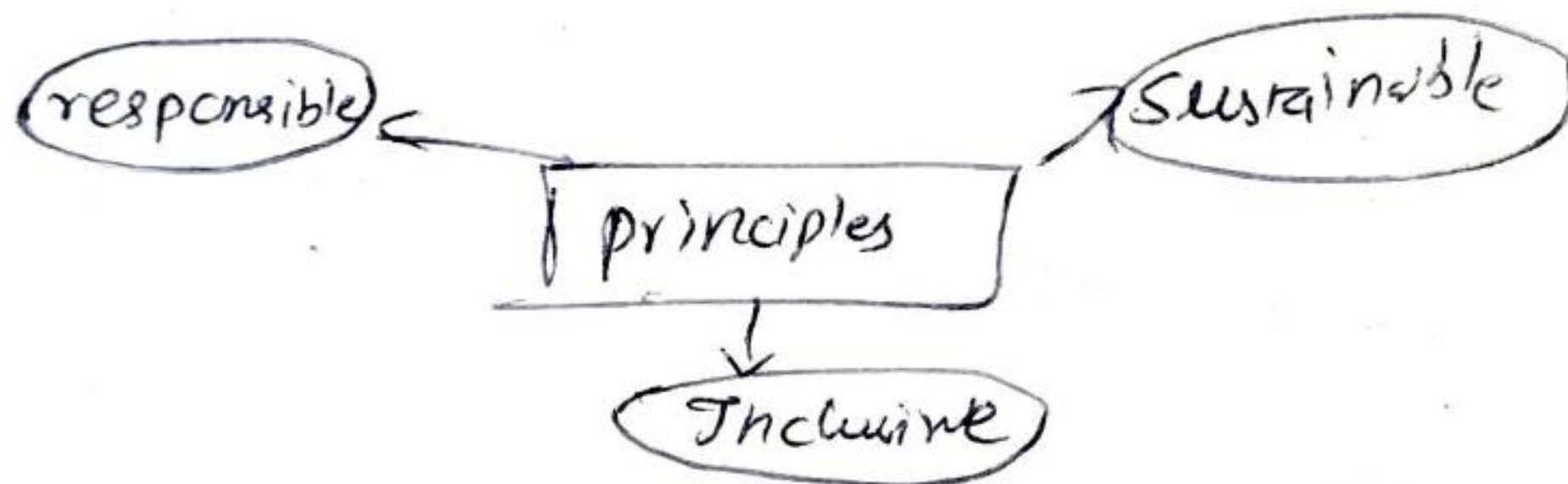


Sept 27.

According to World Travel and Tourism Council, tourism generated 6.8% of India's GDP in 2019 and supported 40 million jobs.

Dharmashala Declaration

strategy and action plan which aims to recognise India's role in contributing towards global tourism as well as promoting domestic tourism.



Opportunities

- ① India has 40 World heritage sites - 6th most highest.
- ② Use G20 presidency as a platform to showcase our cultural richness.
- ③ \$30 billion foreign exchange earnings has been projected, by 2024, \$56 billion by 2030.
- ④ A whopping 15 million foreign tourist arrival is expected enhancing soft power diplomacy. [Ek Bharat Shiksha Bharat]

plans

- ① Yuva tourism clubs at district level.
- ② state specific plans
eg: T&K - filming destination
T.N - medical tourism
- ③ visa reforms - visitor friendly.

Advantages

- ① Tourism integral pillar of Make in India
- ② Development of multiple use infrastructure
eg: hotels, transport.
- ③ Target of \$ 1 billion revenue by 2047.

way ahead [issues]

- ↳ Lack of proper infrastructure
- ↳ security issues
- ↳ Lack of skilled human resource
- ↳ Insufficient promotion
- ↳ Lack of cohesiveness
- ↳ Need of advanced technologies and fund allocation.