

National Consultative Workshop and Review Meeting on “Developing Tourist Destinations to Global Standards”

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Union Minister of Tourism **Shri Gajendra Singh Shekhawat** emphasised that while the Central Government will continue to extend support for tourism infrastructure and destination development, States/UTs must also actively contribute through integrated planning, destination management, ease of doing business, sustainability and stakeholder participation to realise the shared vision of world-class tourism destinations.

He presided over the National Consultative Workshop on “*Developing Tourist Destinations to Global Standards*,” held at Kevadia, Gujarat.



The Ministry of Tourism, Government of India organised the two-day workshop, bringing together senior officials from the Ministry, States/UT Administrations, industry stakeholders and experts to deliberate on development of globally competitive, sustainable and experience-driven tourism destinations across the country.



The workshop began with opening remarks by **Shri Suman Billa**, Additional Secretary & Director General (Tourism), followed by an address by **Shri Bhuvnesh Kumar**, Secretary, Ministry of Tourism.

Minister of State for Tourism **Shri Suresh Gopi** also addressed the participants and highlighted the importance of collaborative efforts towards strengthening India's tourism ecosystem and enhancing tourism experiences across destinations.

A key session during the workshop included presentation of the Concept Note on "Developing Global Standard Tourist Destinations" by Shri Suvasish Das, Joint Secretary (Destination Development Division), Ministry of Tourism, followed by discussions with States/UTs on integrated destination planning, tourism infrastructure, sustainability, destination management and enhancement of visitor experience.

The workshop also featured a presentation on the tourism development model of Ekta Nagar and Statue of Unity, highlighting integrated planning, visitor management and sustainability-oriented destination development approaches.

Technical sessions held during the day focused on the proposed National Adventure Tourism Framework, ease of doing business in the tourism sector, City Level MICE Promotion Bureau Guidelines and strengthening State collaboration for tourism marketing and promotion through the Incredible India Digital Platform and social media.

As part of the workshop, select States also made presentations on development of globally competitive tourist destinations. Presentations during the first phase were made by Andhra Pradesh, Bihar, QGujarat, Kerala, Telangana, Karnataka, Chhattisgarh and Tamil Nadu, highlighting destination-specific strategies, tourism infrastructure initiatives and sustainable tourism approaches.

The second day of the workshop will include further region-wise presentations by States/UTs on proposals and strategies for development of globally competitive tourism destinations.

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