

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.627
ANSWERED ON 24.07.2025

DIGITAL TRANSFORMATION IN TOURISM SERVICES

627. SMT. KIRAN CHOUDHRY:

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

- (a) the steps taken to integrate digital technologies for providing seamless tourism services, including mobile apps, digital guides and e-ticketing;
- (b) whether the Ministry has developed real-time tourist information systems and augmented reality tools to enhance tourist experiences;
- (c) whether partnerships have been formed with private technology firms and startups to promote tourism innovation; and
- (d) the status of implementation of the National Integrated Database of Hospitality Industry (NIDHI) and other digital platforms?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. 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.

NIDHI+ platform covers approval and classification of accommodation units as well as the approval, recognition, and registration of other key tourism service providers. The portal has also been integrated with the IIDP for providing credible real time information for the service providers.
