

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2434
ANSWERED ON 08.07.2019**

DIRECT AND INDIRECT INVESTMENT IN TOURISM SECTOR

†2434. SHRI DEVJI M. PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) the details of measures taken to promote tourism in the country;**
- (b) the details of schemes initiated to develop and reorganize tourist destinations across the country;**
- (c) the steps taken to increase direct and indirect investment in tourism; and**
- (d) the actions taken for preservation of culture, heritage and environment at tourist destinations to attract more tourists?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) and (b): The Ministry of Tourism, under its different Schemes, takes various measures to encourage the development and promotion of tourism in the country.

Under its schemes of Swadesh Darshan and PRASHAD, the Ministry provides Central Financial Assistance to State Governments/Union Territory (UT) Administrations/Central Agencies for development of thematic tourist circuits in the country and for holistic development of identified pilgrimage and heritage destinations. The projects under these schemes are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

As part of its on-going activities, the Ministry annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country. 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.

(c): The Ministry of Tourism had organized the Incredible India Tourism Investors Summit in September 2016 New Delhi, with the objective of attracting investments and presenting to potential investors tangible, investment-ready projects in the different States/Union Territories of India.

The Ministry of Tourism has guidelines for extending support to Commerce, Trade and Industry Organizations for organising Tourism and Tourism related Events. The Ministry has supported Federation of Indian Chambers of Commerce and Industry (FICCI) for organizing 'Tourism Investors Meet 2019' held in July, 2019.

(d): The Ministry of Tourism has introduced the "Adopt a Heritage: Apni Dharohar, Apni Pehchaan" project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture and Archaeological Survey of India, State/UTs Government for developing tourist amenities at heritage/tourist sites and making them tourist friendly, in a planned and phased manner. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to take up the responsibility of developing and upgrading the basic and advanced tourist amenities at heritage/ tourist sites. They would also look after the Operation & Maintenance of the approved tourist amenities.

Some of the steps taken by the Ministry of Tourism for promotion of Eco Tourism are given below:

- (i) The Ministry of Tourism has evolved Comprehensive Sustainable Tourism Criteria (STCI) for major segments of the tourism industry, namely accommodation, tour**

operators, beaches, backwaters, lakes and river sectors applicable for the entire country. STCI are based on the Global Sustainable Tourism Criteria (GSTC) developed by the United Nations Environment Programme (UNEP) and United Nations World Tourism Organisation (UNWTO).

- (ii) The Ministry of Tourism promotes sustainable tourism practices in the hospitality sector. The guidelines for approval and clarification of Hotels stipulate ecotourism norms and eco-friendly measures like Sewage Treatment Plant (STP), rain water harvesting system, waste management system etc.**
- (iii) Ministry of Tourism has made it mandatory for the approved tourism service providers such as tour operators, adventure tour operators, travel agents etc. to follow the Code of Conduct for Safe and Hon'ble Tourism which requires the tourism service provider to fully implement sustainable tourism practices.**
