

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3346
ANSWERED ON 31.03.2022

DEVELOPMENT OF TOURISM AND HOSPITALITY SECTOR

3346. SHRI S. SELVAGANABATHY:

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

- (a) whether Government agrees with the view that India needs a comprehensive disruptive strategy to tap the potential of the tourism and hospitality sector;
- (b) if so, steps that are proposed to be taken by Government in this regard; and
- (c) if not, the reasons therefor?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. In order to create an enabling policy framework and strategic plan in partnership with Central, State and Local Governments and Industry Stakeholders to improve framework conditions for Tourism in the Country, support tourism industries, strengthen tourism support functions and develop various tourism subsectors, Ministry of Tourism has formulated a draft National Tourism Policy.

The initiatives/steps proposed/being taken by the Government to tap the potential of the tourism and hospitality sector are given at **Annexure**.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.3346 ANSWERED ON 31.03.2022 REGARDING DEVELOPMENT OF TOURISM AND HOSPITALITY SECTOR

1. The following initiatives have been proposed under the draft National Tourism Policy:-

(i) Setting up of the National Missions on:-

- (a) Green Tourism for mainstreaming sustainability into Tourism sector.
- (b) Digital Tourism to promote digitalization in tourism sector.
- (c) Tourism and Hospitality Sector Skill to create synergy between skill development framework and sectoral growth strategies.
- (d) Destination Management Organizations (DMOs) to develop and implement a framework for DMOs.
- (e) Tourism MSMEs to create jobs and entrepreneurial opportunities and contribution in the growth of tourism.

(ii) Further, it has been proposed to strengthen following strategic areas:-

- (a) To introduce measures to make VISA, Immigration and Custom Processes more efficient and effective.
- (b) To make India a welcoming, safe, clean and hygienic destination.
- (c) To provide seamless connectivity and transport infrastructure.
- (d) To develop and promote tourist destinations in a planned manner.
- (e) To promote investment in tourism sector.
- (f) To make a coherent marketing and promotion strategy.
- (g) To lay down a robust framework for Quality Assurance and Standardization.
- (h) Research and Development Strategies to meet the needs of the industry and Government
- (i) Governance, Institutional linkages and Stakeholders engagement.
- (j) To prepare product specific broad roadmaps.

2. Apart from the above, the following steps are being taken by the Government for promotion and development in tourism and hospitality sector:-

- (i) The Ministry of Home Affairs, Government of India, has relaxed the restriction for all foreign nationals intended to visit India for Tourism purposes subject to the COVID related guidelines of the Ministry of Health and Family Welfare. The e-Tourist Visa/Tourist Visa is fully restored for all individual foreign nationals intended to visit India for tourism purposes w.e.f. 15th November, 2021. Initially, the e-Tourist/Tourist Visa is being issued with the validity of 30 days. Ministry of Home Affairs has further relaxed and restored the long term tourist visa [e-tourist visa and regular (paper) tourist visa] as well with effect from 15.03.2022.

Further, the Government of India has announced first 500,000 free visa to the international tourists.

- (ii) Recognizing the fact that revival in the tourism sector will be largely spearheaded by Domestic tourism, the Ministry of Tourism launched the Dekho Apna Desh (DAD) initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage and culture of the country, encouraging citizens to travel widely within the country and enhancing tourist footfalls leading to development of local economy and creation of jobs at the local level. This initiative is in line with the 15th August 2019 address of the Honorable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022 to promote domestic tourism.
- (iii) Under this initiative Ministry is organizing a series of webinars/events under the overall theme of DAD, showcasing the diverse culture, heritage, destinations and tourism products of the country. As on date 121 webinars covering different States/ Union Territories have been organized as part of the initiative.
- (iv) To create mass awareness, the Ministry has also launched an online DAD pledge and Quiz on the MyGov platform. The online pledge and Quiz are open to all for participation.
- (v) DAD initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.
