



World Tourism Day

Why in News?

World Tourism Day is celebrated yearly on **27th September** around the world, and this year it will be held in Bali, Indonesia.

- **Theme 2022:** Rethinking Tourism.

What are the Key Points?

- **About:**
 - 27th September has been celebrated as World Tourism Day since 1980. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the **United Nations World Tourism Organization (UNWTO) Statutes** in 1970.
 - The UNWTO is the **United Nations** specialised agency responsible for the promotion of responsible, sustainable and universally accessible tourism.
- **Objectives:**
 - The purpose of this day is to increase awareness and motivate people to travel. Since it believes that tourism helps people all across the world become even more unified and connected
- **Significance:**
 - The World Tourism Day highlights the **unique role of the tourism sector in preserving cultural and natural heritage** all around the world. It acts as an auxiliary in safeguarding habitat and endangered species.
 - It addresses the **importance of the tourism sector in providing jobs** and opportunities, mostly for women and youth, in rural as well as big cities.

What is the Scenario of Tourism in India?

- **About:**
 - India attracted a lot of travellers in the past due to its fabled wealth. **Visit of Hieun-tsang**, a devout Chinese Buddhist is an example of this.
 - Pilgrim Travel got a boost when **Emperors like Ashoka and Harsha started** building rest houses for pilgrims.
 - Arthashastra' pointing out the importance of the travel infrastructure for the state, which played an important role in the past.
 - Post-Independence, Tourism continuously remained part of the **Five Year Plans (FYP)**.
 - Different forms of Tourism like Business Tourism, Health Tourism, and Wildlife Tourism etc. were introduced in India after seventh FYP.
- **Status:**
 - India's tourism sector ranked 6th in its contribution to World **Gross Domestic Production (GDP)** contributing USD 178.0 billion in World Travel and Tourism Council's report in 2021.
 - In terms of foreign exchange, India's tourism sector earned USD 6.96 billion in 2020. This is expected to increase further after the pandemic.
 - **In FY20**, the tourism sector in **India accounted for 39 million jobs**, which was 8.0% of the total employment in the country. **By 2029**, it is expected to account for about 53

million jobs.

- India has 40 sites listed under **'World Heritage List'**, 6th highest (32 cultural, 7 natural, and 1 mixed site) in the world.
 - **Dholavira and Ramappa Temple (Telangana)** are the latest ones.

What are the Initiatives Related to Tourism?

- **Swadesh Darshan Scheme**
- **National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive**
- **Iconic Tourist Sites**
- **Buddhist Conclave**
- **Dekho Apna Desh Initiative**

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