

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1751
ANSWERED ON 02.03.2020**

NATIONAL TOURISM DAY

**1751. DR. AMOL RAMSING KOLHE:
SHRI VIJAY KUMAR DUBEY:
SHRI KULDEEP RAI SHARMA:
SHRI REBATI TRIPURA:
DR. DNV SENTHILKUMAR S.:
SHRI SHRINIWAS PATIL:
SHRIMATI SUPRIYA SULE:
DR. SUBHASH RAMRAO BHAMRE:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has observed National Tourism Day recently and if so, the details thereof along with the theme of the event;**
- (b) the details of the programmes organised by the Government on the National Tourism day along with the amount sanctioned and incurred for this purpose;**
- (c) the initiatives taken by the Government to make the event successful;**
- (d) the contribution of tourism industry to GDP in the last three years;**
- (e) whether the Government has any plan to open the tourism industry to private stakeholders;**
- (f) if so, the details thereof and the steps taken/being taken by the Government to attract private stakeholders; and**
- (g) the steps taken by the Government to promote tourism within the country and to develop world class tourist hub to attract inflow of foreign tourists in the country?**

ANSWER

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

(a) to (c): No Sir. However, Ministry of Tourism every year celebrates World Tourism Day on 27th September, the day adopted by United

Nations World Tourism Organization (UNWTO) for observing the same. United Nations World Tourism Organization (UNWTO) had designated India as the host for celebrating the World Tourism Day 2019. The theme of the World Tourism Day 2019 was ‘Tourism and Jobs: a better future for all’. Ministry of Tourism organised a function on 27th September at Vigyan Bhawan, New Delhi as part of which workshop and panel discussion and presentation was organized to discuss the designated theme of the World Tourism Day. On this occasion, National Tourism Awards 2017-18 were also presented to various segments of the travel, tourism and hospitality industry. A MoU on Tourism Cooperation between India and Paraguay was also signed during the function on World Tourism Day. An estimated expenditure of Rs. 1,11,69,450/- is expected to be made for organizing the various events held on the World Tourism Day 2019. The event was widely publicized by the Ministry of Tourism through various mediums.

(d): As per the 3rd Tourism Satellite Account (TSA) the contribution of tourism to GDP is as given below:

Year	2013-14	2014-15	2015-16	2016-17
Share in GDP (in %):	5.68	5.81	5.1	5.06

(e) & (f): Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism sector and provides a right eco system to the private stakeholders and the State Governments for development of tourism in the country. Ministry of Tourism holds consultations with the Private stakeholders and State Governments from time to time to seek their views on various matters to ensure that the policy interventions are in sync with the expectations of the private stakeholders and State Governments for ensuring their maximum participation in the tourism sector.

The Ministry of Tourism, Government of India has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project which aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become ‘Monument Mitras’ and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites.

(g): Ministry of Tourism under Swadesh Darshan Scheme is developing thematic circuits in the country in planned and prioritised manner with the objectives which inter-alia include the following:

- **Enhancing the tourist attractiveness in a sustainable manner by developing world class infrastructure in the circuit/destinations;**
- **Follow community based development and pro-poor tourism approach;**
- **Position tourism as a major engine of economic growth and job creation;**
- **Make full use of the potential and advantages in terms of available infrastructure, national culture and characteristic strong points of each and every region throughout the country by development of theme based circuits.**
