

India

A Timeless Journey.



A Conclave Exploring
Sustainability
and **Responsibility**
in Tourism



India A canvas splashed with hues of cultures, a medley of faiths, cuisines, festivals and landscapes. India is much more than just a destination. It's a place where the ancient whispers to the present. Where every journey is dialogue between the inward and the outward.

Tourism in India isn't an industry. It's an ecosystem. From the towering Himalayas in the north, which embody adventure and resilience, to the tranquil backwaters of Kerala in the south, which speak of rhythm and reflection, India offers not just places to visit but stories to live.

Millions are drawn to this mosaic of spirituality, cuisine and festivals every year, crafting experiences that are both deeply personal and profoundly universal. To journey through India is to wander through its soul. A place that offers not just voyages but transformative experiences.



ARGUS NEWS: THE KEEPER OF ODISHA'S SPIRIT

In the vast constellation of India's voices, Argus News stands as a beacon for truth. Odisha's most dynamic news channel, Argus, wields the power of words with integrity and intent, aiming to become the trusted heartbeat of its people by championing causes that matter.

Argus News doesn't just report stories. It builds bridges - between the past and the future, the global and the local, the individual and the collective. With state-of-the-art technology and an unwavering commitment to integrity, it embodies the essence of a state both ancient and aspiring.

Beyond the headlines, Argus steps into the realm of action - supporting tourism, education, healthcare, and more. It is here, in its initiatives, that Argus shows its truest colors, not just reporting on change but being part of it.



THE FORCES SHAPING INDIAN TOURISM

To understand Indian tourism, we must first understand its drivers:

Infrastructure: The roads, railways and connectivity that make exploration possible.

Marketing: The narratives we tell to invite the world in.

Safety & Security: The assurance that every journey will be secure.

Healthcare: The backbone of wellness and medical tourism, attracting global visitors.

Human Capital: The people who make every experience unforgettable.

Cultural Sensitivity: The respect for the intricate tapestry of India's regions and traditions.



EMERGING HORIZONS IN TOURISM

Adventure Tourism: This isn't just about adrenaline. It's about redefining what it means to travel. Adventure tourism invites people to step outside their comfort zones and embrace the extraordinary.

Rural Tourism: Rural India is truly a revelation. It offers an authentic immersion into India's culture, traditions and way of rustic life while promoting local economies and preserving heritage.

Wellness and Medical Tourism: India is becoming a global hub for wellness and medical tourism, combining cutting-edge healthcare with age-old traditions like Ayurveda, creating an unmatched value proposition.

Religious Tourism: Spirituality is woven into India's DNA. Events like the Kumbh Mela aren't just festivals. They are phenomena, drawing millions into a sacred choreography of faith and community.

ARGUS CHALO DEKHEIN APNA DESH – GLIMPSES OF THE EARLIER SEASONS

From its very first edition, Chalo Dekhein Apna Desh has been more than a conclave. It has been a reservoir of wisdom and foresight. Attendees have ranged from dignitaries to dreamers, all bound by a shared love for India's allure.

SEASON - 1



SEASON - 2



SEASON - 3



ARGUS CHALO DEKHEIN APNA DESH - SEASON 4

Its fourth iteration, a one-day action-packed event, promises to be anything but different. Scheduled for December 21, 2024, an august congregation of policymakers, visionaries and industry leaders will explore the complexities of Indian Tourism. And delve into the opportunities and challenges that lie ahead, focusing on strategies that can make Indian Tourism not just sustainable but transformative.

A FUTURE OF RESPONSIBILITY AND IMPACT

India's Tourism is at a pivotal moment. As the industry grows, so does its responsibility to balance development with preservation, and innovation with tradition.

The **Argus Conclave** is a step towards this balance. It's a meeting of minds committed to make every journey in India not only memorable but meaningful

SESSIONS

SESSION - 1

CULTURAL & HERITAGE TOURISM

- Promotion of India's rich cultural heritage – Fairs & Festivals, Spiritual Destinations and the Culinary Experience
- Conservation and Promotion of lesser - known heritage and cultural sites
- Promotion of India as a Great Wedding Destination

SESSION - 2

ADVENTURE, ECO & HEALTH TOURISM

- Expanding the avenues of Adventure Tourism
- Leveraging India's diverse landscape for Eco-Tourism
- Promotion of India as a hub for Health Tourism with emphasis on enhancement of healthcare facility

SESSION - 3

SUSTAINABLE TOURISM & INFRASTRUCTURE DEVELOPMENT

- Improving Transportation (air, road & rail) Connectivity for development of Tourism
- Luxury and Experiential Travel
- Promotion of India's timeless Ethnic Flavour



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