



GITB 2023

Why in News?

On 25 April 2023, the 12th edition of The Great Indian Travel Bazaar (GITB 2023) concluded at the Jaipur Exhibition and Convention Center (JECC), Sitapur, Rajasthan.

Key Points:

- The 3-day GITB was organized under the joint aegis of the Department of Tourism, Government of Rajasthan, Ministry of Tourism, Government of India and Federation of Indian Chambers of Commerce and Industry (FICCI).
- Prestigious national and regional associations like the Hotel and Restaurant Association of Rajasthan (HRAR), Indian Heritage Hotels Association (IHHA) and Rajasthan Association of Tour Operators (RATO) participated in the event.
- Around 283 leading Inbound Foreign Tour Operators (FTOs) from 56 countries participated as overseas buyers in this mega event.
- Around 11,000 B2B meetings were held during these 2 days. State Tourism Boards of 9 states including Rajasthan participated in the Mart.
- On this occasion, President of Rajasthan Association of Tour Operators (RATO) Mahendra Singh Rathore said that fame tours have also been organized for the upcoming buyers, in which a total of 60 tour operators will participate. These 3 itineraries are- Jaipur-Jodhpur-Jaisalmer-Bikaner; Jaipur-Sariska-Ranthambore and Jaipur-Udaipur-Devgarh-Pushkar.
- The state pavilions put up by some of the states of the country at the Great Indian Travel Bazaar showcased their tourism specialities, in which Rajasthan, Uttarakhand, Kerala, Madhya Pradesh, Uttar Pradesh, Punjab and Tamil Nadu are some of the major states.
- Here the state's safari, rural tourism, new hotels, heritage hotels & sites and fair festivals were promoted.
- A detailed report on 'Inbound Tourism in India - Unlocking the Potential' was released in the 12th edition of GITB.
- The report prepared by FICCI and Nangia Andersen LLP aims to draw attention to the current scenario of inbound tourism in India. The report discusses in detail everything from cruise tourism and adventure tourism to golf and polo tourism, as well as film tourism and rural tourism.
- Highlighting the future of tourism in the country, the report also provides some key steps that can be taken to accelerate the growth of the Indian tourism industry. These include streamlining visa procedures, addressing security issues, promoting sustainable tourism, developing appropriate tourism offerings, promoting partnerships with the private sector, etc.
- The report provides an overview of the current scenario of inbound tourism in India, initiatives being taken by the Center and various state governments to promote the sector, various unique tourism products launched by the Government of India, India's G-20 tourism priorities and the tourism sector. Vision 2047 sheds light on the relationship.



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