

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1071
ANSWERED ON:05.08.2011
TOURISM POLICY
Singh Shri Radhey Mohan

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has consulted various State Governments and stakeholders in framing tourism policy and schemes for promotion of tourism; and

(b) if so, the details thereof ?

Answer

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) and (b): The current Tourism Policy of the Government was formulated in 2002 after detailed interactions with the industry associations, concerned Ministries & Departments of Central Government, State Governments and other stakeholders. The Tourism Policy provides broad framework for the following:

- i. Positioning and maintaining tourism development as a national priority activity;
- ii. Enhancing and maintaining the competitiveness of India as a tourism destination;
- iii. Improving India's existing tourism products and expanding these to meet new market requirements;
- iv. Creation of world class infrastructure; and
- v. Developing sustained and effective marketing plans and programmes.

Based on this framework Ministry of Tourism is implementing a number of schemes for improvement of tourism infrastructure, capacity building, Incredible India promotional campaigns, development of various niche products such as medical & wellness tourism, golf tourism, etc.