



**Embassy of India
Amman**

Press Release

Embassy of India organized an event on India Tourism on March 21, 2023 at Grand Hyatt, Amman.

The event was well attended by prominent members of Jordan Society of Tourism & Travel Agents (JSTA), representatives from Jordanian Businessman Association, Business and Professional Women Association, Jordan India Friendship Society, and media representatives.

Speaking on the occasion, Mr. Suhail Halaseh, Chairman of the Board of Directors of JSTA thanked the Embassy for organizing the event and showcasing India's potential as a tourism destination. He also mentioned about the importance of operating a direct flight between India & Jordan which will further enhance trade and tourism between the two countries.

His Excellency Mr. Anwar Haleem, Ambassador of India to Jordan in his address remarked that tourism is an extremely important ingredient for the economic development and growth of any nation and Jordan realizes it best like India. He stated that India offers geographical diversity, world heritage sites and niche tourism products like cruises, adventure tourism, medical tourism, yoga tourism, wild-life and luxury tourism. He added that there is a growing interest in India's rich cultural heritage and natural beauty among foreign tourists. India's earnings from tourism account for 5.8% of the GDP and the goal is to raise it to 7.5% of the GDP by 2030. As per World Economic Forum's Travel & Tourism Development Index 2021, India is currently ranked 54th in the world but tops the ranking within South Asia. Also, National Geographic Channel has listed Kerala backwaters among the 50 destinations of a life time.

Further, Ambassador pointed that in the last decade or so, India has built extensive and comprehensive tourism infrastructure worth approximately \$1bn to improve tourist experience by funding the development of destinations, circuits, mega projects as well as rural tourism infrastructure projects. Government initiatives such as the "Incredible India" campaign, setting up of tourism boards at national and state levels to promote tourism and attract investments, visa liberalization and e-visa facilities for foreign tourists augurs well for India Tourism to grow in the coming years. Ambassador also highlighted the growth and potential of medical tourism in India and called for integration of India & Jordan tourism for better results for both the countries.

The meet also discussed ways to boost tourism and was followed by an open interactive session, wherein, Mr. Faisal Rafouh, President of Jordan-India Friendship Society and former Minister of Culture of Jordan, Mr. Michel Nazzal, Treasurer, Jordanian Businessman Association, representatives of Jordanian travel & tour companies shared their experience and ideas for furthering the cooperation in the tourism sector.

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