Some Specific Highlights were events like:

- India Tourism Delhi organised a program at Old Delhi with participation from India Tourism officials and representative from the Tourism Guide Association of India. The walk started from Red Fort and concluded at Jama Masjid. The highlight of the day was discovering hidden treasures in the form of Mughal-era Havelis and the delightful flavours.
- India Tourism Hyderabad organised Paryatan Parv at Golconda Fort by conducting a Heritage Walk along with IHM and NITHM Hyderabad.
- India Tourism Kolkata & Institute of Hotel Management Kolkata organised an Inter-College Quiz on 'Dekho Apna Desh' & 'Swachha Bharat' and 'Tree Plantation' focusing on the Famous Destinations of the Country.
- India Tourism Shillong celebrated Paryatan Parv at the famous single-man made Museum, popularly known as the Ever living Museum.









- Tourism Corporation of Gujarat Ltd. organized a photography and poster making competition, an exhibition with the themes life of Mahatma Gandhi, wildlife of Gujarat, Statue of Unity and heritage destinations, Seema Darshan Exhibition.
- Shri Pradeep Kumar Borar, Special Secretary and Director (Tourism), Rajasthan and other Dignitaries flagged off a Cycle Rally organized by India Tourism Jaipur in association with IHM, Jaipur.
- India Tourism Bangalore held a discussion on destination promotion of India in the domestic and overseas market.

The Paryatan Parv concluded with the World Tourism Day celebrations on 27th September 2018.

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