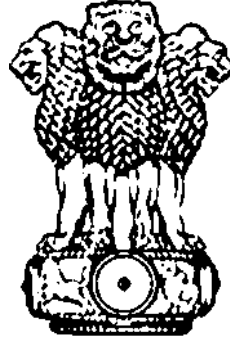


Guidelines

for

Travel for LiFE Case Study Competition – Tourism for Tomorrow



September, 2023

Central Nodal Agency for Sustainable Tourism (CNA-ST)

**Ministry of Tourism
Government of India**

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Contents

1. INTRODUCTION.....	3
3. OBJECTIVES OF THE COMPETITION	4
4. CATEGORIES FOR COMPETITION.....	4
5. CATEGORIES OF PARTICIPANTS	4
6. REGISTRATION PROCESS	5
7. EVALUATION PROCESS	5
8. AREAS OF EVALUATION.....	5
9. BENEFITS OF PARTICIPATION.....	6
10. OTHER TERMS AND CONDITIONS FOR APPLICATION.....	7

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1. Introduction

- 1.1. The G20 New Delhi Leaders' Declaration noted tourism and culture's pivotal role in sustainable socio-economic development and prosperity. NDLD also noted the 'Goa Roadmap for Tourism', as a vehicle to achieve the Sustainable Development Goals.
- 1.2. India's G20 Presidency provides a new direction for the tourism sector. GOA Roadmap for Tourism is a pioneering initiative that provides a blueprint for sustainable global tourism. Aligned with the theme of India's G20 Presidency - "One Earth - One Family - One Future", it underscores the role of tourism in society, the economy, and environmental stewardship.
- 1.3. G20 Goa Roadmap outlines the challenges, objectives, opportunities and recommendations for the tourism sector to achieve Sustainable Development Goals under five key priority areas namely **Green Tourism, Digitalization, Skills, Tourism MSMEs, and Destination Management**.
- 1.4. To create a lasting legacy for India's G20 Presidency, the Ministry of Tourism has set up the G20 Tourism and [SDG Dashboard](#), in collaboration with United Nations World Tourism Organization, UNWTO. This first-of-its-kind dashboard showcases the best practices and case studies from G20 countries, all aimed at achieving the Sustainable Development Goals and available for all public and private stakeholders.
- 1.5. As the country embarks on a journey of sustainability and innovation, the Ministry of Tourism is all set to take the G20 Momentum forward by accelerating the progress on the SDGs through tourism.

2. Travel for LiFE Case Study Competition – Tourism for Tomorrow

- 2.1. As part of ongoing efforts to create a sustainable, resilient and inclusive tourism sector, Central Nodal Agency for Sustainable Tourism (CNA-ST) under the aegis of Ministry of Tourism is launching Travel for LiFE Case Study competition – Tourism for Tomorrow.
- 2.2. In line with the principles of Travel for LiFE to promote sustainable, responsible and resilient tourism sector, the competition is being organized to recognize the best practices implemented in tourism sector.
- 2.3. The project or the initiative should be innovative and impactful, which contributes to achievement of Sustainable Development Goals and addresses the challenges

identified in Goa Roadmap under five key priority areas. The Competition aims to compile, analyze and showcase such initiatives for replication and scaling up across the country.

3. Objectives of the Competition

3.1. The competition shall provide a platform for Public and Private sector stakeholders to share their success stories and best practices thereby fostering mutual learning and collective action in advancing towards SDGs.

3.2. Following are the key objectives of the competition:

- (i). To promote key priorities and recommendations of G20 GOA Roadmap for Tourism Sector
- (ii). To identify national best practices to implement G20 GOA Roadmap for Tourism Sector
- (iii). To replicate and scale up best practices to use tourism as a vehicle to achieve SDGs
- (iv). To encourage competitive spirit amongst the States and tourism stakeholders to accelerate efforts towards achievement of SDGs

4. Categories for Competition

The competition aims to collect case studies that address challenges identified under any of the five Priority Areas of GOA Roadmap namely:

- (i). **Green Tourism** – Greening of tourism sector for a sustainable, responsible and resilient tourism sector
- (ii). **Digitalization** – Harnessing the power of digitalization to promote competitiveness, inclusion and sustainability in tourism sector
- (iii). **Skills** – Empowering youth with skills for jobs and entrepreneurship in tourism sector
- (iv). **Tourism MSMEs** – Nurturing tourism MSMEs / Startups/ private sector to unleash innovation and dynamism in tourism sector
- (v). **Destination Management** – Rethinking the strategic management of destinations towards a holistic approach that delivers on the SDGs

5. Categories of Participants

The competition is open to following three categories

- (i). Public Sector Organizations including Central Government Ministries, State Government Departments and other Government organizations
- (ii). Private Sector stakeholders including Hotels, Tour Operators, Activity Operators, Airlines and other tourism businesses
- (iii). Universities

6. Registration Process

- (i). Applicants can submit entries on the digital portal to be set up by Ministry of Tourism.
- (ii). The applicants are required to submit the Case studies of successfully implemented best practices in a structured format as per the application form covering key aspects objectives, implementation strategies, outcomes, and impact aligned with the priority areas of GOA Roadmap.

7. Evaluation Process

The case studies will be evaluated at two levels

- (i). **State Level Evaluation** – A State level committee will evaluate the case studies on areas of evaluation and forward the top 10 case studies to Ministry of Tourism.
- (ii). **National Level Evaluation** – A National committee will evaluate the case studies forwarded by the States as per the areas of evaluation and shortlist not more than 75 case studies.

8. Areas of Evaluation

- (i). **SDGs associated with the initiative:** Clear alignment with the United Nations Sustainable Development Goals (SDGs)
- (ii). **Focus on the selected priority area:** Demonstrated relevance to the chosen priority area (Green Tourism, Digitalization, Skills Development, MSME Empowerment, or Destination Management)
- (iii). **Impact Assessment**

(a) Measurable positive impact on Promoting Environmental Sustainability/ Protecting Biological Diversity & Natural Heritage/ Promoting Economic Sustainability/ Promoting Socio-cultural Sustainability

(b) Beneficiaries from initiatives

(iv). Innovation and Creativity:

(a) Uniqueness and originality of the initiative or project.

(b) Creative solutions that address challenges and contribute to positive outcomes.

(v). Collaboration and Stakeholder Engagement:

(a) Engagement with local communities, governments, businesses, NGOs, and other stakeholders.

(b) Evidence of successful partnerships and collaborations that enhance the initiative's effectiveness.

(vi). Replicability and Scalability:

(a) Clear potential for the initiative to be replicated in other regions or contexts.

(b) Feasibility of upscaling the initiative for broader impact.

(vii). **Long- Term Sustainability:** Initiative's contribution to promote destination's holistic development through tourism.

(viii). **Documentation and Communication:** Comprehensive and well-organized presentation of the case study which includes clarity of information, including goals, processes, results, and videos/photographs etc.

9. Benefits of participation

(i). The shortlisted case studies will be **showcased on the Sustainable Tourism Website of Ministry of Tourism, GoI** to foster mutual learning and collective action in advancing towards SDGs.

(ii). The selected case studies will be featured in a **national compendium** prepared by Ministry of Tourism to highlight efforts taken by the tourism stakeholders in addressing challenges identified under key Priority Area.

(iii). Ministry of Tourism, Government of India will further **support shortlisted Case Studies** in each Priority Area of GOA Roadmap on the following lines:

- (a) Enhancing Visibility and Impact
- (b) Assistance in Capacity Building
- (c) Networking and Collaboration
- (d) Knowledge dissemination for greater good
- (e) Impact assessment and monitoring

10. Other terms and conditions for Application

- (i). Applications can submit entries on the digital portal of the Ministry of Tourism, GoI. The applicant must register before filling up the application form.
- (ii). Applicants can submit more than one case study under the identified categories of competition.
- (iii). The submitted case study entry should be successfully completed and the project and initiative should be in use addressing at least one or more challenges identified under Key Priority Areas of the Goa Roadmap.
- (iv). For each entry, a separate application form is required to be submitted which will generate an application number for future reference.
- (v). All details must be submitted as per the format specified in the application form and must not exceed the maximum length (250 words) and/or size indicated.
- (vi). For each application supporting the nomination, photos and videos are required to be attached in the prescribed format not exceeding 3 MB.
- (vii). Incomplete and/or late applications shall not be considered.