

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1903
ANSWERED ON 19.12.2022**

LAUNCH OF NEW TOURISM POLICY

1903. SHRI PRATAPRAO JADHAV:

SHRI BIDYUT BARAN MAHATO:

SHRI DHAIRYASHEEL SAMHAJIRAO MANE:

SHRI SUDHEER GUPTA:

SHRI SHRIRANG APPA BARNE:

SHRI SANJAY SADASHIVRAO MANDLIK:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched/proposes to launch a new tourism policy and if so, the details thereof along with the salient features of the said policy;**
- (b) the time by which such a policy is likely to come into force;**
- (c) whether most of the person attached to the tourism sector are not trained enough as per the international standard and if so, the details thereof;**
- (d) the steps taken/being taken by the Government to provide any specialized training of international standard to the persons attached to the tourism sector considering the G-20 meetings scheduled in the country;**
- (e) whether the Government has held any meeting or consultation with the premier agencies in the tourism sector and if so, the details thereof along with the response of such agencies; and**
- (f) the other steps taken/being taken by the Government to promote tourism in the country?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): Yes, Sir. Ministry of Tourism has formulated a Draft National Tourism Policy. The Key Strategic Objectives of the 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.**

(c): Ministry of Tourism has put in place the Scheme of “Capacity Building for Service Providers” (CBSP) to provide education, training and certification to the tourism service providers at every level. The main objective of this initiative is to train and up-grade manpower at every strata of tourism service providers in order to capitalize the vast tourism potential of the country to the fullest and provide professional expertise to the local populace as well as create fresh opportunities in the tourism sector both in urban as well as rural areas. The training programme implemented through the CBSP scheme aims to increase the employability of the tourism service providers so that they can move from informal to formal jobs leading to increased earnings and or improved working condition.

(d): In preparation for the G-20 meetings in India, the Ministry of Tourism, Govt. of India is holding a series of capacity building training programmes/workshops across the country for various segments of tourism industry stakeholders and service providers. This includes service providers who are engaged in other professions but come in contact with the tourist. These persons include Incredible India Tourist Guides, Rickshaw pullers, Auto/Taxi drivers, police personnel, immigration staff at airports, coolies, taxi/coach drivers, staff at monuments, guides etc.

(e): Ministry of Tourism held consultations with Tourism Departments of State Governments/UT Administration and various tourism Industry Associations on the draft National Tourism Policy. State Governments/UT Administration and Tourism Industry Associations supported the draft National Tourism Policy.

(f): Ministry of Tourism promotes tourism in the country in a holistic manner. Promotions are carried out on different themes viz. heritage, spiritual, wellness, eco, adventure tourism and highlighting the tourism destinations of the country through the official web-site – www.incredibleindia.org 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.
