

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.25
ANSWERED ON 18.07.2022**

STATUS OF SAFE TOURIST DESTINATION

- 25. DR. UMESH G. JADHAV:
SHRI SHA.BRA.DR.JAI SIDDESHWAR SHIVACHARYA
MAHASWAMIJI:
SHRI S. MUNISWAMY:
SHRI B.Y. RAGHAVENDRA:
SHRI PRATHAP SIMHA:
SHRI ANNASAHEB SHANKAR JOLLE:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the main reasons for the country not achieving the status of one of the most attractive tourist attractions globally are the safety, security, cheating by shopkeepers, drivers of hired vehicles, unfriendly behaviour of local people, lack of quality facilities, economic exploitation, etc.;**
- (b) if so, whether the Government has undertaken any detailed fact-finding study during the last five years for each of the States to identify the negative factors for sluggish growth in domestic and international tourism sector; and**
- (c) if so, the details thereof and if not, the action proposed to be initiated by the Government in consultation with States?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Safety & Security of tourists is essentially a State Government subject. However, the Ministry of Tourism has taken up the matter with all State Governments/Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments/UT Administrations of Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and

Kashmir, Madhya Pradesh, Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police in one form or the other.

Further, the Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honorable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.

(b) & (c): Promotion and development of tourism is primarily the responsibility of the State Governments/UT Administrations. However, in order to revive the tourism sector 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.

As a result, India received 1.6 million (Provisional) Foreign Tourist Arrivals during January to June 2022 in contrast to 0.4 million during the same period of year 2021.
