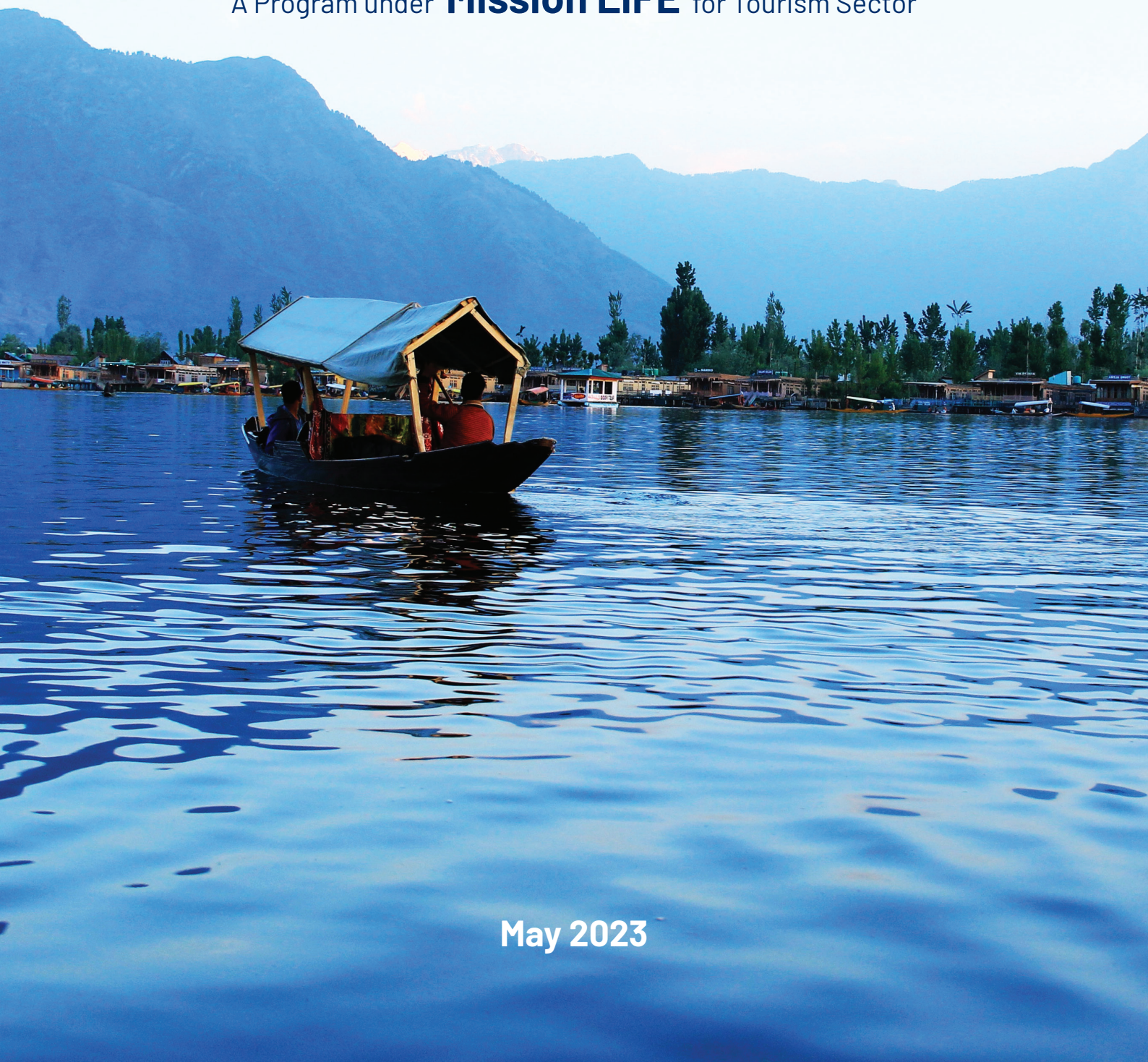
Ministry of Tourism
Government of India

सत्यमेव जयते

Travel for LiFE

A Program under **Mission LiFE** for Tourism Sector



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A Program under
Mission LiFE
for Tourism Sector

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Foreword

Mission LiFE (Lifestyle for Environment) envisioned by Hon'ble Prime Minister of India Sh. Narendra Modi, is a global mass movement led by India urging individuals and communities to act for protection of the environment against the effects of the climate change.

Green Tourism for a sustainable, responsible and resilient tourism sector is one of the five priorities for Tourism Working Group under India's G20 Presidency.

Ministry of Tourism has accordingly developed **Travel for LiFE** program under **Mission LiFE** to bring large scale behavioural change amongst tourists and tourism businesses, which will have significant impact on environment protection and climate action. The program holds tremendous significance for promoting India's G20 priority of Green Tourism under Tourism Working Group.

The program has identified an illustrative list of **"Travel for LiFE Actions",** which can be adopted by tourists and tourism businesses.

The program also provides a wide range of IEC and Capacity Building activities to create awareness and facilitate tourists and tourism businesses to adopt actions under the program. Mechanism for the implementation, monitoring and governance of the program has also been chalked out and included in the document.

G. Kishan Reddy
Minister for Tourism, Culture and DoNER

01

Introduction

1.1 Mission LiFE

1.2 Actions under Mission LiFE

1.3 Key Performance indicators of Mission LiFE

1.4 National Strategy for Sustainable Tourism

1.5 Travel for LiFE – A program for Tourism Sector under Mission LiFE

1.1

Mission LiFE

1.1.1. Launch of Mission LiFE

Introduced by the Hon'ble Prime Minister of India, Shri Narendra Modi, on 1st November 2021 during the 26th United Nations Climate Change Conference of the Parties (COP26) in Glasgow, the **Mission LiFE (Lifestyle for Environment)** is a global mass movement led by India urging individuals and communities to act for protection of the environment against the effects of the climate change.

Mission LiFE was formally launched by Hon'ble Prime Minister, Shri Narendra Modi on 19th October 2022, in the presence of the UN Secretary General António Guterres, at the Statue of Unity, Ekta Nagar, Gujarat.

1.1.2. Objectives of Mission LiFE

Mission LiFE embodies the spirit of the Pro Planet People (P3) model and functions on the basic principles of "Lifestyle of the planet, for the planet and by the planet".

The mass movement calls for a transition from a "use-and-dispose" economy to a circular economy characterized by mindful and deliberate utilization of resources instead of mindless and destructive consumption to preserve the resources of the environment. It aims to nudge individuals and communities to practice a lifestyle that is synchronous with nature and does not harm it. Those who practice such a lifestyle are recognized as Pro Planet People.

1.1.3. Three Core Shifts envisaged under Mission LiFE

As a global Program, Mission LiFE envisions three core shifts in the collective approach towards sustainability, achieved in a phased manner:

Change in Demand (Phase I)

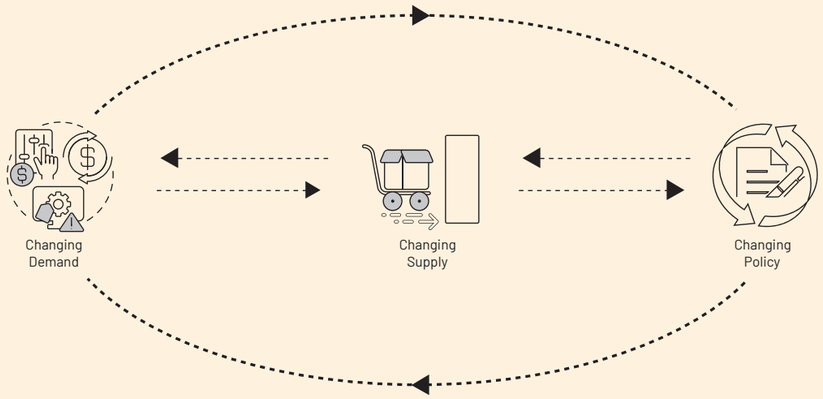
Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives.

Change in Supply (Phase II)

Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.

Change in Policy (Phase III)

By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LiFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production



1.2

Actions under Mission LiFE

A comprehensive and non-exhaustive list of individual actions has been identified under Mission LiFE. These actions are aimed to initiate Phase I i.e., Change in demand which will be supported by raising awareness and gradually encouraging people, communities, and institutions to engage in simple environmental-friendly behaviours (LiFE behaviours) in their everyday lives.

The **LiFE actions** have been categorized under the following seven focus areas:

1.3

Key Performance Indicators of Mission LiFE

The target of Mission LiFE is to mobilise at least one billion Indians and other global citizens to take individual actions leading to a collective change for protecting and conserving the environment in the period 2022-28. By 2028, it is aimed that at least 80% of all villages and urban local bodies in India to become environment-friendly by 2028.

To achieve the objective, certain Key Performance Indicators (KPIs) and their respective targets have been set for the period 2022-2028. The following figures are indicative and are subjected to change:

S. No.	Key Performance Indicator	Target Value (2028)
(i)	Number of Pro Planet People	1 billion
(ii)	Number of LiFE Villages	5,15,000
(iii)	Number of LiFE ULBs	3,700
(iv)	Number of LiFE Districts	766

1.4

National Strategy for Sustainable Tourism

The Ministry of Tourism has launched the National Strategy for Sustainable Tourism in April 2022 with an aim to mainstream sustainability in the tourism sector and to ensure a more resilient, inclusive, carbon neutral and resource efficient tourism while safeguarding natural and cultural resources. The National Strategy aspires to position India as a preferred global destination for sustainable and responsible tourism.

THE STRATEGY HAS THE FOLLOWING SEVEN STRATEGIC PILLARS:

National Strategy for Sustainable Tourism also relies on responsible behaviour of the tourists and has great synergy and convergence with Mission LiFE.

1.5

Travel for LiFE – A Program for Tourism Sector under Mission LiFE

Travel for LiFE has been formulated as a sectoral Program for tourism sector under Mission LiFE that aims to promote sustainable tourism in the country in convergence with the National Strategy for Sustainable Tourism. The "Travel for LiFE" Program aims to mobilize tourists and tourism businesses of the country to be mindful and deliberate in their actions as important stakeholders of the tourism value chain.

02

Travel for LiFE Program

2.1 Travel for LiFE Program Overview
2.2 Promoting Environmental Sustainability
2.3 Promoting Biodiversity
2.4 Promoting Economic Sustainability
2.5 Promoting Socio-Cultural Sustainability
2.6 Promoting Certification for Sustainable Tourism
2.7 Travel for LiFE Outcomes

2.1

Travel for LiFE Program overview

2.1.1. Encourage tourists and tourism businesses for simple LiFE actions

Travel for LiFE program under Mission LiFE will encourage tourists and tourism businesses to take simple actions that result in conservation of the environment, biodiversity, improvement in the local economy and preservation of the socio-cultural integrity of the local communities. The program focuses on a set of actions to simultaneously cause a Change in Demand (Phase I) and a Change in Supply (Phase II) to achieve awareness and adoption of responsible consumption and production by simultaneously nudging the tourists and tourism businesses.

2.1.2. Travel for LiFE and Sustainable Development Goals (SDGs)

Travel for LiFE actions promote sustainable economic development and encourage sustainable consumption as well as production. The program thereby contributes to the SDGs focused on Decent Work and Economic Growth (SDG 8), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12), Climate Action (SDG 13) and Life Below Water (SDG 14).

Given the wide range of actions, Travel for LiFE contributes directly and indirectly to almost all the SDGs.

2.1.3. Travel for LiFE Actions

The Travel for LiFE Program has identified "Travel for LiFE Actions" to create mindful and deliberate utilization of resources by the stakeholders in the tourism value chain. The identified actions are:

(i) Specific and measurable;

(ii) Easy to practice by tourists and tourism businesses, with minimal policy-side dependencies;

(iii) Relatable across rural and urban contexts; and

(iv) Non-disruptive to ongoing economic activity, and in fact, promotes economic activity in the foreseeable future.

2.1.4. Actions across various themes of Mission LiFE and pillars of National Strategy

An illustrative list of "Travel for LiFE Actions" for tourists and for tourism businesses has been identified. These actions are in line with LiFE Actions and other benchmarked national and international best practices. The list will further be refined and made more comprehensive based on the feedback during the course of implementation.

THE ACTIONS HAVE BEEN CLASSIFIED UNDER THE FOLLOWING PILLARS:

2.2

Promoting Environmental Sustainability

2.2.1. Overview

The Ministry of Tourism adopts environmental sustainability as one of the key principles of sustainable tourism as laid down by UNWTO. It highlights the key areas of air, land, and water for environmental sustainability such as - resource efficiency, reduction of GHG emissions, minimizing water consumption, reduce-reuse-recycle, and avoiding the discharge of sewage to water bodies etc.

2.2.2. Illustrative List of Actions for Tourists

Changing individual behaviour alone can significantly impact the environment and climate crises. To encourage tourists to adopt a travel style that is environmentally sustainable, an illustrative list of actions for tourists has been identified:

ENERGY SAVED	
(1)	Use public transport while travelling.
(2)	Prefer to travel in CNG/ EV vehicles over petrol/ diesel vehicles.
(3)	Use shared taxi and carpooling, wherever possible.
(4)	Prefer low impact transportation for local visits or short commutes.
(5)	Keep the temperature of AC to optimum efficiency preferably 24 degrees.
(6)	Switch off the lights, appliances and taps in the hotel, when not in use.
(7)	Prefer to do outdoor / nature activities, wherever possible.
(8)	Keep your electronic devices in energy-saving mode.
(9)	Use a solar-powered travel charger.

ENERGY SAVED	
(10)	Use solar-powered lights while camping.
(11)	Prefer clean energy powered accommodations.
WATER SAVED	
(12)	Limit your water consumption during shower, whenever possible.
SINGLE-USE PLASTIC REDUCED	
(13)	Avoid single-use plastic products.
(14)	Carry your own cloth bag for shopping.
(15)	Carry your own water bottles during travel.
(16)	Carry your eco-friendly cutlery kit.
(17)	Prefer an eco-friendly travel accessory kit.
WASTE REDUCED	
(18)	Prefer to carry E-Tickets/ Digital Documents.
(19)	Practice segregation of waste while travelling.
(20)	Prefer to buy upcycled handicraft souvenirs.

2.2.3. Illustrative List of Actions for Tourism Businesses

Changing community behaviour can also significantly impact environmental and climate crises. To encourage tourism businesses to adopt an operation style that is compatible with environmental sustainability, an illustrative list of Travel for LiFE actions for tourism businesses has been identified:

ENERGY SAVED	
(1)	Use energy-saving appliances such as LED bulbs/ tube lights.
(2)	Switch to renewable energy sources.
(3)	Keep the temperature of AC to optimum efficiency preferably 24 degrees.
(4)	Install community earthen pots for cooling water.
(5)	Upgrade to an energy-saving HVAC system and maintenance checks.
(6)	Use smart switches for appliances which are used frequently.
(7)	Install occupancy sensors, wherever possible.
(8)	Follow the correct SOPs maintenance inspection.
(9)	Prefer to use eco-friendly vernacular construction material.
WATER SAVED	
(10)	Install rainwater harvesting infrastructure on the property.
(11)	Install a water meter to measure water consumption regularly.
(12)	Fix leaks in flushes, taps and waterpipes.
(13)	Install water-efficient fixtures for washroom amenities and accessories.
(14)	Prefer to reuse water drained out from AC / RO.
(15)	Prefer to pre-soak used utensils before washing them.
SINGLE-USE PLASTIC REDUCED	
(16)	Replace all single-use plastic items with reusable alternatives.
(17)	Provide eco-friendly toiletries to guests.
(18)	Prefer to install refillable washroom amenities.
WASTE REDUCED	
(19)	Encourage paperless office practices.
(20)	Practice segregation of waste.
(21)	Repair, reuse and recycle old furniture.
(22)	Prefer to use biodegradable trash bags.
(23)	Deposit food waste to biogas plant.
(24)	Prefer to decorate with upcycled handicraft souvenirs/ products.
(25)	Conduct an annual waste audit.

SUSTAINABLE FOOD SYSTEMS ADOPTED	
(26)	Start in-house composting.
(27)	Prefer locally available and seasonal foods.
(28)	Prefer to include sustainable food such as millets in the menu.
(29)	Prefer eco-friendly / recyclable cutlery.
(30)	Create kitchen gardens at the property, wherever possible.

2.3
Promoting Biodiversity

2.3.1. Overview

The protection of biological diversity is important to environmental sustainability. There is a need to support the conservation of natural areas, habitats and wildlife and minimise damage. The focus areas identified in national strategy are physical integrity and attractiveness, protection of national parks and protected areas, promoting development and management of ecotourism, encouraging tourism as a tool for conservation and minimising ecological damage and raising support for conservation from visitors and enterprises.

2.3.2. Illustrative List of Actions for Tourists

Tourists can take following illustrative actions that will contribute in the protection of biodiversity:

PROTECTING FOREST AND WILDLIFE	
(1)	Avoid purchasing products/ souvenirs made from the skins, tuskers and fur of wild animals.
(2)	Do not support animal rides or abuse in any way.
(3)	Follow the tourist protocols, do's and don'ts when visiting protected areas.
(4)	Do not force to spot the wildlife during experiencing the wildlife safari.

MAINTAINING PHYSICAL INTEGRITY	
(5)	Dispose polythene bags, tetra packs or food in designated trash bins.

2.3.3. Illustrative list of actions for Tourism Businesses

Tourism businesses can take the following illustrative actions that will assist in the preservation of biodiversity:

PROTECTING FOREST AND WILDLIFE	
(1)	Avoid display of products/ souvenirs made from the skins, tuskers and fur of wild animals at the hotel property.
(2)	No wildlife held in captivity should be present on the premises.
(3)	Plant trees in the property to reduce the impact of pollution.
(4)	Install vertical gardens on the property, wherever possible.
(5)	Install information signs on native flora species to educate guests.
(6)	Importance of wildlife conservation to be communicated to all guests at jungle/ nature resorts.
(7)	Providing for services or goods that contribute positively to biodiversity conservation.
(8)	Put up instructions for tourists to take mindful actions to conserve the forest and wildlife.
MAINTAINING PHYSICAL INTEGRITY	
(1)	Plan indigenous crops, plants, trees, shrubs, grasses around tourism places.
(2)	Develop and maintain ponds and wetlands around the tourism places.
(3)	Link up with sustainable tourism forums for knowledge exchange.

2.4
Promoting Economic Sustainability

2.4.1. Overview

To achieve economic sustainability, there is a need to ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. The focus areas covered under the pillar are competitiveness of destinations and enterprises and visitor satisfaction, maintaining and projecting an attrctive destination including safety and security as well as local prosperity, employment quality, social equity and visitor fulfilment.

2.4.2. Illustrative List of Actions for Tourists

Tourists can take following actions to contribute to economic sustainability:

SUPPORT TO LOCAL BUSINESSES AND COMMUNITY	
(1)	Prefer to spend at least 5% on local products/ souvenirs.
(2)	Prefer responsible local experiences.
(3)	Support local tour operators, accommodation units and guides.
(4)	Prefer to support local female-owned businesses, wherever possible.
(5)	Promote local experience on your social media account.
(6)	Always provide your valuable feedback to the tourism service provider.

SUSTAINABLE FOOD SYSTEMS ADOPTED	
(7)	Prefer locally available and seasonal food.
(8)	Include sustainable food like millets in your diets.
(9)	Prefer consuming natural or organic products.

2.4.3. Illustrative List of Actions for Tourism Businesses

(1)	Ensure the viability and competitiveness of tourism enterprises.
(2)	Practice fair-trades to seek a widespread and fair distribution of economic and social benefits from tourism throughout the recipient community.

2.5

Promoting Socio-Cultural Sustainability

2.5.1. Overview

Tourism can be a considerable force for conserving the historical and cultural heritage and stimulating arts, crafts and other creative activities within communities. By providing a source of income based on local culture, tourism can encourage communities to value their cultural heritage more highly. The focus areas identified in the National Strategy for Sustainable Tourism include effective management and conservation of heritage sites, working with communities to promote culture and traditions, and local control and community well-being.

2.5.2. Illustrative list of Actions for Tourists

Tourists can take following actions to contribute to socio-cultural sustainability:

(1)	Prefer to hire a local guide for excursion activities.
(2)	Shop from the arcade which offers local artisans' products/ souvenirs.
(3)	Respect the culture and heritage sensitivities.
(4)	Spread awareness about the culture & traditions of India on your social media.
(5)	Avoid misuse of the community's intellectual property, culture and heritage.
(6)	Donate to a local welfare organization, wherever possible.
(7)	Join hands with locals in local activities and to make local art and craft.
(8)	Book tours that contribute to heritage conservation and community empowerment.

2.5.3. Illustrative list of Actions for Tourism Businesses

Tourism businesses can adopt the following actions to ensure socio-cultural sustainability in their operation.

(1)	Develop organizational policy around social inclusivity.
(2)	Integrate local cultural elements into the hotel environment using local products, decorations and architecture.
(3)	Offer special packages on local heritage sites and co-creates experiences with locals.
(4)	Inform the guests about the local experiences to add an extra dose of authenticity to their vacations.
(5)	Engage and empower local communities in planning and decision making about tourism product development and management.

2.6
Promoting Certification for Sustainable Tourism

2.6.1. Overview

To mainstream sustainability in the tourism sector, it is important to measure the adoption of sustainable practices in all tourism-related activities. Keeping this in line, the Ministry of Tourism has adopted the Sustainable Tourism Criteria of India (STCI) based on the global practices adopted to the needs of the country. STCI Certification will promote and mainstream sustainable practises in the tourism industry by addressing all seven themes of Mission LIFE: energy conservation, water conservation, the elimination of single-use plastics, the adoption of a sustainable food system, and the reduction of waste and e-waste production.

2.6.2. Illustrative List of Actions for Tourists

Tourists can take following illustrative action that will contribute in the promotion of sustainable practices in all tourism-related activities.

(1)	Prefer to buy services from STCI certified tourism service providers, wherever possible.

2.6.3. Illustrative List for Actions for Tourism Businesses

Tourism businesses can take following illustrative action that will contribute in the promotion of sustainable practices in all tourism-related activities.

(1)	Apply for STCI certification for tourism service providers.

2.7

Travel for LiFE Outcomes

Travel for LiFE Program aspires to achieve:

(i) Reduction in consumption and dependence on conventional energy.
(ii) Reduction in GHG emissions.
(iii) Reduction in water consumption.
(iv) Reduction in waste generation.
(v) Increase in use of alternative to Single-Use Plastic.
(vi) Increase in use of sustainable foods.
(vii) Increase in healthy lifestyle adoption.
(viii) Reduction in e-waste generation
(ix) Conservation of tangible and intangible local culture and heritage.
(x) Increased social inclusivity in tourism.
(xi) Increased number of STCI Certified Tourism Service Provider.
(xii) Increase in demand for sustainable tourism products and experiences in India.
(xiii) Position India as a preferred global destination for sustainable and responsible tourism.
(xiv) Contribute to Mission LiFE targets towards global commitment to achieving the SDGs by 2030.

03

IEC and Capacity Building

3.1 Overview

3.2 Key IEC and Capacity Building Activities

3.3 Theme specific IEC and Capacity Building Activities

3.1
Overview

IEC and Capacity Building are essential to create awareness about various aspects of Travel for LiFE program and facilitate actions to be taken by Tourists and Tourism Businesses. Ministry of Tourism will work with Line Ministries, State Governments, Districts/ Destinations, Industry Associations, industries and other tourism stakeholders and tourists to coordinate IEC and Capacity Building activities.

3.2
Key IEC and Capacity Building Activities

Some of the key IEC and capacity building activities, which will be undertaken in partnership with Line Ministries, States and Industries to create awareness and encourage tourists and tourism businesses to take Travel for LiFE Actions are as follows:

(i) Travel for LiFE Pledge for Tourists.

(ii) Travel for LiFE Destinations to showcase tourism destinations offering sustainable tourism products and experiences.

(iii) Travel for LiFE Marts for tourism businesses to facilitate the exchange of knowledge, product, current progress and future strategies for sustainability .

(iv) Travel for LiFE Webinars to sensitize the Stakeholders about the actions.

(v) Travel for LiFE Contests to encourage and ensure the adoption of Travel for LiFE checklist among tourists.

(vi) Travel for LiFE Guidebook for tourists to provide information regarding sustainable destinations, products, experiences and other related aspects.

(vii) Travel for LiFE Best Practice, a compendium of best practices for Mission LiFE applied to Tourism Businesses.

(viii) Travel for LiFE Social Media Promotions shall be undertaken.

3.3
Theme specific IEC and Capacity Building Activities

3.3.1. Promoting Environmental Sustainability

Following IEC and Capacity Building activities have been identified for promoting environmental sustainability:

Segment	Activities
Tourist	**Energy Ease Travel Checklist** – Traveller's checklist to increase use of clean energy.
	Go Water Wise – Traveller's Checklist to reduce water usage while on vacation.
	No Single Use Checklist – Traveller's Checklist of alternatives to single-use plastic products for tourists.
	No Trash Checklist – Traveller's Checklist for waste management.
	Fit Traveller Contest – A nationwide contest for tourist encouraging them to engage in healthy lifestyles practices.

Tourism Business	**Switch It Off Day –** Organize "Switch It Off Day" to promote energy conservation among tourism-related enterprises. On this day, the tourism businesses shall turn off all standby appliances and lighting for one hour.
	Reuse Water Contest – A nationwide contest to showcase businesses that practice innovative wastewater reuse.
	Reusable Relief Contest – A nationwide competition to showcase the progress of tourism businesses using reusable products in their property.
	Repurpose Food Waste – The food establishments are encouraged to collect their food waste periodically and deposit it to biogas plants for production of renewable energy.
	Adopt A Tree – To celebrate the World Environment Day (June, 05) the tourism businesses may adopt a tree to develop the sense of responsibility.
	E-Recycling Day – Once a year, the tourism businesses can donate e-waste including laptops, computers, LED bulbs and more for recycling.
Yuva Tourism Club	**Local Ride Contest –** To encourage the use of bicycles for short commutes, the yuva tourism club can conduct local ride contest for the members to encourage such behaviour.
	Clean Up Drive Day – To encourage yuva tourism club to take the initiative of organizing monthly clean-up drives in their locality.

3.3.2. Promoting Biodiversity

Following IEC and Capacity Building activities have been identified for promoting Biodiversity

Segment	Activities
Tourist	**Experiencing the nature:** Traveller's checklist to know about different characteristics of various ecologies.
	How to visit protected areas: Traveller's SOP to visit various ecologies.
Tourism Business	Checklist on various ecologies for guides to educate travellers about local ecology & challenges.
	List of native crops, plants, trees, shrubs, grasses for tourism enterprises built in every ecologies.
	Travel for LiFE Forum: To exchange best practices and knowledge for biodiversity conservation.
Yuva Tourism Club	**Plantation drives –** Organising drive to plant indigenous trees to develop a sense of concern towards the environment.

3.3.3. Promoting Economic Sustainability

Following IEC and Capacity Building activities have been identified for promoting Economic Sustainability

Segment	Activities
Tourist	**Traveller's checklist** of places to buy authentic local produce, art and craft.
	#TravelForLocal to tag local enterprises under Made in India initiative.
Tourism Business	**Guidelines** to adopt Fair-Trade Tourism practices.
Yuva Tourism Club	**Organising fairs** for local produce, art and craft.

3.3.4. Promoting Socio-Cultural Sustainability

Following IEC and Capacity Building activities have been identified for promoting Socio-Cultural Sustainability

Segment	Activities
Tourist	**Traveller's checklist** about local excursions at various cultural landscapes.
Tourism Business	**Vernacular Architecture Competition –** National competition to showcase innovative integration of vernacular architecture.
Yuva Tourism Club	**Workshops** to be conducted for tourists to co-create experiences with locals.

3.3.5. Promoting STCI Certification

Following IEC and Capacity Building activities have been identified for promoting STCI Certification:

Segment	Activities
Tourist	**Traveller's blog** on STCI certified Accommodations, Tour Operator, and Destinations.
Tourism Business	**STCI Toolkits** for Accommodations, Tour Operators, and Destinations. **STCI Introductory Course** for Tourism Service Providers. **STCI Auditor** Training Course.

04

Implementation, Governance and Monitoring

4.1 *Overview*
4.2 *Institutional Structure*
4.3 *Monitoring through Key Performance Indicators*
4.4 *Monitoring through Periodic Surveys*
4.5 *Monitoring through Sustainable Tourism India Website*
4.6 *Monitoring through Travel for LiFE Dashboard*
4.7 *Timeline of Travel for LiFE Program*

4.1

Overview

The Travel for LiFE program will use the institutional structure outlined in the National Strategy for Sustainable Tourism, to implement and monitor Travel for LiFE program.

4.2

Institutional structure

4.2.1. National Level

National Board for Sustainable Tourism assisted by Central Nodal Agency for Sustainable Tourism (CNA-ST) will spearhead the program at the National level. CNA-ST under the aegis of Ministry of Tourism will provide necessary support to implement the program in partnership with Line Ministries, States, Industry, Community Organizations and other stakeholders.

4.2.2. State Level

State Governments will have a key role in creating momentum for Travel for LiFE Program and most of the actions will be coordinated by the States to encourage the tourists and tourism businesses for implementation of the program.

4.2.3. District Level

The districts and destination management committees will have the most crucial role in coordinating the implementation of the program on ground. IEC campaigns and capacity building of tourism stakeholders at the destinations will further nudge the tourists and tourism businesses to adopt Travel for LiFE Actions.

4.3

Monitoring through Key Performance Indicators

The following key performance indicators to quantify the development of the change in behavioural patterns as a result of activities taken under Travel for LiFE Program:

(i) Number of Pro Planet People who took Travel for LiFE Pledge.
(ii) Number of Travel for LiFE Activities conducted under IEC.
(iii) Number of Subscribers to Sustainable Tourism Monthly Newsletter.
(iv) Number of Viewers to Sustainable Tourism India Webinars.
(v) Number of Followers on Sustainable Tourism India Social Media Channels.
(vi) Number of Green Skilled Forces through training Activities.
(vii) Number of Stakeholders Sensitized.
(viii) Number of STCI Certified tourism service providers.
(ix) Number of Reports generated through Travel for LiFE Dashboard.
(x) Number of Voluntary Disclosures.
(xi) User engagement at Sustainable Tourism India Website.

The success of the activities will be majorly monitored by the outcome of the Travel for LiFE Program, which will be contributing to the Mission Life targets for global commitment to achieving the SDGs by 2030. All the activities conducted under the Travel for LiFE Program do not have quantifiable outcomes.

4.4

Monitoring through Periodic Surveys

A three-level survey may be conducted – Baseline, Midline and Endline to get insight, measure the progress and concluding status, respectively. These surveys may be used to derive a sufficient causal relationship between the Travel for LiFE actions and sustainability-related changes.

4.5

Monitoring through Sustainable Tourism India Website

A Sustainable Tourism India website will act as a gateway to the knowledge resources on Travel for LiFE, sustainable destinations, sustainable experiences, list of actions and more. It will be a medium to spread awareness among tourists and tourism businesses towards incorporating sustainability in their respective domains.

4.6

Monitoring through Travel for LiFE Dashboard

The Travel for LiFE Dashboard shall act as a monitoring mechanism to take account of Travel for LiFE activities conducted in terms of number of events, number of participants and more. The dashboard will be instrumental in report generation of different activities and analyze the impact created by the Travel for LiFE Program.

4.7

Duration of Travel for LiFE Program

The Travel for LiFE Program will be co-terminus with Mission LiFE. The Travel for LiFE program may be modified as per necessary course correction.

Travel for LiFE

Ministry of Tourism
Government of India