

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.143
ANSWERED ON 25.11.2024**

PROMOTION OF INDIA'S DIVERSE TRAVEL LANDSCAPES

**143 SHRI DHAIRYASHEEL SAMBAJIRAO MANE:
SHRI SUDHEER GUPTA:
SHRI ANANTA NAYAK:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to expand direct international flights, simplify visa processes and promote India's diverse travel landscapes to boost tourist arrivals in the country;**
- (b) if so, the details thereof, State-wise including Odisha State;**
- (c) the details of places selected by the Government initially to be developed as tourist hubs and help India reach new heights in global tourism, State-wise, district-wise and place-wise including from the State of Odisha, particularly from the Keonjhar district;**
- (d) whether the Government has identified the emerging destinations in the country to elevate India's inbound tourism and if so, the details thereof, State-wise, district-wise;**
- (e) the details of tourist destination selected for the said purpose, State-wise and district-wise including from the State of Odisha, particularly from the Keonjhar district;**
- (f) whether the Government proposes to create a separate corpus fund for these selected destination and if so, the details thereof; and**
- (g) whether the Government proposes to increase the country's inbound tourism to tenfold by the year 2047 and if so, the details thereof and steps taken in this direction?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) and (b):As informed by Ministry of Civil Aviation, Government provides an enabling environment for growth of civil aviation sector but does not interfere in the operational plans of the airlines. The airlines are free to

select whatever markets and network they wish to service and operate within the ambit of bilateral agreements. The airlines provide air services to specific places including Odisha depending upon passenger demand, availability of slots, the economic viability of the route, and other associated factors.

As regards simplification of visa process Ministry of Home Affairs has informed that introduction of e-visa facility is one of the most significant steps taken to liberalize and simplify the Indian Visa regime. E-visa facility is presently available to nationals of 167 countries for entry through 31 designated international airports and 06 major seaports. E-Visa is presently available under nine sub-categories. Processing of e-visa is totally on the online platform.

Further, Visa-on-Arrival facility is available to nationals of Japan, South Korea and UAE for tourism, business, conference and medical purposes for 60 days with double entry for entry through 6 designated airports.

Liberalization and simplification of the visa regime, including the visa for foreign tourists, is an ongoing process which is done after taking into consideration the issues of security, inbound tourism and investments, bi-lateral relations etc.

The Ministry of Tourism promotes India as a holistic destination in various markets to increase India's share of the global tourism market including spiritual destinations of India. These objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India including state of Odisha.

(c) to (f): The Ministry of Tourism has issued Operational Guidelines and template for Detailed Project Report for Special assistance to States for capital investment- Development of Iconic Tourist Centres to Global Scale. The scheme aims is to infuse long term interest free loans for a period of 50 years to States for comprehensively develop iconic tourist centers in the country, branding and marketing them at global scale.

(g): Ministry of Tourism has undertaken several promotional activities to increase footfalls of foreign visitors to India which are as follows:

- i. Participation in international travel fairs and exhibitions such as World Travel Market (WTM) London, Feria Internacional de Turismo (FITUR) Madrid, International Travel & Hospitality Show (MITT) Moscow, Asia-Pacific Incentives and Meetings Event (AIME) Sydney, Internationale Tourismusbörse (ITB) Berlin, Arabian Travel Market (ATM) Dubai, International Meeting Exchange (IMEX) Frankfurt, International & French Travel Market (IFTM) Top Resa Paris, Japan Expo, Internationale Tourismusbörse Asia (ITB Asia), Singapore etc.**
- ii. The Chalo India initiative has been launched by the Ministry to encourage the huge Indian diaspora to become Incredible India ambassadors and encourage their five non-Indian friends to visit India, every year.**
- iii. A Chalo India portal has also been developed for registration of the Indian diaspora. Further gratis e visa to one lakh foreign tourists, visiting India under the referral program was announced.**
- iv. Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in) on 27th September, 2024. The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal aimed to be tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India.**
- v. Inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.**
- vi. The promotions are being carried out in association with the State Governments and the Overseas India Missions including the 20 identified Indian Missions.**

It has also taken following measures under various schemes to improve the infrastructure facilities at tourist sites: -

- i. The Ministry of Tourism is also promoting cultural and heritage tourism by providing financial assistance to State Governments/Union Territory Administrations/Central Agencies under the 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation**

and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' Schemes for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors.

- ii. "Challenge Based Destination Development", a sub-scheme under Swadesh Darshan 2.0 provides for holistic development of destination to enhance tourist experience across all of tourist value chain to transform our tourist destinations as sustainable and responsible destinations. Under this Scheme, the Ministry has identified 42 destinations under 4 categories- (i) Spiritual Tourism, (ii) Culture & Heritage, (iii) Vibrant Village Program, (iv) Eco Tourism and Amrit Dharohar Sites.**

The Government is taking cumulative efforts of marketing, promotion and infrastructure development, for inbound tourism to grow substantially.
