

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

RAJYA SABHA  
UNSTARRED QUESTION NO.1436  
ANSWERED ON 03.03.2020

**PROMOTION OF TOURISM IN GUJARAT**

1436. SHRI JUGALSINH MATHURJI LOKHANDWALA:

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

- (a) the details of the schemes/programmes being implemented by Government for promotion of tourism in the country particularly in Gujarat;
- (b) the details of the fund provided under the said schemes/programmes during the last three years and the current year, scheme/programme-wise;
- (c) whether Government is planning to start any new schemes in the Ministry to attract more foreign tourists and if so, the details thereof; and
- (d) the other corrective measures taken/being taken by Government for the better and helpful journey of the foreign tourists?

**ANSWER**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): There are two Schemes being implemented by Ministry of Tourism, Government of India for the promotion of Tourism, these are:

- (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism.
- (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Markets.

Under these schemes, the Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including those in the state of Gujarat. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

The budget allocated for the two schemes during the last three financial years and the current year is as follows - :

<b>Domestic Promotion and Publicity including Hospitality (Rs .in crore)</b>		
<b>Year</b>	<b>BE</b>	<b>RE</b>
2016-17	110.00	75.00
2017-18	110.00	90.00
2018-19	135.00	127.40
2019-20	129.50	100.00

<b>Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance</b>		
<b>(Rs .in crore)</b>		
<b>Year</b>	<b>BE</b>	<b>RE</b>
2016-17	300.00	223.00
2017-18	300.00	295.00
2018-19	454.24	416.23
2019-20	376.73	312.69

(d): Ministry of Tourism has taken the following measures for facilitating tourists and providing them with a safe and secure environment:

- (i) Ministry has taken up the matter with the State Governments and UT Administrations for setting up Tourist Police at prominent tourist spots. The State Governments/UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Odisha have deployed Tourist Police, in one form or the other.
- (ii) The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.
- (iii) The Ministry of Tourism has launched the 24x7 Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363 or on a short code 1363 in 12 Languages including 10 international languages and in Hindi & English in February 2016, for domestic and foreign tourists to provide support service in terms of information relating to Travel in India and also offers appropriate guidance to tourists in distress while travelling in India.
- (iv) The Ministry of Tourism has issued the Guidelines on Safety and Security of Tourists for State Governments/Union Territories to stress on the importance of safety and risk management, assist in identifying best practices and encourage closer cooperation for ensuring a pleasant experience to the tourists.
- (v) The Ministry of Tourism revamped the Incredible India website, with the aim to provide more information about India as a tourist destination. The website has a clean design and intuitive and consistent site-wide navigation system, with improved menu functionality that directs tourists to the information, most relevant to them. It is also fully responsive with mobile devices, making it easy to navigate on a wide range of web browsers and portable devices.
- (vi) Incredible India Mobile app has been designed keeping in mind the preferences of the modern traveller. The app follows the trends and technologies of international standards and has been equipped with features to assist the traveller in each phase of their journey to India.
- (vii) The Ministry of Tourism has introduced 24/7 Chat bot interface to assist tourist for better planning and quick query resolutions. Live chat services are also provided on the website to establish help and support facilities for tourists, Travel industry stakeholders, web and social media users. This bot handles a broad range of tasks such as helping visitors by giving information on Tourist places, planning itineraries, finding local information etc.
- (viii) The Ministry of Tourism in association with the Department of Telecommunications has taken the initiative of providing WI-FI facility .So far Wi-fi facility has been implemented at 88 tourist sites with financial assistance provided by Ministry of Tourism.

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