



PHD CHAMBER
OF COMMERCE AND INDUSTRY
VOICE OF INDUSTRY AND TRADE

अतुल्य! भारत
Incredible India

1st Global Spiritual Tourism Conclave



23 August 2024
Ayodhya, Uttar Pradesh



BACKGROUND

India, a land steeped in spiritual heritage, draws millions of pilgrims and spiritual seekers annually to its multitude of sacred sites. Spiritual tourism can contribute significantly to a destination's economic growth. Pilgrims and visitors tend to spend more on accommodation, transportation and local goods compared to conventional tourists. This influx of revenue can invigorate local economies, support infrastructure development and create employment opportunities.

However, several challenges impede the realization of spiritual tourism's full potential. Infrastructure deficits, inadequate accessibility and poor facilities can deter visitors from embarking on religious journeys. Moreover, concerns about overt commercialization and insufficient preservation of sacred spaces can alienate both local spiritual communities and tourists.

Recognizing the significant economic and cultural benefits spiritual tourism can bring to the country, Prime Minister, Shri Narendra Modi introduced schemes such as PRASAD (Pilgrimage Rejuvenation and Spiritual Augmentation Drive) in 2015. Under the PRASAD Scheme, 41 religious sites from 25 states were identified for development in the country.

Focusing on developing pilgrimage sites across India, Modi's efforts to promote spiritual tourism were part of a broader strategy – to boost tourism in the country and showcase India's cultural and spiritual diversity to the world.

1

> *More than 60% of tourism in India is associated with religious and spiritual tourism.*

2

> *According to Ministry of Tourism data, the number of domestic tourists that visited places of pilgrimage were 1,433 million in 2022.*

3

> *The places of religious tourism earned 1,34,543 crore in 2022, up from 65,070 crore in 2021, as per data released by the Ministry of Tourism.*

4

> *The sector is expected to generate revenue of 59 billion by 2028, creating 140 million temporary and permanent jobs by 2030.*

In this context, PHDCCI is organizing its **1st Global Spiritual Tourism Conclave** in the month of **August 2024**. Set against the backdrop of Ayodhya, Uttar Pradesh, a city revered by millions for its spiritual significance, this Conclave promises to be a transformative journey for participants from across the globe.



OBJECTIVES

- * Explore the economic, cultural and social dimensions of spiritual tourism.
- * Provide a platform for key stakeholders to discuss and explore the multi-faceted aspects of pilgrimage tourism.
- * Foster partnerships and collaborations among stakeholders in the tourism industry.
- * Identify opportunities, challenges and best practices in promoting sustainable and inclusive pilgrimage tourism.
- * Showcase Ayodhya as a leading spiritual tourism destination and highlight its potential for sustainable development.
- * Promote cross-cultural understanding and appreciation through shared spiritual experiences.

STAKEHOLDERS

- * Ministry of Tourism | Culture | Civil Aviation
- * Government Officials and Policymakers
- * Tourism Boards (States and National)
- * Embassies and High Commissions
- * Spiritual Leaders
- * Academics and Researchers
- * Local Communities
- * Hospitality Industry Professionals
- * Tour Operators, Travel Agents
- * Airline Companies
- * Hotels and Resorts
- * Tour Guides
- * Entrepreneurs and Investors
- * Media

WHY PARTICIPATE

- * Gain valuable insights into the emerging field of spiritual tourism and its potential for economic growth and cultural exchange.
- * Network with industry leaders, policymakers and spiritual practitioners to explore collaborative opportunities and innovative solutions.
- * Immerse yourself in the rich spiritual heritage of Ayodhya and experience first-hand the transformative power of pilgrimage and spiritual travel.
- * Acquire practical knowledge and skills to enhance your organization's offerings and contribute to the sustainable development of spiritual tourism destinations.
- * Be a part of a global dialogue aimed at fostering harmony, understanding and mutual respect across cultures and faith traditions.

SESSION TOPICS

Economic Impact of Spiritual Tourism: Opportunities and Challenges

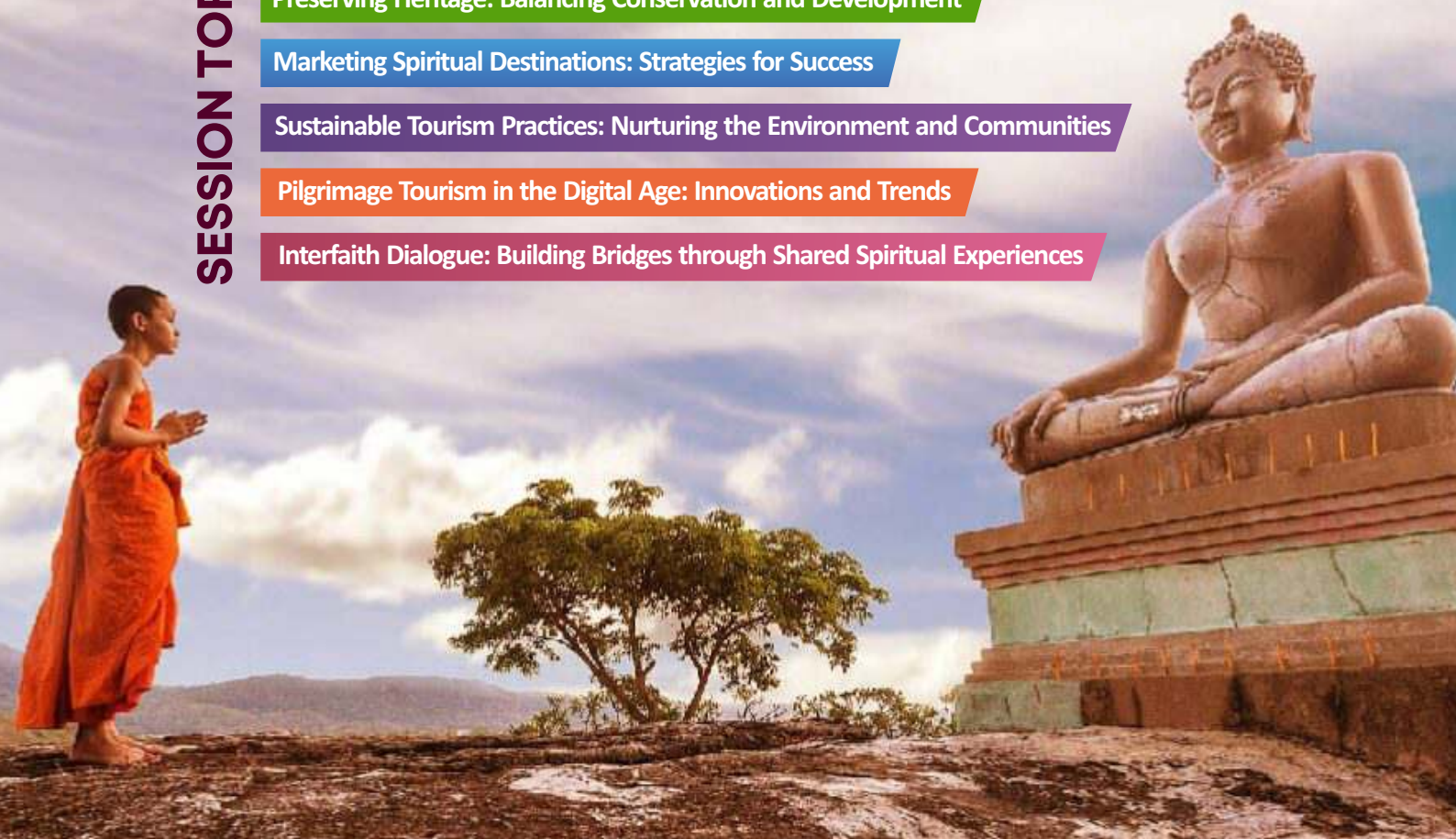
Preserving Heritage: Balancing Conservation and Development

Marketing Spiritual Destinations: Strategies for Success

Sustainable Tourism Practices: Nurturing the Environment and Communities

Pilgrimage Tourism in the Digital Age: Innovations and Trends

Interfaith Dialogue: Building Bridges through Shared Spiritual Experiences





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ABOUT PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past **119 years**. It is a forward looking, proactive and dynamic **PAN-India apex organization**. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony & integrated development of the Indian economy.

PHDCCI, acting as the **'Voice of Industry & Trade'** with a large membership base of **1,50,000 direct and indirect members** consisting of large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.


PHDCCI's **Tourism & Hospitality Committee** aims to promote tourism activities in and outside the country and endeavours to organize various tourism conclaves, seminars, roadshows and webinars in close cooperation with the Ministry of Tourism, Government of India; State Tourism Boards; International Tourism Boards; and private stakeholders.

Tourism in its various forms like **Heritage, Medical, Golf, MICE, Film, Religious, Border, Rural, Sustainable**, plays a critical role in the growth of the tourism industry. Our main focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.




PARTNERSHIP OPTIONS AVAILABLE

Sulagna Ghosh, Secretary, PHDCCI

 (M) 8800339112 | (E) sulagna.ghosh@phdcci.in

Sanchit Prabhakar, Deputy Secretary, PHDCCI

 (M) 7982072810 | (E) sanchit.prabhakar@phdcci.in

PHD CHAMBER OF COMMERCE AND INDUSTRY

PHD House, 4/2 Siri Institutional Area, August Kranti Marg, New Delhi 110016 | Tel: 91-11-26855450-04, 49545454 | Fax: 91-11-26855450, 49545451