



Great Indian Travel Bazaar

Why in News?

The **tourism department of Rajasthan** will host the **13th Great Indian Travel Bazaar (GITB)** in Jaipur from 5th to 7th May, 2024 to promote **tourism** in the state.

Key Points

- The department is organising the event jointly with the **Centre's tourism ministry** and **Federation of Indian Chambers of Commerce and Industry (Ficci)**.
 - The state would showcase cultural events based on **art, tourism and history of Rajasthan**.
 - A '**Wed in India Expo**' will take place on the first day of the event with the objective to **encourage tourists from India and abroad to get married in Rajasthan**.
 - On the second and third day of the event, **business-to-business meetings** will be organised with foreign tour operators. They will also be offered tours across Rajasthan.
- According to the general secretary of **All Wedding Industries Federation, Rajasthan, 1.5 to 2 million weddings** take place **every year in Rajasthan**.
 - If efforts are made by the tourism industry and the state government collectively, **Rajasthan can be promoted as a destination wedding spot**. This may **increase destination weddings by 5-10%**.
 - This will provide **new employment opportunities** to lakhs of people. The government will also get revenue and people associated with the **hotels and tourism sector will get good business**.

Federation of Indian Chambers of Commerce & Industry (FICCI)

- FICCI is a **non-government, not-for-profit organisation established in 1927**.
- It is the **largest and oldest apex business organisation in India** whose history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

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