

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.152
ANSWERED ON 02.02.2023

NEW TOURISM POLICY

152. DR. SUKHDEORAO BONDE:

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

- (a) whether Government has recently formulated or reviewed new tourism policy to promote tourism in the country;
- (b) if so, the details thereof;
- (c) if not, the time by which it is likely to be formulated and implemented; and
- (d) the plan of Government to promote tourism in the near future?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Yes, Sir. Ministry of Tourism has drafted a new National Tourism Policy. The key strategic objectives of the draft policy are:

- (i) To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination,
- (ii) To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force,
- (iii) To enhance the competitiveness of tourism sector and attract private sector investment,
- (iv) To preserve and enhance the cultural and natural resources of the country,
- (v) To ensure sustainable, responsible and inclusive development of tourism in the country

A draft Cabinet Note on draft National Tourism Policy was circulated for inter ministerial consultation. After consideration and incorporation of the feedback/ comments received, the draft Cabinet Note has been revised.

The policy shall be implemented after all necessary approvals are obtained and the policy is notified.

(d): Promotions are carried out by Ministry of Tourism on different themes and highlighting the tourism destinations of the country through the official web-site as well as

the social media handles of the Ministry. Further, the domestic tourism offices of the Ministry undertakes several promotional events, participate in trade fairs and exhibitions to highlight tourism destinations and promote domestic tourism. Ministry of Tourism has also undertaken efforts to promote domestic tourism under the Dekho Apna Desh initiative.

The Ministry of Tourism along with Indian Missions abroad endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy, global media campaign and a synergized promotional measures in association with the Travel trade, State Governments and Indian Missions overseas.

To take it forward, on the request of Ministry of Tourism, the Ministry of External Affairs has designated Tourism Officers in the Indian Missions of top source markets to project India as a preferred tourism destination in the tourism generating markets and to promote various tourism products and destinations.

Ministry of Tourism has launched Utsav Portal, a digital initiative, aiming to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide.

Ministry of Tourism has formulated the following National Strategies to promote various Niche Tourism products:

- (i) National Strategy for Adventure Tourism
- (ii) National Strategy and Roadmap for Medical and Wellness Tourism
- (iii) National Strategy and Roadmap for MICE Industry
- (iv) National Strategy for Eco-Tourism
- (v) National Strategy for Sustainable Tourism
- (vi) National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat
