

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2356  
ANSWERED ON 01.08.2022**

**USE OF TECHNOLOGY TO PROMOTE TOURISM**

**2356. SHRI BRIJBHUSHAN SHARAN SINGH:  
SHRI SANGAM LAL GUPTA:  
SHRI PRATAP CHANDRA SARANGI:  
DR. RAMAPATI RAM TRIPATHI:**

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

- (a) whether the Government has taken any steps to enable digitization of important tourist sectors, particularly in Uttar Pradesh and Odisha;**
- (b) whether the Government has taken any measures to promote the use of digital payments in popular tourist destinations of the country;**
- (c) whether the Government has taken any other measures to leverage technology for promoting virtual tourism in the country; and**
- (d) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a), (c) and (d): The following steps have been taken by the government to enable digitization of important tourist sectors including Uttar Pradesh and Odisha:**

- (i) Multilingual Incredible India Website & Mobile App to provide information about India as a tourist destination. The website also has destinations with 360 Degree Virtual Tours.**

- (ii) Ministry of Tourism has launched 'utsav.gov.in' to showcase various events and festivals of the country.**
- (iii) Classification of Accommodation Units and Recognition of Travel Trade Service Providers have been digitized by the Ministry.**
- (iv) Incredible India Tourist Facilitator (IITF) Certification Programme for Online learning.**
- (v) E-Market place for Incredible India Tourist Facilitators/ Guides.**
- (vi) National Integrated Database of Hospitality Industry (NIDHI) as a common repository of data from Hospitality Industry and other Tourism Service Providers.**
- (vii) Further, Ministry of Tourism is working on setting up of National Digital Tourism Mission. This mission envisages to achieve the objective of harnessing the full potential of digitization in tourism sector by facilitating exchange of information and services in tourism sector spreading across national and state tourism organizations, tourism service providers, tourism destinations, products, experiences and tourists.**

**(b): Ministry of Tourism has taken the following measures to promote the use of digital payments:**

- (i) Ministry of Tourism has made it mandatory for hotels applying for Classification/Reclassification under 1 Star to 5Star Deluxe categories to have the facility for digital payments.**
- (ii) E-Market place for Incredible India Tourist Facilitators/Guides has the facility of online/digital payments.**

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