

PRESS RELEASE

World Tourism Day 2026: Celebrating Tourism through Digital Innovation

The Directorate of Information, Publicity & Tourism (IP&T), Andaman and Nicobar Administration, in collaboration with tourism stakeholders and allied departments, is celebrating **World Tourism Day 2026** on 27th September on the theme **"Digital Agenda and Artificial Intelligence to Redesign Tourism."** The celebrations will feature a series of engaging activities across different locations, bringing together tourists, islanders, local youth and students to promote responsible tourism, digital innovation and the transformative role of technology and Artificial Intelligence in tourism. Adding a creative digital dimension to the celebrations, the **"Gems of India"** initiative of the **Ministry of Information & Broadcasting** will also be promoted, providing emerging creators, including talented youth from the Islands, an opportunity to showcase their creativity on a national digital platform. As part of the celebrations, the Department of Tourism organised a **Bird Tourism Workshop and Bird Watching Programme** in collaboration with Andaman Bird Tour Agency and JNRM students on 21st and 22nd September 2026, promoting bird tourism, conservation and responsible eco-tourism. A **Tourism Promotional Video/Reels Competition** has also been announced, inviting 1-3 minute videos showcasing the beauty, attractions and unique experiences of the Islands, with entries to be submitted by 23rd September 2026 at 4:00 PM, while a **Tourist Convenience App Competition** among DBRAIT students aims to encourage innovative digital solutions for enhancing tourist convenience and visitor experience.

The celebrations further include **Beach Volleyball and Tug of War competitions** for men and women at Corbyn's Cove Beach on 25th and 27th September 2026, in coordination with the Sports & Youth Affairs Department and tourism stakeholders, along with a **Blood Donation Camp and Painting Competition & Art Showcase** at Andaman Club, organised by AATO in coordination with the Tourism Department and Health authorities. On 27th September, tourists arriving at the **Airport, Swaraj Dweep, Shaheed Dweep and the National Memorial Cellular Jail** will receive a traditional welcome from Tourism Department in association with ANTOA, while **free entry to selected museums**, including Cellular Jail, Chatham Saw Mill, Samudrika Naval Marine Museum, Anthropological Museum and Fisheries Museum, will be offered as a goodwill gesture. Cultural programmes will also be presented at **Corbyn's Cove Beach** in coordination with the Art & Culture Department on 26th and 27th Sept from 4 pm onwards.

The Directorate of IP&T invites tourists, islanders, tourism stakeholders, youth, students, sports enthusiasts and the general public to join the World Tourism Day 2026 celebrations and be part of the Islands' journey towards a more innovative, responsible and technology-driven tourism future—"Reimagining Tourism, Together."

23/9/24
Asst. Director (Admn.)



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ANDAMAN & NICOBAR ADMINISTRATION
DIRECTORATE OF TOURISM

Sri Vijaya Puram, dated the 28th Sept, 2026.

Copy to:-

1. PS to Secy. (IP&T) for kind information of Secy. (IP&T).
2. PA to Director (IP&T) for kind information of Director (IP&T).
3. The Chief Editor, Daily Telegrams, Sri Vijaya Puram with the request to publish the above item as press release.
4. The Chief Editor, Dweep Samachar, Sri Vijaya Puram with the request to publish the above item as press release.
5. The Director, Doordarshan Kendra, Sri Vijaya Puram.
6. The Deputy Director (News) All India Radio, Sri Vijaya Puram.
7. The In-charge, IT cell for information with the direction to upload the same in the Tourism website.

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