

①



NO-EDN-HE (21) F (11) 03/2022-Misc-L

Directorate of Higher Education

Himachal Pradesh, Shimla-1

Telephone No.0177-2653120 Extension: 234 Fax: 0177-2812882

E-mail: dhe-sml-hp@gov.in & genbr@reiffmail.com

Dated: Shimla-171001 the May,2022

To


All the Deputy Directors of Higher Education
Himachal Pradesh

Subject: - Regarding Establsihment "Yuva Tourism"clubs in Educational institutions.

Sir

Please find enclosed herewith a copy of letter No.TSM-5-3/92-Vol-42-458 dated: 19-04-2022 received from Director Tourism & Civil Aviation, Himachal Pradesh. Shimla-9 on the subject cite above.


In this context, you are, therefore directed issue necessary directions to all the Heads of establishment working under your control to take further action to establish the YUVA Tourism club in School/Colleges and orginize various activities to prom,ote tourism as directed in concept Note enclosed at **Annexure"A"** under intimated all the quarters concerned as well as to this Diretortae at the earliest.


Addl. Director of Higher Education (A)
Himachal Pradesh, Shimla-1
Shimla-171001 the May, 2022

Endst.No. Even Dated
Copy for information to:-

- 1 The Director, Tourism & Civil Aviation, Himachal Pradesh Shimla-9 w.r.t. his letter referred as above.
- ✓ 2 The Technical officer(IT/Cell) Directorate of Higher Education, Himachal Pradesh to upload the letter on departmental website.
- 3 The Superientdant,(College Branch)Directorate of Higher Education Himachal Pradesh,Shimla-1 for further necessary action.
- 4 Guard File.




Addl. Director of Higher Education (A)
Himachal Pradesh, Shimla-1

No. TSM-5-3/92-Vol-42 458
Department of Tourism & Civil Aviation
Himachal Pradesh, Shimla-9

hen
27-4-22



To

1. The Director,
Department of Higher Education,
Lalpani, Shimla, H.P.
2. The Director,
Department of Elementary Education,
Lalpani, Shimla, H.P.

Dated: Shimla-9

19 April, 2022

Subject: Regarding establishment "Yuva Tourism" clubs in educational institutions.

Sir,

Please find enclosed herewith copy of letter No. TSM- B (15) 1/2021 dated 29-03-2022 alongwith its enclosures received from the Secretary (Tourism & CA) to the Government of H.P. Shimla on the subject cited above.

In this regard, you are requested to look into the matter and take necessary action and informed to the quarter concerned as well as to this Department.

Yours faithfully,

G. M. Y.

Director,
Tourism & Civil Aviation,
H.P. Shimla-9

Encls:- As above.

Smt Reena
DUP
27/4/22

No. TSM- B (15) 1/2021
Government of Himachal Pradesh
Department of Tourism & Civil Aviation

From

Secretary (Tourism & CA) to the
Government of Himachal Pradesh.

To

The Director (Tourism & CA)
Himachal Pradesh, Shimla-9

Dated, Shimla-171002, the 29th March, 2022

HIMACHAL PRADESH
Dy. No. 13118
Date 31-3-22

CT/DT

AD-VAO-II/JD

PO/Supdt. G-I

ATDO/Supdt. G-II

Reg. Assst

31/03/2022

Subject:
Sir,

Various Demands.

I am directed to enclose herewith copies of following letters / representations alongwith its enclosures received from various quarters on the subject cited above. The details are as under :-

Sr. No.	Subject	Received from
1	Regarding Establishing "Yuva Tourism" clubs in educational institutions.	Spl. Secretary (Monitoring & Cord.) to the Chief Minister, Himachal Pradesh
2	Reg. construction of nature park in GP Janjehli, Distt. Mandi.	Dy. Secy. (Constituency) to the Chief Minister, H.P.
3	Reg. development of Bangapani under Gram Panchayat Cheog from tourism point of view.	Special Secretary to the Chief Minister, Himachal Pradesh
4	Reg. request for relief measures for the stakeholders of tourism in Spiti.	Special Secretary to the Chief Minister, Himachal Pradesh
5	Reg. Swadesh Darshan scheme for development of tourism infrastructure.	Spl. Secretary (Monitoring & Cord.) to the Chief Minister, Himachal Pradesh
6	Regarding shifting /transferring the building of Tourism Information Centre to accommodate the office of the Nagar Panchayat Bhunter.	Special Secretary to the Chief Minister, Himachal Pradesh

You are, therefore, requested to look into the matter and take necessary action therein under intimation to quarter concerned as well as this office at the earliest.

Yours faithfully,

(Gopal Chand)
Spl. Secretary (Tourism & CA) to the
Government of Himachal Pradesh

U2/S.S (1600)
2/2/22

35

हिमाचल प्रदेश सरकार
मुख्य मन्त्री कार्यालय

HIMACHAL PRADESH GOVERNMENT
CHIEF MINISTER'S OFFICE

555-48554
28-02-22

क्रमांक 1263002

नाम पता : चीफसेक
Telegraphic Address : CHIEFSEC
Fax No. 0177-2625011

एसजली
शिमला-171 002
EELERSEIF
SHIMLA-171 002

Sub :- Regarding Establishing "Yuva Tourism" clubs in educational institutions.

Enclosed please find herewith a photocopy of letter dated 28/01/2022 received from Sh. G. Kishan Reddy, Honorable Minister of Culture, Tourism and Development of North Eastern Region on the subject noted above on which Honble Chief Minister has observed as under

"May take immediate necessary action and respond in the matter accordingly."

Pr. Secretary (Edu.) to the Govt. of Himachal Pradesh is therefore requested to please take further necessary action in the matter as per observations of the Honorable Chief Minister under intimation to this office as well as quarter concerned.

Spl. Secretary (Monitoring & Cord.)
to the Chief Minister

19/2/22
CS (Pr. Secy)
So (Pr. Secy)
20/2/22

The Pr. Secretary (Edu.) to the
Govt. of Himachal Pradesh
H.P. Secretariat, Shimla-171 002

No. Secy/CM-17306/2017-VIP-D-172657 Dated

Copy forwarded for information & necessary action to
Principal Secretary (Tourism), Govt. of HP, Shimla-2

Lu
27/2/22
Smt. Housie

Spl. Secretary (Monitoring & Cord.)
to the Chief Minister

CHIEF MINISTER
(SECTION-A)
19 FEB 2022
H.P. SECRETARIAT
SHIMLA-171002

जी. किशन रेड्डी

सांस्कृतिक, पर्यटन एवं
उत्तर-पूर्वी क्षेत्र विकास मंत्रा
भारत सरकार



सत्यमेव जयते



आजादी का
अमृत महोत्सव



G. Kishan Reddy

Minister of Culture, Tourism and
Development of North Eastern Region
Government of India

28 JAN 2022

Dated: 20 January, 2022

DO-7/704/2021-HM (T)

Sub: Establishing 'YUVA Tourism' clubs in educational institutions -REG.

Respected Shri Jai Ram Thakur ji

As you would know, the tourism industry is a vital part of our country's economy. It also plays a major role in showcasing our country's rich heritage and culture. India is a young nation and with an average age of 29, India has one of the youngest populations in the world, making it the right time to utilize the power of youth in promoting responsible and sustainable tourism in the country.

The Hon'ble Prime Minister has always looked at Tourism as a medium that fosters national integration and unity amongst people from different parts of the country and this is evident from his Independence Day speech in 2019, when he exhorted fellow-Indians to visit at least 15 tourist destinations within India.

To further the Hon'ble Prime Minister's vision, the Ministry of Tourism has initiated 'YUVA Tourism' clubs in connection with the 'Azadi Ka Amrit Mahotsav' celebrations. These clubs aim to mould young minds into student ambassadors who can represent the essence of India, while working towards the promotion of India's diverse natural & cultural heritage of our villages, cities, states and country through tourism initiatives.

The 'YUVA Tourism' clubs are to be established in various schools and colleges from class VI onwards, involving both faculty and students. The clubs will organize various activities to promote tourism as detailed in the Concept Note (enclosed). The CBSE schools, Jawahar Navodaya Vidyalayas, and Kendriya Vidyalaya Sangathan have already been mobilized for this cause.

On one hand, as the young members of these clubs gain exposure to the rich diversity of India, and its civilizational values, it would enhance their sense of belonging towards the nation. On the other hand, as the youth become tourist ambassadors, India will become the favoured tourist destination of the world, which will then have a cascading impact on our economy.

77

..2..

In view of the above, I solicit your steadfast support and ready cooperation in making the 'YUVA Tourism' clubs a success by actively implementing the initiative in the academic institutions of your state. I have complete faith that we shall be able to work together as one and bring the noble intent behind this initiative to fruition.

With warm regards,

Yours sincerely,

(G. Kishan Reddy)

ACK

Encl. As above

Shri. Jai Ram Thakur
The Chief Minister,
Government of Himachal Pradesh
Room NO E-100, Armsdale Building
HP Secretariat, Shimla-171002
Email cm-hp@mc.in
jairamthakur@gmail.com

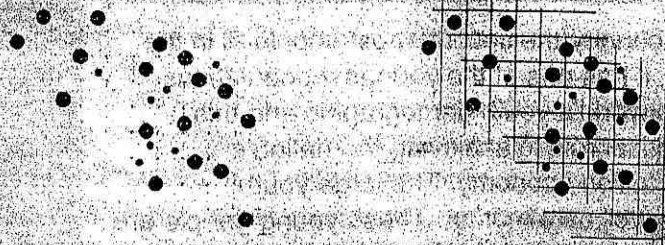
~~ACK~~

Handwritten notes: "indicate and a 140 by 2"

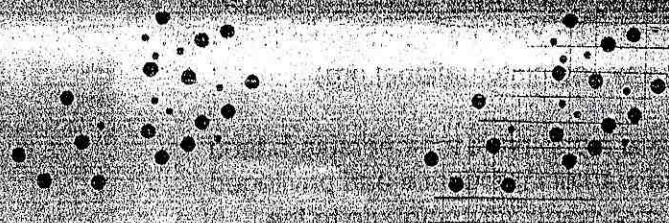
2

Handwritten initials: "DPS"

98



National Tourism Clubs (YUVA Tourism)



Draft Concept Paper
Ministry of Tourism

12/30/2021

(79)

National Tourism Youth Club

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. Similar Initiatives

Some of the similar tourism clubs being operated globally & nationally are indicated as under:

a. **Youth International:** Youth International is an experiential learning program that combines authentic international travel, cross-cultural exchange, home stays, community service work, and outdoor expeditions. Through a balanced combination of experiences, Youth International team members are set up for an intense and dynamic first-hand education about the region in which they are traveling. At the same time, they are presented with a unique environment for self-discovery. Youth International has been sending groups on learning adventures abroad since 1997 and offers single-country programs of approximately one month in length. Trips run twice each year, starting in late November and late April. Teams of fourteen peers between the ages of 18 and 25 travel with two group leaders, exploring the cultures of either Nepal, Kenya, Ecuador (and the Galapagos Islands), or India. Youth International is accredited by the Gap Year Association and affiliated with Western Colorado University (www.youthinternational.org)

b. **Tourism Professionals Club (TPC)** is a non-profit membership-based organisation that provides up-to-date market intelligence and privileged services to corporate and individual members that contribute to the development of the Kerala travel and tourism market both inbound and outbound. Tourism Professionals Club is registered platform for 300-400 Tourism Professionals working as Tour Operator in Cochin and other parts of Kerala. We have registered the same under Society Act 1955 Regn. No. ER 441/04 in the year 2003. The club has registered at Kochi starting with 80 Members and now more than 200 members have registered. The Objectives of the club includes social welfare of the members, creating a common platform to share the changing trends in the Industry, promoting tourism activities, betterment of association and provide guidance and

mutual assistance to the upcoming establishments and young Professionals. (<http://www.tpckerala.com/>)

c. Evergreen Tourism Club, St. Teresa's college, Kerala:

The club was formed in 2002 with 75 students and teacher coordinator as per the Responsible Tourism initiative of Kerala Tourism. The club every year is involved in activities like world tourism day celebrations, competitions like Essay writing, Logo Designing, My Shot, Quiz, Painting and Poster Designing. Apart from the competitions the club organizes Orientation programmes, Field visit to an unknown destination for a day and Seminar sessions by eminent persons from tourism and hospitality industry. The club has helped to cultivate a right attitude towards tourism among the students. Since it is a field with immense job opportunities, students are very enthusiastic and are genuinely interested to participate in the activities of the tourism club.

(<https://www.keralatourism.org/responsible-tourism/tourism-clubs/80>)

d. Similar clubs have also been formulated for other purposes like Interact Club by Rotary Club, formulated by various organisations / institutions which has been able to garner active support in Indian schools.

3. 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