

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1374  
ANSWERED ON 10.02.2020**

**NEW TOURISM POLICY**

**1374. MS. DIYA KUMARI:  
SHRI RAJESH VERMA:**

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

- (a) whether the Government has formulated or is planning to formulate a new tourism policy to promote tourism in the country;**
- (b) if so, the details thereof;**
- (c) if not, the time by which it is likely to be formulated and implemented; and**
- (d) the plan of the Government to promote tourism in the near future?**

**ANSWER**

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

**(a) to (c): A new draft National Tourism Policy has been formulated which is currently being reviewed in the Ministry of Tourism prior to seeking Cabinet approval on the same.**

**Some of the salient features of the new draft National Tourism Policy include:**

- Focus of the Policy on employment generation and community participation in tourism development.**
- Stress on development of tourism in a sustainable and responsible manner.**
- An all-encompassing Policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.**

- **The Policy enshrines the vision of developing and positioning India as a “MUST EXPERIENCE” and “Transformational” Destination for global travellers, whilst encouraging Indians to explore their own country.**
- **Development and promotion of varied tourism products including the rich Culture and Heritage of the country, as well as niche products such as Medical & Wellness, Meetings, Incentives, Conferences and Exhibitions (MICE), Adventure, Wildlife, etc.**
- **Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.**
- **Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation.**
- **Creating an enabling environment for investment in tourism and tourism-related infrastructure.**
- **Emphasis on technology enabled development in tourism.**
- **Focus on domestic tourism as a major driver of tourism growth.**
- **Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.**
- **Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with important / flagship schemes of the Government of India.**

**(d): Promotion of tourism in the domestic and overseas markets is an ongoing process. The Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry 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 website and social media accounts 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.**

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