

Ministry of Tourism



State Tourism Ministers Meet Regarding New Initiatives at Udaipur, Rajasthan

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The Ministry of Tourism convened a two-day State Tourism Ministers Meet on 14–15 October 2025 in Udaipur, Rajasthan, bringing together Tourism Ministers and senior officials from all States and Union Territories.



This meeting served as a key milestone in advancing the Prime Minister's vision of "One State: One Global Destination" — a call to develop at least one globally benchmarked tourist destination in every State and UT. The initiative reflected the Union Budget 2025–26 announcements, which outlined a twin strategy for Destination Development and Destination Management as part of India's tourism transformation agenda and the Viksit Bharat roadmap.

The meeting focused on continuing the ongoing stakeholders' consultations, where State/UT Tourism

Ministers presented their vision on the draft frameworks for 'Development of 50 Destinations' and 'Providing Performance Linked Incentives' — the two key pillars of India's tourism transformation agenda, emphasizing Private Sector-led Tourism Hub Development and Destination Management via a PLI-based Destination Maturity Model.

The meet commenced with opening remarks by Secretary (Tourism), Ms. V. Vidyavathi, followed by an address by Union Minister of Tourism & Culture, Shri Gajendra Singh Shekhawat who set the context for the two-day discussion. The event underscored the importance of collaborative action between the Centre, States/UTs, and industry stakeholders to realise the vision of developing destinations of global standards.



Over the course of two days, Tourism Ministers and officials from across regions will present destination concepts aligned with the budget initiatives. Each State/UT will showcase one potential destination for development as a global destination and shared their vision.



The second day will feature a focused consultation on the draft Integrated Tourism Promotion Scheme Guidelines, aimed at positioning India as a holistic tourism destination in both domestic and international markets.

Through this conference, the Ministry aims to foster greater policy convergence in implementing the tourism transformation agenda, ensuring that every region contributes to building a globally competitive and sustainable tourism ecosystem for a Viksit Bharat.

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