

Incredible India Content Hub

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Development and promotion of tourist destinations and products, including religious tourism is undertaken by the respective State Government/UT Administration. The Ministry of Tourism complements the efforts of States/UTs by developing and promoting various tourism products of the country through various schemes and initiatives.

Ministry of Tourism works closely with Ministry of Road Transport and Ministry of Civil Aviation for improving road and air connectivity to tourist destinations. Under RCS UDAN, Ministry of Tourism collaborated with Ministry of Civil Aviation and shared the Viability Gap Funding (VGF) amount for 53 tourism routes identified.

In order to attract foreign investment in the tourism sector, 100% Foreign Direct Investment (FDI) is allowed under the automatic route in the tourism and hospitality industry in India, subject to applicable regulations and laws. 100% FDI is allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.

To give fillip to private investment in tourism, three-star or higher category classified hotels located outside cities with population of more than 1 million, ropeways & cable cars and Exhibition-cum-Convention Centre Projects with minimum built-up floor area of 100,000 square metres of exclusively exhibition space or convention space or both combined, have been included in the Harmonized Master List of infrastructure sub-sectors.

Further in Union Budget 2025-26, an announcement for inclusion of hotels located in the top 50 tourist destination sites in the country, identified for development in challenge mode, in the Harmonized Master List of infrastructure sub-sectors.

The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) on September 27, 2024 as a comprehensive resource for travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. One of the new feature of the IIDP is the Incredible India Content Hub - a comprehensive digital repository, featuring rich collection of high-quality images, films, brochures, and newsletters related to tourism in India. This repository is intended for the use of a diverse range of stakeholders, including tour operators, journalists, students, researchers, film makers, authors, influencers, content creators, government officials, and ambassadors. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services. The portal has also partnered with several OTAs (Online Travel Agents) and Stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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