

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2639
ANSWERED ON 17.03.2025**

INTEGRATED TOURISM POLICY

2639. DR. GANAPATHY RAJKUMAR P:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government have proposed an Integrated Tourism Policy for various tourism, like agro tourism, medical tourism, village tourism, etc.;**
- (b) if so, the details thereof; and**
- (c) if not, the reasons therefor?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry of Tourism had earlier been working towards formulating a draft National Tourism Policy with a view to keep the sector updated with the latest developments. However, in due course of time, elements and action areas highlighted in the draft policy document have been suitably incorporated in all the schemes and guidelines and Ministry is open to continuous engagement with all stakeholder. In view of this, a separate tourism policy is not envisaged at this point in time.

Various schemes, programs, and initiatives, such as Swadesh Darshan, Challenge Based Destination Development, PRASHAD, Dekho Apna Desh, Chalo India, Meet in India, Paryatan Mitra/Paryatan Didi, Hunar Se Rozgar Tak etc. have been actively addressing issues related to the tourism promotion and development, industry competitiveness, skill development, tourism infrastructure development, sustainability etc. The Ministry has also been working in close coordination with relevant stakeholders, including other Central Ministries, State/UT Governments and Tourism & Hospitality industry, ensuring a whole-of-government approach for sectoral growth.

At present, the focus remains on strengthening and effectively implementing these ongoing initiatives rather than formulating a separate policy document. The Ministry continues to monitor the evolving needs of the tourism sector and remains open to further enhancements in alignment with national priorities and stakeholder inputs.
