

## G20 Series #75

### India's G20 Presidency

#### G20 Tourism Ministers' Meeting (Goa– June 21 - 22, 2023)

July 17, 2023

*“From transport infrastructure to the hospitality sector, to skill development, and even in our visa systems, we have kept the tourism sector as a focal point of our reforms.”*

- Prime Minister Narendra Modi

The G20 Tourism Ministerial Meeting was held after the successful conclusion of the 4<sup>th</sup> Tourism Working Group (TWG) meeting on June 20, 2023. The G20 Tourism Ministerial Meeting which aimed to strengthen economic growth, preserve cultural heritage, and promote sustainable development of the region. The meeting was held in Goa from June 21 - 22, 2023.

Prior to the Tourism Ministers' Meeting in Goa, four Tourism Working Group meetings have been held. The details of which are as follows:

- ❖ [1<sup>st</sup> G20 Tourism Working Group Meeting at Rann of Kutch – February 07-09, 2023,](#)
- ❖ [2<sup>nd</sup> Tourism Working Group Meeting at Siliguri/ Darjeeling – April 1- 3, 2023](#)
- ❖ [3<sup>rd</sup> Tourism Working Group Meeting at Jammu and Kashmir – May 22 - 24, 2023.](#)
- ❖ [4<sup>th</sup> TWG Meeting held in Goa – June 19 – 20, 2023](#)

Under G20 India, the TWG is working on [five interconnected priority areas](#). These priorities are key building blocks for accelerating the transition of the tourism sector and achieving the targets for 2030 SDGs



The meeting was graced by Union Minister for Tourism, Culture and DoNER Shri G. Kishan Reddy; Minister of State for Tourism Shri Shripad Yesso Naik and Minister of State for Tourism Shri Ajay Bhatt. Ministers of G20 countries and delegates from G20 countries, invitee countries and international organisations attended the meeting.

The first day of the Tourism Ministers' meeting began with a yoga session. Honouring the holistic approach that values health & well-being, Tourism Ministers' & delegates celebrated International Day of Yoga 2023 by participating in a calming yoga session. It providing them with a moment of serenity and mindfulness amidst the busy proceedings of the meeting. It highlighted the significance of incorporating wellness practices in the tourism sector and emphasized the importance of holistic well-being.



The Ministerial meeting kicked off with the welcome address by Shri G.Kishan Reddy Addressing the Ministers' meeting Shri G.Kishan Reddy welcomed the Tourism Ministers and Head of Delegations from G20 member countries, guest countries, and International Organizations. Highlighting the achievements of Tourism working group meetings, Shri G.Kishan Reddy informed that there were extensive discussions on the 5 priorities of Green Tourism, digitalization, Skills, Tourism MSMEs, and Destination Management. There were insightful presentations by G20 member countries, shedding light on their contributions to the five priority areas, he added.

He remarked that the Ministry of Tourism organized a series of events on the sidelines of the meetings of the Tourism Working Group. These events have been instrumental in promoting sustainable and diverse tourism in which various themes have been explored, such as Rural Tourism, Archaeological Tourism, Adventure Tourism, Film Tourism, Eco Tourism, and Cruise Tourism.

The minister said that both the outcome documents of the G20 Working Group were welcomed. Speaking on Travel for LiFE, Shri G.Kishan Reddy said that "Travel for LiFE," incorporated in the GOA Roadmap is based on our Prime Minister's visionary initiative 'Mission LiFE,' and urged individuals to act, to protect the environment against the effects of climate change. Travel for LiFE aims to nudge visitors and tourism businesses to adopt sustainable practices and contribute to the preservation of our natural and cultural heritage.

This was followed by a [video message during the inaugural session by Prime Minister, Shri Narendra Modi](#). Addressing the gathering, the Prime Minister invoked the spirit of Incredible India and said that the tourism ministers rarely get a chance to be tourists themselves even though they are handling a sector worth over two trillion dollars globally.



The Prime Minister said that India’s approach to tourism is based on the ancient Sanskrit verse ‘Atithi Devo Bhavah’ which means ‘Guest is God’. The Prime Minister informed that India during its G-20 presidency is organizing nearly 200 meetings in 100 different locations all over the country making every experience different from the other. “If you ask your friends who have already visited India for these meetings, I am sure that no two experiences will be alike”, he added.

“Terrorism divides but Tourism unites”, the Prime Minister remarked. He said that tourism has the potential to unite people from all walks of life thereby creating a harmonious society. Shri Narendra Modi expressed happiness that a G20 Tourism dashboard is being developed in partnership with UNWTO which will be a first-of-its-kind platform bringing together best practices, case studies, and inspiring stories. The Prime Minister expressed confidence that the deliberations and the ‘Goa Roadmap’ would multiply the collective efforts to realize tourism’s transformative power. “The motto of India’s G20 Presidency, ‘Vasudhaiva Kutumbakam’ - ‘One Earth, One Family, One Future’ can itself be a motto for global tourism”, he added.

On the first day – June 21, 2023, a thematic discussion on the ‘**Public Private Dialogue: Importance of Travel and Tourism to the G20 Economies**’ was co-organized by the Ministry of Tourism in association with World Travel and Tourism Council (WTTC) and United Nations World Tourism Organization (UNWTO). The Dialogue was an opportunity for participants to share their priorities and concerns and identify opportunities for mutual support and greater public-private partnership. The discussions in this session will align and provide a private sector perspective on the 5 priority areas set out for the G20 tourism track. This discussion was addressed by Union Minister Shri G. Kishan Reddy and Ms. Julia Simpson, the President and CEO of World Travel and Tourism Council graced the occasion.





Addressing the occasion Shri G. Kishan Reddy said that today Tourism has emerged as one of the fastest-growing economic sectors. We are all aware that tourism is a major source of employment along with several socio-economic benefits such as -Trade, investment, infrastructure development, and social inclusion. He said that tourism employs more women and youth than most other sectors and it also provides livelihood opportunities to disadvantaged and vulnerable communities.

He added that tourism should become an investment magnet for both the Private and public sectors and there is a need to innovate, explore new areas, and craft new strategies to not only achieve pre-pandemic status but to rise beyond that.

He said that the private sector has a critical role to play in all 5 priority areas of green tourism, digitalization, skills, MSMEs, and destinations. As we move forward, the Private sector will lead the growth in Tourism and the Public Sector will become an enabler and facilitator.

Lastly, the G20 Tourism Ministers' Meeting, chaired by Minister Shri G. Kishan Reddy welcomed the outcome documents.

The G20 Tourism Ministers' Meeting endorsed the [Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals](#). GOA Roadmap for Tourism' is aimed at providing national governments in the G20 countries and beyond, as well as other tourism players with voluntary tools and recommendations to leverage the sector's capability to progress the SDGs. The roadmap also highlights the need to sensitize the consumer side as well as on responsible consumption. The approach of the GOA Roadmap focusses on promoting visitors'-led actions for Travel for LiFE in line with the Lifestyle for Environment movement launched by the Prime Minister of India Shri Narendra Modi.

### **Discovering vibrant art and exploring glorious Goa**

1. An [Art and Craft bazaar for DIY activities](#) was also organised on the sidelines of the 4th TWG and TMM which showcased diverse creations that are a living testament to the intricate craftsmanship of local artisans.
2. Tourism Ministers & delegates of the Tourism Ministers' Meeting witnessed [dance performances](#) that showcased India's cultural heritage, artistic brilliance & rich diversity.
3. Tourism Ministers & [delegates visited the incredible sites](#) including Basilica of Bom Jesus, the Museum of Christian Art & Mangesh Temple. Through these cultural attractions, they learned about the rich history & legacy of India.

#### **References:**

[PM addresses G20 Tourism Ministers' Meet](#)

[Text of PM's video message during G20 Tourism Ministers' Meet](#)

[Fourth G20 Tourism Working Group Meeting and Tourism Ministers' Meeting, Goa](#)

**Twitter Links:**

<https://twitter.com/g20org/status/1671371073491988481>

<https://twitter.com/g20org/status/1671423501117407233>

<https://twitter.com/g20org/status/1671435516791730176>

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<https://twitter.com/g20org/status/1671525741010247682>

<https://twitter.com/g20org/status/1671540741624193024>

<https://twitter.com/g20org/status/1671571247598288896>

<https://twitter.com/g20org/status/1671872622295130113>

**Further Reading:**

[G20 Tourism Ministerial Meeting, Outcome Document and Chair's Summary](#)

[Goa Roadmap For Tourism As A Vehicle For Achieving The Sustainable Development Goals](#)

[3<sup>rd</sup> G20 Tourism Working Group Meeting](#)

[2<sup>nd</sup> Tourism Working Group Meeting](#)

[1<sup>st</sup> G20 Tourism Working Group Meeting](#)

**Video links:**

[INAUGURAL SESSION Of the Tourism Ministers' Meeting, Goa](#)

[Prime Minister Shri Narendra Modi's Remarks at Tourism Ministers' Meeting in Goa](#)

**NR/HP/RK/KG**