सत्यमेव जयते

BRICS
INDIA 2026

JAIPUR DECLARATION

BRICS Tourism Ministers' Communiqué

Building for Resilience, Innovation, Cooperation and Sustainability

1. We, the Ministers responsible for Tourism, convened under the Chairship of India at Jaipur, Rajasthan, India, under the theme “Building for Resilience, Innovation, Cooperation and Sustainability”, welcome India’s Chairship based on a people - centered approach for a shared future of humanity.

2. We welcome the work of the BRICS Tourism Working Group under India’s Chairship in 2026 on the thematic priorities of Artificial Intelligence and Tourism; Sustainability and Responsible Tourism; Tourism Skilling and Capacity Building; and Tourism Exchanges and Seamless Travel Facilitation.

3. We reaffirm tourism as an important driver of economic growth, investment, employment generation, foreign exchange earnings, inclusive and sustainable development, local livelihoods, economic diversification, heritage preservation, national image building, cultural understanding and people-to-people exchanges, including the empowerment of youth and women.

4. We acknowledge an evolving global tourism landscape shaped by technological innovation, changing traveller expectations, sustainability imperatives and the need for resilient tourism systems. We underscore the importance of closer intra-BRICS cooperation, including visa facilitation and the increase of direct flights among Member States. This will help to address emerging challenges and harness opportunities for inclusive and sustainable growth and to enhance international tourism competitiveness.

5. We recognise the transformative potential of responsible, safe and human-centred Artificial Intelligence and digital technologies in tourism planning, destination management, visitor services, marketing, multilingual communication, travel facilitation, human resource development, community empowerment and encourage joint tourism promotion among Member States.

6. We emphasise that digital innovation should remain inclusive, secure, sustainable, human-centered while promoting the responsible and ethical use of Artificial Intelligence that respects data privacy and empowers local

workforces and communities. We agree to promote interoperability of the digital payment systems to facilitate travel and enhance visitor experiences subject to applicable national frameworks.

7. We reaffirm that tourism development should remain sustainable, community-centered, inclusive, balancing tourism growth with the protection of natural ecosystems and biodiversity, cultural heritage, traditional knowledge and the interests of local communities in line with the relevant international frameworks.

8. We support BRICS cooperation on promotion of investment in the tourism sector expanding infrastructure and destinations, enhancing tourism products and service quality. We encourage knowledge exchange on responsible, sustainable and regenerative tourism models. We also support the development and promotion of diverse tourism products among Member States, including historical, cultural, nature-based, gastronomy, and health tourism.

9. We recognise that human capital development, continuous

skilling, reskilling and upskilling are essential to a competitive, resilient, inclusive, sustainable and future-ready tourism sector. We support industry-academia collaboration, vocational training and institutional partnerships that develop tourism talent and strengthen employment opportunities. We agree to explore ways to collaborate for the development of competent and highly skilled human capital for the tourism sector and to advance research, innovation, and knowledge exchange that will further drive sustainable tourism growth across BRICS Member States.

10. We encourage cooperation, where feasible, to explore voluntary frameworks for the mutual recognition or equivalence of tourism and hospitality qualifications in accordance with applicable national frameworks. We agree to exchange of best practices regarding tourism and hospitality qualifications, while respecting relevant international labour standards.

11. We recognise that tourism exchanges and people-to-people connectivity strengthen mutual understanding, cultural exchange and economic cooperation among

BRICS Member States. We encourage information-sharing, tourism marketing and promotion, stakeholder engagement, participation in travel marts, tourism forums and other tourism-promotion events organised by BRICS Member States to facilitate intra-BRICS tourism flows.

12. We support the voluntary exchange of tourism data and statistical information, in line with the relevant international and national statistical standards. We encourage the BRICS Tourism Working Group to draw from existing global statistical frameworks, methodologies and data sources to improve understanding of intra-BRICS tourism flows and to strengthen tourism data cooperation among BRICS Member States.

13. We agree to continue strengthening BRICS tourism cooperation in a spirit of solidarity, mutual learning and development for the benefit of our people and the tourism sector. We do believe that the BRICS, drawing upon our shared civilizational heritage, will play a more effective role in promoting regional convergence, expanding cultural interactions, and advancing lasting peace and sustainable security.

14. The Working Group may explore, on a voluntary basis, sharing tourism best practices, and their implementation lessons, subject to national priorities and available resources. We task the BRICS Tourism Working Group to further identify and develop practical collaborative initiatives, exchange programmes and institutional capacity-building activities based on this communique.

15. We express our appreciation to the Government and the People of India for convening this meeting in Jaipur, India, and extend our support to China for its BRICS Chairship in 2027.

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