

Srinagar to host '3rd G20 Tourism Working Group Meeting' from 22nd to 24th May

The '3rd Tourism Working Group Meeting' will deliberate on the five key priority areas namely Green Tourism, Digitalization, Skills, MSMEs and Destination Management: Sh. Arvind Singh

This working group meeting has the highest participation registered compared to the two previous Tourism Working Group Meetings at Rann of Kutch and Siliguri: Sh. Arvind Singh

The change in J&K is evident on ground with the arrival of highest number of tourists (18.8 million) in 2022: Sh. Arun Kumar Mehta

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The 'Third G20 Tourism Working Group Meeting', will be held from 22nd to 24th May 2023 in Srinagar, Jammu and Kashmir. This was informed by Secretary, Ministry of Tourism, Shri Arvind Singh while addressing a press conference at SKICC Srinagar today.

Giving details, Sh. Arvind Singh said, the stage is set for discussions and deliberations on final deliverables and there are two key deliverables of the Tourism Working Group, which include GOA Roadmap for Tourism as a vehicle for achieving sustainable development goals (SDGs) and G20 Tourism Ministers' Declaration.



This is the only working group meeting taking place in Srinagar as part of G20 effort with excellent response from all the member countries, all the invited countries and the international organisations, having the highest participation registered compared to the first two Tourism Working Group Meetings at Rann of Kutch and Siliguri.

Sh. Arvind Singh further said, G20 member countries, invited countries, and international organizations will give valuable inputs and feedback on these two draft documents and after negotiations with G20 Member Countries on these drafts, final versions will be placed in the 'Fourth Tourism Working Group Meeting'.

Sh. Singh informed, the '3rd Tourism Working Group Meeting' will deliberate on the five key priority areas namely Green Tourism, Digitalization, Skills, MSMEs and Destination Management. These priorities are key building blocks for accelerating the transition of the tourism sector and achieve the targets for 2030 SDGs.

Shri Arvind Singh said that a side event on 'Film Tourism for Economic Growth and Cultural Preservation' will be organized on 22nd and 23rd May 2023, focusing on strategies to promote film tourism in J&K. The event will witness the participation of G20 member countries, invited countries, international organizations, and industry stakeholders. He also said that a draft 'National Strategy on Film Tourism' will be unveiled to provide a roadmap for harnessing the role of films in promoting tourist destinations.

Sh. Harsh Vardhan Shringla, Chief Coordinator G20 said, that it is the vision of Prime Minister Shri Narendra Modi that the message of India's G20 Presidency is taken to the grassroot level through active Jan Bhagidari. Shri Shringla appreciated the efforts of Jammu and Kashmir Government to sensitise the people about goals and purpose of G20 through multiple public activities.

Chief Secretary J&K, Sh. Arun Mehta said, the change in J&K is evident on ground with the arrival of highest number of tourists (18.8 million) in 2022.

300 new tourist destinations will come up in Jammu and Kashmir seeing the influx of tourists with each destination providing enough to the tourists, said Sh. Mehta.

Sh. Mehta further said, the influx of highest number of foreign tourists to Jammu and Kashmir is a healthy sign for tourism in J&K.

During the 3rd Tourism Working Group meeting, the delegates will also visit the Art and Craft Bazaar organized by the State Government showcasing local handicrafts, work of artisans, signifying the importance of community participation. The delegates will also have 'hands-on' experience through DIY Activities at the Craft Bazaar.

During the press conference, it was also informed that the Ministry of Tourism is also promoting local products of Jammu and Kashmir by handing below souvenirs to delegates from ODOP like Paper Mache Box, Saffron from Pampore, Kawa Cups and Brass Spoon, Walnuts from Anantnag, Shopian and Kupwara.

This G20 Tourism Working Group meeting in Srinagar aims to strengthen economic growth, preserve cultural heritage, and promote sustainable development of the region.

The Ministry of Tourism, Government of India, welcomes the participation of delegates from G20 member countries, invited countries, and international organizations to collectively work towards advancing the tourism sector and achieving the UN sustainable development goals 2030.

The G20 event presents a unique opportunity to highlight the tourism potential and cultural richness of the region. A detailed presentation about the event was also made by Additional Secretary, Sh. Rakesh Verma, Additional Director General PIB Region, Sh. Rajinder Chaudhry and Secretary Tourism J&K, Syed Aabid Rasheed Shah were also present at the media briefing.

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