

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION. No. \*163  
ANSWERED ON 14.03.2022**

**GROWTH OF TOURISM SECTOR**

**\*163. SHRIMATI SUNITA DUGGAL:**

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

- (a) whether the tourism sector has shown negative growth during Covid-19 pandemic period so far;**
- (b) if so, whether the Government has planned some concrete policies for the growth of tourism sector and if so, the details thereof;**
- (c) whether the Government is planning to provide free E-tourist visas to the international tourists and going to open up the international flights in calibrated manner and if so, the details thereof;**
- (d) whether the Government has given special guidelines to States for the growth of tourism sector; and**
- (e) if so, the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (e): A Statement is laid on the table of the House.**

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**STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. \*163 ANSWERED ON 14.03.2022 REGARDING GROWTH OF TOURISM SECTOR**

**(a): Yes, Sir. Tourism Sector has shown negative growth during Covid-19 pandemic period.**

**(b), (d) & (e): Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India- An initiative towards Atmanirbhar Bharat, which has been circulated to concerned Central Ministries, all State Governments/UT Administrations and Industry Stakeholders. The strategy document focuses on the following key pillars:**

- (i) Model policies and best practices for rural tourism**
- (ii) Digital technologies and platforms for rural tourism**
- (iii) Developing clusters for rural tourism**
- (iv) Marketing support for rural tourism**
- (v) Capacity building of stakeholders**
- (vi) Governance and institutional framework**

**Apart from the above, in order to promote India as a destination for medical value travel and wellness tourism, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism, which has been circulated to concerned Central Ministries, all State Governments/UT Administrations and Industry Stakeholders. The Strategy has identified the following key pillars:**

- (i) Develop a brand for India as a wellness destination**
- (ii) Strengthen the ecosystem for medical and wellness tourism**
- (iii) Enable digitalization by setting up Online MVT Portal**
- (iv) Enhancement of accessibility for MVT**
- (v) Promoting Wellness Tourism**
- (vi) Governance and Institutional Framework**

**Further, Ministry of Tourism promotes India as a holistic tourist destination under the “Incredible India” brand and promotional**

**activities are undertaken in Domestic and International markets through its various schemes such as Domestic Promotion & Publicity including Hospitality (DPPH) and Overseas Promotion & Publicity including Market Development Assistance (OPMD). Promotions are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media accounts of the Ministry.**

**Post Covid-19 pandemic, the Ministry has effectively used its social media handles to raise Social Awareness through its messages, sensitizing social distance, safe and responsible travel, use of mask while travelling, downloading of Arogya Setu App, promoting the initiatives undertaken for the industry etc. In order to promote India as a destination overseas, the Ministry adopts integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions and includes participation in international Fairs & Exhibitions, organizing Know India Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents/ Tour Operators, organizing and supporting Indian Food and Cultural Festivals, publication of brochures and inviting the tour operators, media personalities, opinion makers etc. to visit the country under the Hospitality Programme of the Ministry.**

**(c): The Ministry of Home Affairs, Government of India has relaxed the restrictions for all foreign nationals intended to visit India for Tourism purpose subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW). The E-Tourist Visa/Tourist Visa is fully restored for all individual foreign nationals intended to visit India for Tourism purpose w.e.f. 15<sup>th</sup> November, 2021. Initially, the e-tourist/tourist Visa is being issued with the validity of 30 days. Further, the Government of India announced first 5 lakh free visa fee to international tourists.**

**The Ministry of Civil Aviation, Govt. of India after deliberation with all stakeholders & keeping in view the decline in the Covid-19 cases has announced to resume scheduled commercial international passenger services to/from India from March 27, 2022, i.e. start of the summer schedule 2022.**

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