

COVER STORY

FAITH CONCLAVE 2026 TO PLACE TOURISM ECONOMICS AT THE CENTRE OF INDIA'S GROWTH AGENDA

FAITH returns to New Delhi on 16-17 July 2026 for a two-day high-level dialogue on how tourism can drive jobs, investment, entrepreneurship and India's global positioning.

“ TOURISM'S \$3 TRILLION DREAM HINGES ON INDUSTRY STATUS, SAYS FAITH SECRETARY

As India aspires to become a global economic powerhouse, can its tourism sector—currently contributing a mere fraction of its potential—afford to remain in the regulatory wilderness?

Rajiv Mehra, General Secretary of FAITH, makes a compelling case for urgent reform.



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& GOVERNMENT



AVIATION
LEADERS



HOSPITALITY
GIANTS



TRAVEL
BUSINESSES



GLOBAL
PARTNERS

KEY DISCUSSION AREAS

- ✓ Tourism Entrepreneurship
- ✓ India's MICE Ambitions
- ✓ Future of Hospitality
- ✓ Inbound Tourism Strategy
- ✓ Aviation-led Growth
- ✓ Domestic Tourism Growth
- ✓ Hotel & Restaurant Challenges
- ✓ Destination Connectivity
- ✓ Frontier Tourism in Border Regions

VISION
2047



US\$ 3 TRILLION
TOURISM ECONOMY



100 MILLION
FOREIGN TOURIST ARRIVALS



20 BILLION
DOMESTIC TOURISM VISITS

Ambitious targets that underline the economic power of tourism for a Viksit Bharat.



A CONCLAVE THAT COULD
SHAPE INDIA'S TOURISM FUTURE.
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FAITH Conclave 2026 Opens in Delhi

'Invaluable Economics' as the mantra for tourism growth

Opening at Taj Palace, New Delhi, FAITH Conclave 2026 brought together policymakers, industry leaders and global delegates to chart tourism-led growth. Discussions spotlighted infrastructure status, investment, public-private partnerships, skills, visas and sustainable development as tourism's next growth agenda.



Shekhawat
inaugurates Day 1



Tourism
Growth Charter



Global
participation



Investment,
skills & visas



Dekho Apna Desh:

Rediscover India. Redefine Every Journey.

Encouraging Indians to Discover the Diversity of Their Own Country

Sometimes, the most remarkable journeys begin not with a passport, but with a closer look at home. Across India, landscapes change every few hundred kilometres. Snow-covered mountains give way to forests, rivers lead towards ancient cities, and centuries-old traditions continue to shape the everyday life of communities. Yet many of these experiences remain unexplored by travellers searching for holidays beyond the country's borders.

It was with this idea that the Ministry of Tourism launched the Dekho Apna Desh initiative in January 2020. The campaign carries a simple message: before looking elsewhere, Indians should discover the extraordinary range of destinations, cultures and experiences within their own country.

The campaign is not centred on one monument, one state or one style of travel. Its story stretches from spiritual journeys and historic forts to national parks, beaches, trekking routes, wellness destinations and lesser-known villages. It presents domestic tourism as an opportunity to understand India more deeply, while also encouraging travellers to move beyond already crowded destinations.

This connection between travellers and destinations became more interactive through **Dekho Apna Desh**, an online poll by the Ministry of Tourism, which invited people to share their favourite Indian tourist attractions. Voting remained open from 7 March to 15 October 2024.

“

Discovery
doesn't always
require crossing
an international
border.



- Ministry of Tourism has also launched the campaign "India Says I Do" in 2023 to promote India as a premier wedding destination globally. The campaign aims to showcase the diverse, rich and culturally vibrant venues India offers for weddings, from royal palaces and heritage forts to scenic beaches, mountains and riversides.
- In the year 2024 and 2025, the Ministry of Tourism in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI), organised "Wed in India" expo and "Meet in India" conclave, respectively, on the sidelines of Great Indian Travel Bazaar (GITB) at Jaipur.



Source : This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha



STRONGER TOGETHER

Every domestic journey supports a vast network of guides, drivers, hotels, homestays, restaurants, artisans and small businesses – powering communities and strengthening local economies.

*See India. Feel India.
Love India. ♥*



From majestic mountains to serene beaches, timeless heritage to vibrant cultures – India's stories are endless, and the best time to explore them is now.

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JEONJU

- Hanok Village
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DAMYANG

- Jalseokwan Bamboo Forest
- Bamboo Museum

BUSAN

- Haedong Yonggung Temple
- Gamcheon Culture Village
- Songdo Marine Cable Car
- UN Memorial Cemetery

GYEONGJU

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WARM HOSPITALITY
Friendly locals, seamless travel experiences and excellent safety standards.

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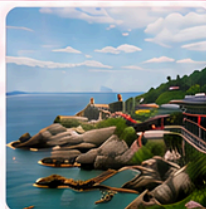
SEOUL

Where buzzing city life meets royal heritage.



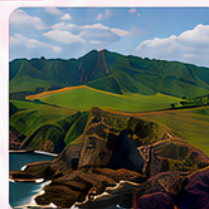
JEONJU

Home to traditional hanok villages and rich cultural roots.



BUSAN

Beaches, temples and a vibrant coastal vibe.



JEJU ISLAND

Volcanic wonders, waterfalls and UNESCO sites.



GANGWON-DO

Perfect for skiing, hiking and four-season adventure.

KOREA BY THE NUMBERS



2 MILLION+
Foreign patients visited Korea for medical treatment in 2024.



15.6 MILLION
Foreign arrivals in 2024 – a strong rebound post-pandemic.



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GROWING POPULARITY
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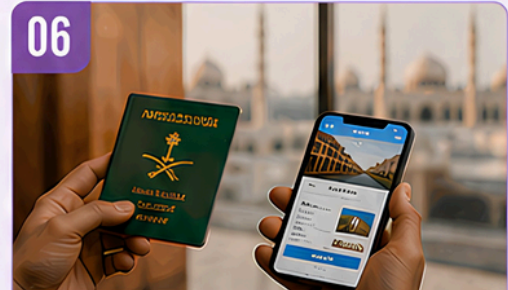
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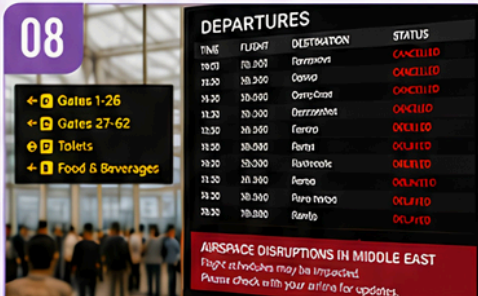
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VIETNAM SPEEDBOAT TRAGEDY PUTS TOURIST SAFETY UNDER THE SPOTLIGHT

A HOLIDAY THAT ENDED IN TRAGEDY

A sightseeing trip near Vietnam's Phu Quoc Island turned into a tragedy on 11 July 2026 when a tourist speedboat carrying 32 Indian travellers and four Vietnamese crew members capsized near Hon May Rut Ngoai island.

The vessel was returning towards An Thoi Port when it overturned a short distance from the island. Fifteen Indian tourists—13 men and two women—lost their lives, while 21 people were rescued. The passengers reportedly included employees and channel partners of Indian electronics company Lava International who were visiting Vietnam as part of a company-organised trip.

Local boat operators, jet skis, border guards and rescue personnel joined the emergency operation. Most survivors were subsequently discharged, while one seriously injured passenger continued receiving treatment in Ho Chi Minh City. The mortal remains of the victims were later repatriated to India with support from Vietnamese authorities and the Indian Embassy.



LATEST INVESTIGATION FINDINGS

- Vietnamese authorities have opened a criminal investigation into the accident. The speedboat's 57-year-old captain, Nguyen Hong Hai, was detained on suspicion of violating waterway transport safety regulations.
- Investigators are examining the vessel's technical condition, operating permissions, passenger-safety arrangements and the decision to sail during deteriorating weather.
- They are also expected to determine whether passengers received an adequate safety briefing and whether properly fitted life jackets were being worn when the boat overturned.
- Vietnam's government has ordered a comprehensive investigation and directed the relevant authorities to review the safety procedures governing tourist vessels around Phu Quoc.
- However, the final cause of the accident has not yet been officially established.



WHAT MAY HAVE CAUSED THE CAPSIZING?

- Rough weather remains the leading explanation, with strong winds, turbulent water and waves reportedly reaching ~3 metres.
- A survivor recalled a sudden storm and a large wave created panic shortly before the speedboat overturned.
- Investigators must now determine whether the weather changed without sufficient warning or whether the vessel continued operating despite unsafe conditions.
- The boat's speed, stability, passenger distribution and the captain's response to the waves may also form part of the investigation.
- Questions have emerged over the availability and use of life jackets. Survivor accounts suggesting that some passengers were not wearing them require official verification.
- Until the investigation concludes, poor weather, operational judgement and possible safety lapses remain theories rather than confirmed causes.



SAFETY MEASURES NEEDED AFTER THE INCIDENT



Obtain weather clearance before every departure and continuously monitor marine forecasts. Establish strict thresholds for suspending services when conditions turn dangerous.



Every passenger should receive a correctly sized life jacket and be required to wear it throughout the journey.



Provide multilingual safety briefings explaining emergency exits, flotation equipment and the correct response if a vessel overturns.



Tourist boats should carry GPS tracking, functioning radios, emergency distress equipment, verified passenger manifests and first-aid supplies.



Captains and crew must receive recurring training in CPR, water rescue, evacuation and crisis communication.



Regular technical inspections and surprise safety audits should be mandatory for all tourist vessels.



Indian tour organisers must verify the local operator's licence, insurance, safety record, vessel certification and emergency plan.



LESSONS FROM ATOAI'S RISK-MANAGEMENT INITIATIVE

The Adventure Tour Operators Association of India held its National Seminar on "Indian Adventure Tourism: Risk Management" in New Delhi on 18 May 2026.

- Brought together government representatives, operators, rescue specialists, insurers, legal experts and adventure-tourism professionals.
- Discussions covered safety protocols for land-, air- and water-based activities, equipment inspection, guide certification, insurance, incident response and ISO 21101, the international standard for adventure-tourism safety-management systems.
- A key outcome was the formulation of recommendations for a National Roadmap for Adventure Tourism Risk Management.



WHAT INDIAN BUSINESSES AND GOVERNMENT MUST DO



GUIDELINES



GEAR



GUIDES

- Verify operators, inspect equipment, monitor weather and maintain written emergency plans.
- Guides and crew should receive regular first-aid, CPR, rescue and evacuation training.
- Government to mandate operator registration, common safety procedures and periodic surprise audits.
- A national database of licensed operators, accidents and compliance records would help businesses and travellers make safer choices.
- States should adopt a common framework aligned with ISO 21101 and suspend operators that repeatedly violate safety requirements.



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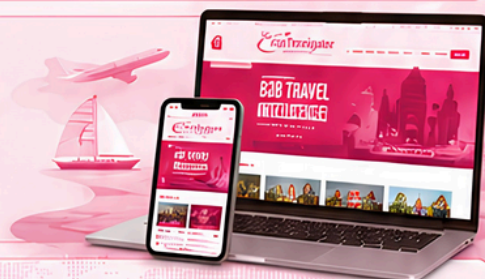
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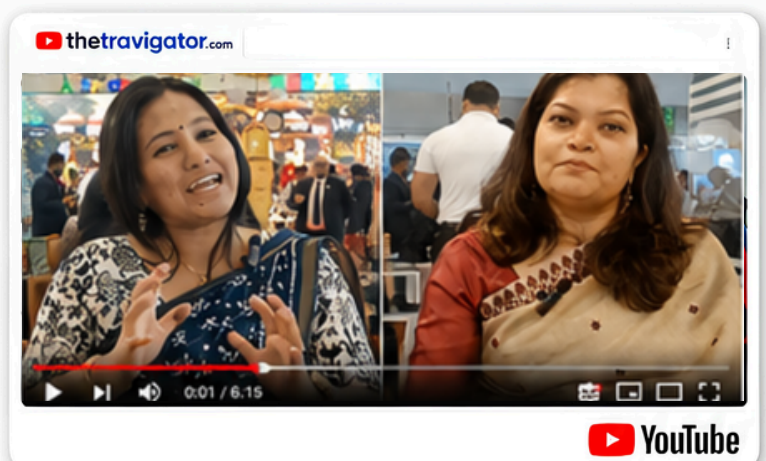
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