

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2391
ANSWERED ON 16.03.2021

BOOSTING TOURISM SECTOR

2391. SHRI TIRUCHI SIVA:

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

- (a) in what ways is the Ministry planning to boost tourism in the upcoming Financial Year; and
- (b) the details of various methods through which the Ministry expects a boost in tourism?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) & (b): The Ministry of Tourism has taken several steps/initiatives to boost tourism in the country and will continue with the implementation of these steps/initiatives in the upcoming financial year as per details given below:

- i. Development of theme based tourist circuits under the Swadesh Darshan Scheme.
- ii. Holistic development of identified pilgrimage destinations under the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme.
- iii. 19 Iconic Sites in the country have been identified for development by seeking convergence with other Central Ministries/Departments/ State Governments /Urban Local Bodies.
- iv. Development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites under the Adopt a Heritage Project.
- v. 24x7 toll free Multi-Lingual Tourist Helpline to assist tourists.
- vi. Providing facility of e-Visa for 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa for nationals of 171 countries.
- vii. Incredible India Tourist Facilitator Certification Programme, a digital initiative that aims at creating an online learning platform with the objective of creating a pool of well trained professional tourist facilitators across the country to support tourists.
- viii. Conducting Programmes under the 'Capacity Building for Service Providers' (CBSP) Scheme to train and up-grade manpower to provide better service standards.
- ix. Operationalization of identified tourism routes under RCS UDAN3. Of 46 awarded tourism routes, 21 have been operationalized.
- x. Dekho Apna Desh initiative with the objective of creating awareness among the citizens about the rich heritage and culture of the country and encourage citizens to travel within the country.

- xi. National Integrated Database of Hospitality Industry (NIDHI) Portal to create a comprehensive national database of accommodation units in the country to be used for promotion and development of tourism.
- xii. System for Assessment, Awareness and Training for Hospitality Industry (SAATHI) launched in association with the Quality Council of India, to sensitize the industry on the COVID regulations of the government and instil confidence amongst the staff and guests that the hospitality unit has exhibited intent towards ensuring safety and hygiene at the workplace.
- xiii. Financial support to tourism and hospitality stakeholders under the Schemes of Market Development Assistance (MDA) for promotion of India as a tourism destination in the domestic and overseas markets.
