

Under India's leadership, the G20 Tourism Working Group, at the meeting in The Rann of Kutch, detailed the plans for green, rural, and archaeological tourism

The leaders and delegates of the prestigious G20 have been pulling out all stops to create plans to make India shine further as a top-notch tourist destination. A recent meeting of the Tourism Working Group (TWG) under India's G20 Presidency, held in The Rann of Kutch, Gujarat, delved into planning tourism expansion and promotion. The event included more than 100 delegates from various countries. It was also attended by the Chief Minister of Gujarat, Mr. Bhupendra Bhai Patel, and the Minister of Tourism, Culture And Development of North Eastern Region (DoNER), Mr. G Kishan Reddy. A series of bilateral meetings took place, and some of the topics of discussion were as below:

The delegates of G20 and ministers of the states shared views about the Indian tourist destinations, along with steps taken by the government to promote tourism and safety. Most noteworthy was the intense conversation regarding the five priority themes: Green Tourism, Digitalisation, Skills, Tourism MSMEs, and Destinations. Digitisation in the tourism sector was also an important topic and was discussed deeply. The impact of tourism on the local economy and employment was also distinctively spoken about.

Rural Tourism

One of the critical aspects of the holiday business is rural tourism. Its needs are specific. Therefore, it needs specialised direction. The TWG meeting included a talk and discussion themed 'Rural Tourism for Community Empowerment and Poverty Alleviation'. The event highlighted practices, prospects and issues in rural tourism. Additionally, at a separate event, Miya Hussain Gul Beg, Sarpanch of Dhordo village, highlighted the positive impact of tourism and applauded the development of newer infrastructure and job opportunities.

Archaeological Tourism

The last meeting day saw the discussion on 'Promotion of Archaeological Tourism: Discovering Shared Cultural Heritage'. Delegates discussed views on

the conservation of archaeological sites and the challenges faced. The panellists highlighted the benefits of promoting archaeological tourism to empower and sustain living in local communities. Secretary of Tourism Arvind Singh said that Archaeological tourism could support the socio-economic development of local communities. As a part of the event, the delegates visited the Smritivan Earthquake Memorial Museum in Bhuj and the Harappan site of Dholavira.

In addition, four G20 meetings of the G20 Tourism Track and three events under the G20 Presidency are scheduled to occur. The Ministry of Tourism will organise the first Global Tourism Investors Summit in New Delhi in April, the MICE Global Conference in May, and the G20 Tourism CEO Forum in June. All the effort being put in will be effective in the reshaping and resurgence of tourism in India.