

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3821
ANSWERED ON 03.04.2025

**COLLABORATIONS/AGREEMENTS UNDERTAKEN
BY GOA TOURISM AT SATTE 2025**

3821 DR. BHAGWAT KARAD:

Will the Minister of **TOURISM** be pleased to state:

- (a) the key initiatives undertaken by Goa Tourism at South Asia's Travel & Tourism Exchange (SATTE) 2025 to promote sustainable and regenerative tourism;
- (b) whether any collaborations or agreements are being signed with international tourism bodies or stakeholders at the event;
- (c) if so, the details thereof;
- (d) whether Government is providing any financial or policy incentives to encourage private sector investment in green tourism infrastructure in Goa; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): All states and Union Territories, including Goa, independently promote and market their tourism products in line with their respective tourism policies and strategies. Goa Tourism has informed that they participated in South Asia's Travel & Tourism Exchange (SATTE) 2025, where it highlighted the state's diverse tourism offerings, such as cultural heritage, eco-tourism initiatives, adventure tourism, festivals, and immersive experiences beyond its beaches. During the event, the state explored collaboration opportunities, engaged with media representatives, and held Business-to-Business meetings with tourism stakeholders and government officials to advocate for sustainable and regenerative tourism in Goa.

The state has informed that they have not signed any agreements during the event.

The Ministry of Tourism has developed a National Strategy for Sustainable Tourism and launched the Travel for LiFE program to promote sustainable tourism across the country, encouraging both tourists and tourism businesses, including those in Goa, to adopt sustainable practices.
