

National Conference on Adventure Tourism focused on Destination Planning, Development and Management on Second Day

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Ministry of Tourism organized a two-day National Conference on Adventure Tourism at Ekta Nagar, Gujarat with the theme 'Viksit Bharat@2047: Making India a Global Adventure Tourism Hub'. The aim of the conference was to provide a platform to deliberate and devise strategies and initiatives to make India a Global Adventure Tourism Hub.



On the second day of the National Conference of State Tourism Secretaries, the Ministry of Tourism focused on Destination Planning, Development and Management. The Government of Gujarat made a detailed presentation on the Statue of Unity as a tourist destination, its evolution, master plan, destination development and management authority and way forward.

The Ministry of Tourism shared the ongoing exercise of preparing destination master plans and development under Swadesh Darshan 2.0.



The Ministry also discussed progress on engagement with the States on Incredible India Portal, Meet in India campaign, Wed in India campaign, Travel for LiFE program and Best Rural Tourism Village and Homestay competition.

The States were requested to work closely with the Ministry of Tourism on these initiatives which will help holistic and sustainable development of the tourism sector in the States.

The States were also encouraged to participate in various national competitions launched by the Ministry, which will help discover best practices in the country in various areas and their subsequent replication.

BY

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