Goa Roadmap for Tourism

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'G20 Leaders Declaration' emphasized the importance of the '**Goa Roadmap for Tourism**' as a vehicle for achieving Sustainable Development Goals (SDGs).

[Ref: economictimes]

About Goa Roadmap for Tourism:

- It is a pioneering initiative that provides a **blueprint for sustainable global tourism**.
- It underscores the role of tourism in **society, the economy, and environmental stewardship**.
- To facilitate the roadmap's implementation, the Ministry of Tourism, in collaboration with the **United Nations World Tourism Organization (UNWTO),** has launched the **G20 Tourism** and **SDG Dashboard.**

Five Priorities of Goa Roadmap:

- **Green tourism:** Greening the tourism sector for a sustainable, responsible and resilient tourism sector
- **Digitalization:** Harnessing the power of digitalization to promote competitiveness, inclusion and sustainability in the tourism sector
- **Skills:** Empowering youth with skills for jobs and entrepreneurship in the tourism sector
- **Tourism micro-, small and medium-sized enterprises (MSMEs):** Nurturing tourism MSMEs, startups and the private sector to unleash innovation and dynamism in the tourism sector; and
- **Destination management:** Rethinking the strategic management of destinations towards a holistic approach that delivers on the SDGs.

About World Tourism Day:

- Since 1980, the **UNWTO** has observed World Tourism Day on **September 27** as an international observance.

- This date was chosen because the **UNWTO Statutes** were adopted on that day in 1970.
- **Objective:** To raise awareness about tourism's role in the international community and to demonstrate how it affects social, cultural, political, and economic values around the world.