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BRICS Tourism Ministers Adopt the Jaipur Declaration

21 August 2026

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BRICS Tourism Ministers Adopt the Jaipur Declaration

21 August 2026 · 1 min read ·

✓ Every fact web-verified against primary sources

BRICS Tourism Ministers, meeting in **Jaipur, Rajasthan**, adopted the “**BRICS Tourism Ministers’ Communique 2026**” (the Jaipur Declaration) on **August 21, 2026**, chaired by Union Culture and Tourism Minister **Gajendra Singh Shekhawat**, under India’s 2026 BRICS Chairship.

What the Declaration Covers

The Jaipur Declaration, adopted under the theme “**Building for Resilience, Innovation, Cooperation and Sustainability**,” rests on four priority pillars: **AI in tourism**, sustainable and responsible tourism, tourism skilling and capacity building, and seamless travel facilitation. It followed BRICS Tourism Working Group sessions held in Jaipur on August 19-20.

Why This Matters

Tourism diplomacy functions as a soft-power tool for India’s BRICS Chairship, with the declaration’s push for AI-enabled destination management and multilingual visitor services building on India’s broader Digital Public Infrastructure export ambitions. Divergent visa regimes and infrastructure gaps among BRICS members remain implementation challenges for the seamless-travel-facilitation goal.

UPSC Relevance

This connects GS2 international groupings (India’s BRICS Chairship, **multilateral** tourism cooperation) with the economic significance of tourism as a growth sector. A useful Mains angle examines whether standardised travel-facilitation commitments among BRICS states can meaningfully increase intra-BRICS tourist flows given underlying infrastructure and visa-policy disparities.

 FACTS CORNER, KNOWLEDGE PEDIA**JAIPUR DECLARATION, BRICS TOURISM:**

Adopted: Jaipur, August 21, 2026; chaired by Gajendra Singh Shekhawat

Theme: “Building for Resilience, Innovation, Cooperation and Sustainability”

Four pillars: AI in tourism, sustainable tourism, skilling, seamless travel facilitation

Preceded by Working Group sessions on August 19-20, 2026

OTHER RELEVANT FACTS:

India holds the BRICS Chairship for 2026; the ministerial meeting ran August 21-22

Sources: PIB, ANI, Business Standard

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