



Tourism Working Group in Rann of Kutch

For Prelims: India's G20 presidency, Rann of Kutch, UNESCO World heritage site, Dholavira, World Travel and Tourism Council, Swadesh Darshan Scheme, Draft National Tourism Policy 2022, Dekho Apna Desh Initiative, National Green Tourism Mission, Global Investors' Summit.

For Mains: Status of the Tourism Sector in India, Challenges Related to the Tourism Sector, Government Initiatives Related to Tourism Development, G20 and Tourism.

Why in News?

As part of [India's G20 presidency](#), Gujarat will host the first **Tourism Working Group (TWG)** meeting in the state's [Rann of Kutch](#) from **7 to 9 February 2023**.

- **Rural and Archaeological tourism** will be the focus area of Tourism. Also, [Dholavira](#), which is a [UNESCO World heritage site](#), will be the second spot for foreign delegates.

How is the G20 Emphasizing Interventions in the Tourism Sector?

- In the [G20 Presidency of India](#), there are **5 interrelated priority areas for tourism**. Accordingly, thrust will be on these five priority areas:
 - **Greening of the Tourism sector**
 - Harnessing the power of [digitisation](#)
 - Empowering youth with skills
 - **Nurturing tourism MSMEs/ startups**
 - Rethinking the strategic management of destinations.
- Also, one of the priorities through the **G20 platform** is to reach a consensus on how the [Sustainable Development Goals \(SDG\)](#) will be achieved by 2030.
 - As a part of this, there will be **emphasis on sustainable tourism which is important not only for the environment** but also to **create opportunities for local enterprise**.
- The **different places chosen for the G20 events** will encompass different flavors like **rural tourism (Ladpura Khas village, MP), archaeological tourism (Dholavira), and ecotourism (Khonoma Village, Nagaland) etc.**
 - **Along with this, 3 mega tourism** related events are being organized to take advantage of the G20 Presidency. These include [Global Investors' Summit in April 2023](#), **MICE Convention and Meeting of World Tourism CEOs Forum**.

What is the Status of the Tourism Sector in India?

- **About:**
 - India is known for its **diverse cultural heritage, rich history, and natural beauty**, which **attract millions of domestic and international tourists each year**.
 - India offers a wide range of tourism options, including eco-tourism, cruise trips, business travel, sports tourism, educational tourism, **rural tourism, archaeology tourism** and medical tourism.

- **Contribution to Economy:**
 - In 2021, India was ranked **6th** by the [World Travel and Tourism Council](#) in terms of the **total contribution of Travel & Tourism to the country's GDP**.
 - The sector contributed **5.8% to India's GDP in 2021 and created 32.1 million jobs**, which is equivalent to 6.9% of total employment in the country.
- **Challenges Related to the Tourism Sector:**
 - **Infrastructural Constraints:** India faces a shortage of **quality tourist infrastructure**, including accommodations, transportation, and recreational facilities, which limits its potential to attract more tourists.
 - **Safety and Security:** India has been faced with **concerns regarding the safety and security of tourists**, especially for **women**. This can deter potential tourists from visiting the country.
 - **Lack of Standardization:** India faces a **lack of standardization across the tourism industry**, including accommodations, tour operators, and transport providers, which can negatively impact the overall tourist experience.
- **Government Initiatives Related to Tourism Development:**
 - [Swadesh Darshan Scheme](#)
 - **Draft National Tourism Policy 2022**
 - [Dekho Apna Desh Initiative](#)
 - **National Green Tourism Mission**

UPSC Civil Services Examination, Previous Year Question (PYQ)

Q.1 How can the mountain ecosystem be restored from the negative impact of development initiatives and tourism? **(2019)**

Q.2 The states of Jammu and Kashmir, Himachal Pradesh and Uttarakhand are reaching the limits of their ecological carrying capacity due to tourism. Critically evaluate. **(2015)**

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