

કમિશનર શાળાઓની કચેરી, ગાંધીનગર (૧૦+૨ શાખા)



શિક્ષણ વિભાગ, ગુજરાત રાજ્ય

E-MAIL

પત્ર ક્રમાંક:-ઉમબ/ઉમા.૬/૨૦૨૨/ 1880-1913

તા.૨૪/૦૩/૨૦૨૨

પ્રતિ

જિલ્લા શિક્ષણાધિકારીશ્રી,

જિલ્લા શિક્ષણાધિકારીશ્રીઓની કચેરી,

જિ. તમામ

વિષય:- Establishing 'YUVA Tourism' clubs in educational institutions reg.

સંદર્ભ:- શિક્ષણ વિભાગનો તા.૮/૩/૨૨નો પત્રાંક: પરચ/૧૨૦૨૨/GOI/વ.૨

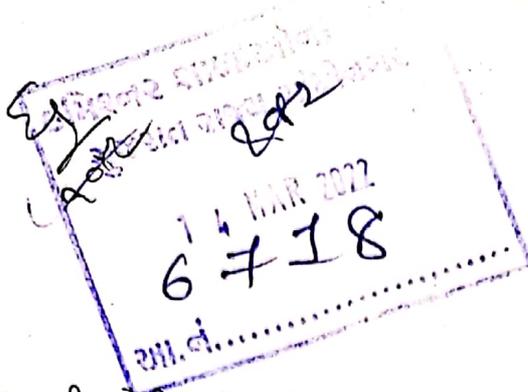
ઉપરોક્ત વિષય અને સંદર્ભ અન્વયે જણાવવાનું કે, સંદર્ભ દર્શિત પત્ર સાથે ભારત સરકારના સંસ્કૃતિ અને પ્રવાસન મંત્રાલયના તા.૨૮/૧/૨૦૨૨ના અ.સ.પત્ર ૭/૭૦૪/૨૦૨૧/એચએમ(ટી)ની નકલ સામેલ છે. જે અનુસાર ભારતને વિશ્વના પર્યટન સ્થળ તરીકે વિકસાવવા યુવાઓને પ્રવાસન ક્ષેત્ર સાથે જોડી શૈક્ષણિક સંસ્થાઓમાં "YUVA Tourism" કલબની રચના કરવા જણાવેલ છે. જેથી આપની કક્ષાએથી શાળાઓ તથા કોલેજોમાં "YUVA Tourism" કલબની રચના કરવા અને વિવિધ પ્રવૃત્તિઓનું આયોજન કરવા સામેલ પત્રની તમામ સૂચનાઓ ધ્યાને લઈ નિયમાનુસારની કાર્યવાહી કરવા જણાવવામાં આવે છે.

  
નાયબ શિક્ષણ નિયામક  
(૧૦+૨) ખાસ ઘટક  
ગુ.રા. ગાંધીનગર

બિડાણ:- સંદર્ભ દર્શિત શિક્ષણ વિભાગનો તા.૮/૩/૨૨નો પત્ર

ગુજરાત સરકાર  
શિક્ષણ વિભાગ  
સચિવાલય, ગાંધીનગર  
તા-૦૮/૦૩/૨૦૨૨

ગાંધી  
અમૃત મહોત્સવ



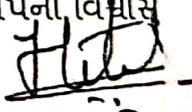
પ્રતિ,

- (૧) કમિશ્નરશ્રી, ઉચ્ચ શિક્ષણની કચેરી, બ્લોક નં ૧૨, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૨) સચિવશ્રી, માધ્યમિક અને ઉચ્ચ માધ્યમિક બોર્ડ સેક્ટર નં ૧૦બી ગાંધીનગર
- (૩) નિયામકશ્રી, ટેકનિકલ શિક્ષણની કચેરી, કર્મચોગી ભવન, ગાંધીનગર
- (૪) સ્ટેટ પ્રોજેક્ટ ડાયરેક્ટરશ્રી, સમગ્ર શિક્ષા અભિયાન સેક્ટર નં ૧૭, ગાંધીનગર
- (૫) નિયામકશ્રી, ગુજરાત શૈક્ષણિક સંશોધન અને તાલોમ પરિષદ સેક્ટર નં ૧૨ ગાંધીનગર
- (૬) નિયામકશ્રી, પ્રાથમિક શિક્ષણની કચેરી, બ્લોક નં ૧૨, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર
- (૭) કમિશ્નરશ્રી, શાળાઓની કચેરી, બ્લોક નં ૮, ડો.જીવરાજ મહેતા ભવન, ગાંધીનગર

વિષય- Establishing 'YUVA Tourism' clubs in educational institutions reg.

શ્રીમાન,

ઉપર્યુક્ત વિષય પરત્વેના ભારત સરકારના સંસ્કૃતિ અને પ્રવાસન મંત્રાલયના તા.૨૮/૦૧/૨૦૨૨ ના અ.સ.પત્ર ૭/૭૦૪/૨૦૨૧/એચએમ(ટી)ની નકલ આ સાથે સામેલ રાખી મોકલી આપતા જણાવવાનું કે, શાળાઓ તથા કોલેજોમાં 'YUVA Tourism' ક્લબની રચના કરી યુવાઓને પ્રવાસન ક્ષેત્ર સાથે જોડી ભારતને વિશ્વનું પર્યટન સ્થળ તરીકે વિકસાવવા માટેની જરૂરી સૂચનાઓ આપવામાં આવેલ છે. આથી સ ર અ.સ.પત્રની તમામ સૂચનાઓને ધ્યાને લઈ વિલિધ 'YUVA Tourism' ક્લબની રચના કરવા અને વિલિધ પ્રવૃત્તિઓનું આયોજન કરવા આપના તાબાની કચેરીઓને જરૂરી સૂચના આપવા વિનંતી છે.

આપની વિભાસ  
  
(હેતલ સચાણિય)  
સેક્શન અધિકારી  
શિક્ષણ વિભાગ

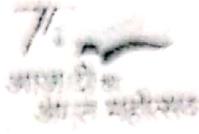
બેડાણ- ઉપર મુજબ

નકલ રવાના જાણ સારુ-

- (1) અધિક સચિવશ્રી(પ્રા.શિ), શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર
- (2) નાયબ સચિવશ્રી(મા.શિ), શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર
- (3) નાયબ સચિવશ્રી(ઉ.શિ), શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર
- (4) નાયબ સચિવશ્રી(ટે.શિ), શિક્ષણ વિભાગ, સચિવાલય, ગાંધીનગર

G. Kishan Reddy

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



28 JAN 2022  
Dated: 20 January, 2022

किशन रेड्डी

वि. पर्यटन एवं  
पूर्वी क्षेत्र विकास मंत्रालय  
सरकार  
नई दिल्ली  
- 9 110 2022  
7/04/2021-HM (T)

to CM  
to Dy  
to Secy  
to Higher Edu.

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

Respected Shri Bhupendra Patel Ji, *Narasara,*

Higher Edu. ✓

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.

Q.2



# ional Tourism Clubs [YUVA Tourism]



# National Tourism Youth Club

## 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](http://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 registred. 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

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.

#### **5 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.

#### **6 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 such as Ministry of Culture, Ministry of Education, Department of Higher Education, Ministry of Railways, Ministry of Civil Aviation and Tourism Associations for providing support to the program.

### 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.



Azadi Ka  
Amrit Mahotsav

જા.નં./મા-૨/પરચ/૨૦૨૨/વશી.૭૦/૪૬૬૬૬

જિલ્લા શિક્ષણાધિકારીની કચેરી,  
ઁ/૩, જિલ્લા સેવા સદન-૨,  
અઠવાલાઈન્સ, સુરત  
Web : suratdeo.org  
Email : suratdeo@gmail.com  
તા.૨૫/૦૩/૨૦૨૨

ઉપરોક્ત તા.૨૪/૦૩/૨૦૨૨નાં પત્ર અન્વયે આપની કક્ષાએથી નિયમાનુસારની કાર્યવાહી કરવા  
સારું...

  
જિલ્લા શિક્ષણાધિકારી  
સુરત, જિલ્લો-સુરત

પ્રતિ,  
આચાર્યશ્રી,  
તમામ માધ્યમિક અને ઉચ્ચ માધ્યમિક શાળાઓ તરફ...,  
સુરત, જિ.સુરત