

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:4340  
ANSWERED ON:22.03.2013  
INVESTMENT IN TOURISM SECTOR  
Sivasami Shri C.

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

- (a) whether the tourism sector in the country needs an urgent image makeover and higher investment in infrastructure, including through Public-Private Partnership mode to capitalize on opportunities provided by overall growth in world tourists arrival;
- (b) if so, the details thereof along with the steps taken by the Government in this regard;
- (c) whether there is a need to address issues such as high luxury taxes on hotels by States and ensure greater cleanliness and safety for tourists in the country; and
- (d) if so, the steps taken by the Government in this regard?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) & (b) Tourism is an important economic activity in India and it contributes 6.8% (direct and indirect) to the national GDP. There has been awareness about growing demand for tourism services and infrastructure and accordingly the State Governments and private enterprises are showing interest in the development of tourism infrastructure in the country.

The Ministry of Tourism has a scheme for providing Financial Assistance for Large Revenue Generating (LRG) tourism infrastructure Projects to be developed in Public -Private Partnership mode.

(c) & (d) The Ministry of Tourism has been requesting, from time to time, the State Governments to rationalize the tax structure, improve hygiene & cleanliness and ensure safety and security of the tourists. The Ministry of Tourism has also launched 'Campaign Clean India' for improving cleanliness around various tourist destinations in association with private stakeholders. The Ministry of Tourism also runs social awareness campaigns for creating mass awareness about the need for cleanliness and hygiene, bring up attitudinal change toward tourists etc. The Ministry of Tourism has adopted Code of Conduct for "Safe & Honorable Tourism" on 01st July, 2010 to make India a Safe and Honorable tourism destination.