



TOURISM

SECTOR SPECIFIC REPORT

DECEMBER 2025 EDITION

01

NATIONAL TOURISM CONCLAVE IN UDAIPUR STRENGTHENS THE “ONE STATE, ONE GLOBAL DESTINATION” INITIATIVE



The National Tourism Conclave held in Udaipur on **14–15 October 2025** has given strong momentum to the **“One State, One Global Destination” initiative**, a key component of the Ministry of Tourism's strategy to **position India as a globally competitive tourism powerhouse**. The two-day meet brought together representatives from States and Union Territories to align developmental priorities with the national vision of creating at least one internationally benchmarked destination in every region.



Source: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2179548®=3&lang=2>

Senior officials from the Ministry of Tourism underscored the significance of cooperative federalism in building next-generation tourism assets. They emphasised that the initiative **aims to integrate high-quality infrastructure, sustainable practices and enhanced visitor experiences**, ensuring that each destination reflects global standards while retaining its unique cultural and ecological identity. The conclave also highlighted the broader alignment of this programme with the country's long-term economic and developmental goals.

01 CORE PILLARS SUPPORTING THE INITIATIVE

- DESTINATION DEVELOPMENT**
 - Strengthening infrastructure, access, and visitor facilities
- DESTINATION MANAGEMENT**
 - Ensuring sustainable, community-oriented visitor experiences
- PERFORMANCE-LINKED INCENTIVES**
 - Encouraging States and UTs through a structured maturity model
- COLLABORATIVE FEDERAL APPROACH**
 - Aligning Central-State efforts for unified planning and growth
- EXPERIENCE-CENTRIC DESIGN**
 - Creating culturally rich and environmentally responsible offerings



Discussions centred on two major pillars: destination development and destination management. Delegates explored ways to strengthen connectivity, amenities and safety while refining management systems that **ensure responsible tourism**. A proposed Performance-Linked Incentive framework, supported by a **Destination Maturity Model**, was discussed as a mechanism to motivate States and UTs to achieve clearly defined benchmarks in sustainability, visitor satisfaction and operational excellence, helping advance consistently higher-quality tourism experiences.



Source: <https://rasonly.com/current-affairs/rajasthan-tourism-receives-best-cultural-destination-award-jaipur-ranked-among-top-5-cities-in-the-world>

Several States showcased potential sites that could be elevated to **global destination status**. **Rajasthan**, for instance, highlighted its heritage-rich cities such as Udaipur, Jaipur, Jodhpur, Bikaner and Bharatpur, emphasising their cultural depth, tourism readiness and capacity for world-class positioning. Other regions similarly outlined opportunities for curated experiences that align with evolving global travel preferences, demonstrating **strong commitment to innovative and diverse tourism offerings**.



Source: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2179548®=3&lang=2>

The conclave concluded with a reaffirmation from the Ministry of Tourism that State-level feedback will shape the final contours of upcoming destination development schemes. With **structured collaboration, data-driven planning and sustained investment**, the Udaipur meet is expected to accelerate **India's transition toward globally recognised tourism hubs**—strengthening local economies and expanding the country's footprint in international tourism markets.



02

INDIA MARKS WORLD TOURISM DAY WITH FOCUS ON SUSTAINABLE TRANSFORMATION AND INCLUSIVE GROWTH



On **27 September 2025**, the Ministry of Tourism marked World Tourism Day with the global theme "**Tourism and Sustainable Transformation.**" Observed annually by the United Nations to highlight tourism's contribution to sustainable futures, the occasion aligned well with India's **focus on responsible, inclusive growth.** The national celebration brought together officials, industry leaders, researchers and community-level stakeholders, reinforcing how tourism can drive economic advancement, cultural exchange and sustainable development across India.

Addressing the gathering, the Chief Guest — the **Vice-Chairperson of NITI Aayog** — emphasised that tourism must be viewed not only as leisure but as a transformative sector capable of strengthening environmental stewardship and social inclusivity. The remarks highlighted the **importance of aligning efforts across transport, urban development, digital infrastructure and local governance** to ensure that tourism expansion remains sustainable, resilient and community-focused.

The event also featured the launch of several initiatives aimed at promoting responsible and inclusive tourism. The Ministry introduced a digital **Project Management Information System (PMIS)** for real-time monitoring of tourism infrastructure projects nationwide. A **Guide to MUDRA Loans for Homestays** was unveiled to support small and rural homestay owners in accessing credit and expanding community-driven tourism enterprises. Additionally, the Ministry signed MoUs with major digital and research partners, including streaming platforms and Online Travel Agencies, to strengthen destination storytelling and global outreach.



Source: <https://www.untourism.int/world-tourism-day-2025>



Source: <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2172092®=3&ang=1>



SUSTAINABLE TOURISM INFRASTRUCTURE INITIATIVES

REAL-TIME PROJECT MONITORING	CREDIT ACCESS FOR HOMESTAYS	ECO-RESPONSIVE TOURISM CIRCUITS	RESPONSIBLE TOURISM PROJECTS	DIGITAL STORYTELLING PARTNERSHIPS
Digital PMIS enabling transparent, data-driven tracking of tourism projects	MUDRA loan guide supporting small and rural homestay owners	Thematic circuits promoting eco, tribal, coastal, and heritage tourism	Centrally funded SASCI projects encouraging low-impact, community tourism	MoUs with digital platforms to enhance global destination visibility

India's broader infrastructure efforts under **Swadesh Darshan 2.0** and **Sustainable and Responsible Tourism (SASCI)** were also highlighted. As of 2025, **110 thematic-circuit projects**—covering Buddhist, coastal, tribal, heritage and eco-tourism circuits—have been completed or sanctioned across states. Under SASCI, **40 new projects** across 23 states were approved for 2024–25 with full central assistance, reflecting a national push toward environmentally conscious tourism infrastructure.

The 2025 celebration ultimately underscored a national vision that positions **tourism as a catalyst for regional development, social empowerment and ecological protection**. As India advances toward the **Viksit Bharat 2047** vision, the focus on sustainable transformation and inclusive growth reaffirms tourism's role in shaping an equitable, responsible and competitive future.



Source: <https://currentaffairs.adda247.com/sasci-scheme-boosts-tourism-development-with-%E2%82%893295-76-crore-for-lesser-known-destinations/>

How AG Group Resources Can Help You

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03

STRONG PARTICIPATION FROM INDIA HIGHLIGHTS DIVERSE TOURISM OFFERINGS AT WTM LONDON 2025



India made a notable impact at **World Travel Market (WTM) London 2025**, held from **November 4 to 6 at ExCeL London**. The Ministry of Tourism led a united delegation that included state tourism boards, private tour operators, and IRCTC. Their collective presence signalled India's intention to **position itself more prominently in the global tourism ecosystem** and to strengthen its engagement with international travel markets.



Source: <https://travellinglebanon.blog/2025/11/05/wtm-london-2025-the-world-reunites-to-rethink-travel/>

The India Pavilion served as the focal point for showcasing the country's evolving tourism identity. Visitors were introduced to a rich spectrum of experiences that reflected India's cultural depth and natural diversity. **Spiritual circuits, heritage landmarks, adventure routes, wellness centres, and rural tourism models were presented as interconnected elements of a modern travel narrative.** This allowed global buyers and media to understand how India's offerings appeal to travellers seeking variety, depth, and meaningful engagement.



Source: <https://tourismindiaonline.com/india-showcases-vibrant-tourism-diversity-at-wtm-london-2025/>



States played a significant role in reinforcing this narrative. **Madhya Pradesh** highlighted its blend of heritage, wildlife, and responsible tourism. **Rajasthan** presented its traditional cultural strengths alongside contemporary hospitality and experiential activities. Other states such as **Kerala, Goa, Karnataka, and Jammu and Kashmir** contributed a wide range of themes that emphasised authenticity and distinct regional flavour. Together, these **showcases demonstrated how India's destinations complement one another and create a cohesive national tourism identity.**

INDIA'S FOCUS ON EXPERIENCE-LED TOURISM

Promoting immersive travel with cultural interaction

Highlighting regional identity through crafts and cuisine

Encouraging sustainable practices with eco-friendly stays

Expanding wellness experiences with Ayurveda and yoga

Offering adventure and nature activities like wildlife and trekking

Travel Tourism Development Index 2024



India is ranked 39th among 119 countries

■ **India's scores have improved in three areas:**



Prioritization of Travel & Tourism



Safety & Security



Health & Hygiene

Source: <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2024/sep/doc2024927403101.pdf>

engagement at WTM London 2025 supported this upward trend by encouraging new collaborations, strengthening industry networks, and reinforcing India's readiness to welcome a wider and more diverse international audience.

Thus, India's representation at WTM London 2025 conveyed a clear message of preparedness and ambition. The coordinated efforts of government and industry stakeholders projected India as a dynamic, multifaceted, and visitor-friendly destination. The showcase **encouraged global travellers to explore India's landscapes, traditions, and contemporary experiences**, highlighting the country's growing prominence on the international tourism map.

The strong participation also reflected the momentum India has gained in international arrivals. **With 20.57 million foreign visitors recorded in 2024, the country is experiencing renewed global confidence.** The



04

GROWING TOURIST ARRIVALS DRIVE EXPANSION OF MEDICAL TOURISM IN INDIA



India is witnessing a strong rise in foreign tourist arrivals in 2025, and this momentum is contributing to the rapid expansion of its medical tourism sector. **The country recorded 1,31,856 foreign tourist arrivals for medical purposes between January and April 2025.** This represents about 4.1 percent of all international visitors during the period, showing how healthcare related travel is becoming an important component of India's tourism landscape. The growth aligns with the larger increase in international arrivals reported across the year.



Source: <https://www.hindustantimes.com/lifestyle/travel/indias-medical-tourism-boom-why-foreigners-are-choosing-india-for-wellness-and-healthcare-101725688963254.html>

The broader tourism sector has shown impressive recovery and expansion. By August 2025, India welcomed nearly 56 lakh foreign tourists. This rising inflow has created a favourable environment for medical travel since many visitors are now clubbing treatment with tourism. The strong uptick also reflects **increasing confidence in India's healthcare standards and its reputation as a trusted destination for advanced medical services.**



Source: <https://www.evisaindians.com/blog/medical-tourism-in-india/>

Government initiatives have played a major role in strengthening this growth. The **expansion of e Medical Visa and e-Medical Attendant Visa facilities to nationals of 171 countries** has improved accessibility. The "Heal in India" initiative is boosting coordination among hospitals, facilitators, hotels and travel operators. These measures are helping create a seamless and patient friendly experience for foreign travellers seeking treatment in India.

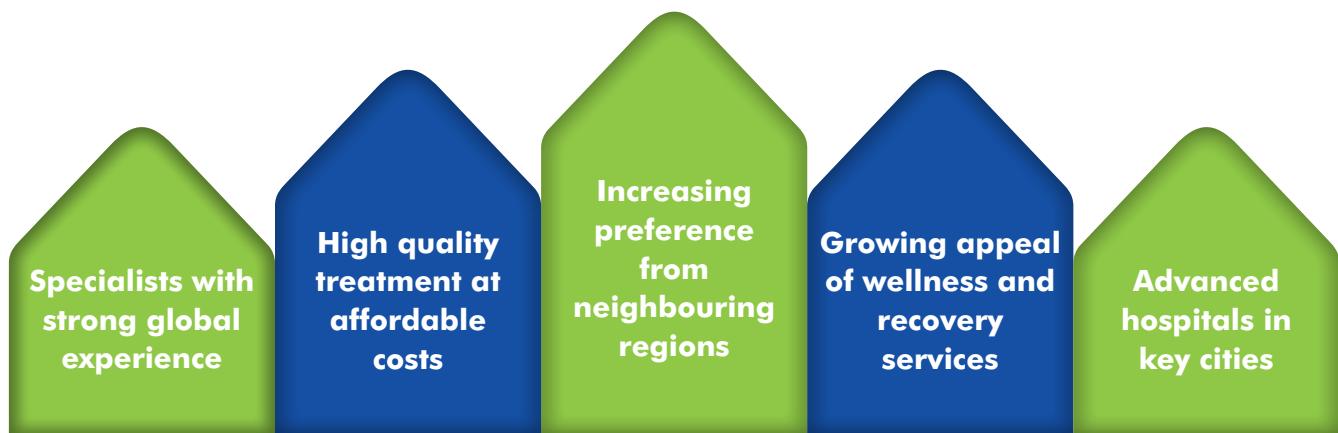


India's competitive advantages in healthcare continue to attract patients from Asia, Africa, the Middle East and beyond. The country offers **specialised treatment in cardiology, orthopedics, oncology, fertility services and wellness therapies** at affordable costs while maintaining high medical standards. Major cities with advanced hospitals and skilled professionals are strengthening India's position as one of the fastest growing medical tourism destinations.



Source: <https://www.bwtravel.com/experiences/wellness/indias-push-into-global-medical-wellness-tourism-9513908>

INDIA'S KEY STRENGTHS IN MEDICAL TOURISM



The upward trend is evident from the consistent increase in medical tourist arrivals over recent years. The strong beginning in 2025 indicates that **medical tourism will continue to expand as part of the wider tourism ecosystem**. This combined growth is expected to support economic development, generate employment and reinforce India's role as a global hub for healthcare and tourism.

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05

SOCIAL MEDIA INFLUENCERS TO PROMOTE TOURIST DESTINATIONS ACROSS THE COUNTRY



In the digital era, social media influencers are emerging as powerful ambassadors for promoting tourist destinations across the country. Recognising the impact of digital content on travel decisions, the **Ministry of Tourism and Culture has strengthened its engagement with influencers to showcase India's vast and varied attractions**. By tapping into platforms like Instagram, YouTube, and travel blogs, the government aims to reach a wider audience, especially younger travellers who rely on online content for inspiration and planning.



Source: <https://vygrnews.com/india-news/union-minister-advocates-collaborating-with-influencers-to-boost-tourism>

The Ministry actively collaborates with influencers through formal **engagement requests and public initiatives**. These partnerships help highlight a wide range of tourism products, experiences, and events—from cultural heritage sites to natural landscapes—**allowing content creators to produce authentic stories that resonate with their followers**. This strategy leverages the credibility and follower trust that influencers have built, making them effective storytellers for destinations that might otherwise go unnoticed.

HOW DIGITAL STORYTELLING ENHANCES TOURISM PROMOTION

Immersive travel narratives

Emotional connection with destinations

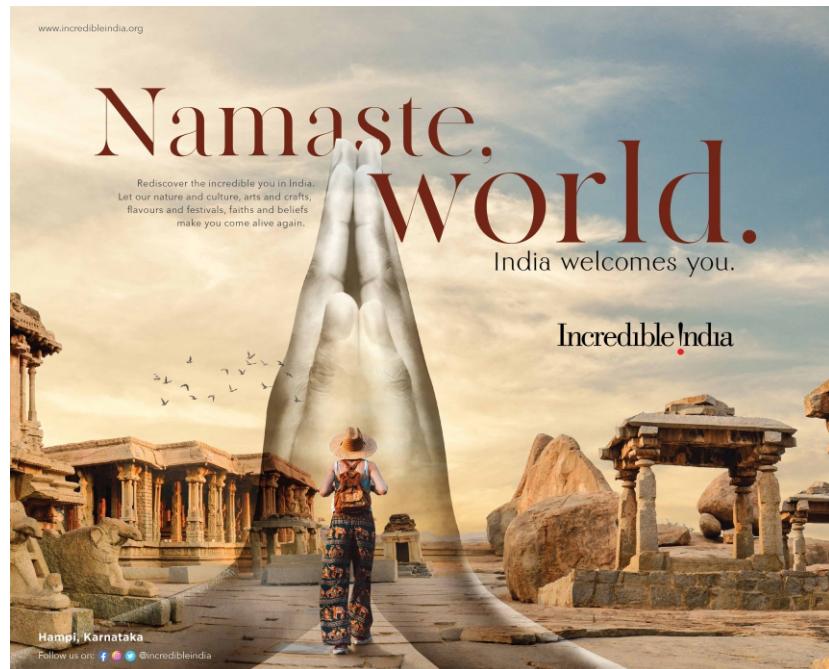
Authentic creator voice

Strong visual and video appeal

High audience engagement



Complementing influencer outreach, the government has also enhanced its **digital travel infrastructure**. The revamped *Incredible India Digital Platform (IIDP)* integrates AI-powered tools that provide personalised trip planning, real-time updates, and seamless access to bookings for flights, hotels, and monument tickets. By streamlining the travel experience, digital platforms reinforce the influencer-driven narrative and make it easier for prospective tourists to act on the inspiration they find online.



Source: <https://www.etvbharat.com/en/!bharat/tourism-experts-government-revamped-incredible-india-digital-platform-foreign-tourists-flow-enn25021203668>

This push towards modern tourism marketing aligns with broader strategies such as *Swadesh Darshan 2.0* and the *Challenge Based Destination Development* initiative, which focus on developing sustainable tourism circuits and responsible travel practices. These efforts not only improve infrastructure but also ensure that rising tourist footfall benefits local communities while preserving cultural and environmental integrity.

By collaborating with social media influencers, the Ministry is adapting to contemporary engagement trends and expanding its outreach beyond traditional advertising. This approach helps generate authentic digital content that motivates exploration, boosts visibility for lesser-known destinations, and strengthens India's position as a compelling global travel destination—inviting diverse traveller segments to discover its rich heritage and scenic diversity.



Source: <https://madvikretreat.com/the-future-of-sustainable-tourism-in-india-a-look-at-the-predictions/>



06 | EXPERT INSIGHT

"By 2040, India will become \$6 trillion economy and tourism industry will contribute 10 per cent to it."

Shri Gajendra Singh Shekhawat
Union Minister of Tourism & Culture
India



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