

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2459

ANSWERED ON:08.12.2014

MOBILE APPLICATION FOR TOURISTS

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

- (a) whether the Government has launched a mobile application to offer tourists various travel related information;
- (b) if so, the details thereof;
- (c) whether these measures will help to boost tourism in the country;
- (d) if so, the details thereof; and
- (e) the steps taken/being taken by the Government for safer travel of tourists specially women in the country?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a) and (b): Yes, Madam. The Ministry of Tourism launched the 'Incredible India' mobile application on 3rd September 2014. This application aims to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides and Classified Hotels available in respective cities/Tourist centres. Details of the aforesaid service providers will be given through this application to the tourists on their mobile phones based on their current location. Tourist can also query similar details for any other city he plans to travel in future. In addition to this, the application will provide information on places of interest.

(c) and (d): This measure helps the tourists accessing quality & reliable services from Government of India recognized service providers and encourages other service providers to seek approval from Ministry of Tourism and eventually improve the service standards.

(e): The Ministry of Tourism has taken following steps in order to ensure safety and security of tourists, including foreign tourists:

i. The Ministry of Tourism had advised the State Governments/UT Administrations to set up Tourist Police at prominent tourist spots. As a result, the State Governments/UT Administrations of Andhra Pradesh, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Rajasthan, Jammu & Kashmir, Uttar Pradesh, Delhi, Punjab, Madhya Pradesh and Odisha have deployed Tourist Police, in one form or the other.

ii. The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.

iii. Ministry of Tourism is running the Social Awareness Campaign on television to sensitize the masses and the stakeholders on the traditional Indian values and concept 'Atithi Devo Bhava'. The campaign consists of two commercials; one on sensitizing against misbehavior with tourists and the other against cleanliness of tourist sites and streets.

iv. Grant of Central Financial Assistance to the State Governments of Rajasthan, Uttar Pradesh and Andhra Pradesh for setting up of Tourist Facilitation and Security Organization (TFSO) on a pilot basis.

v. The National Tourism Ministers' Conference was convened on 18th July, 2013 and 21st August 2014 in New Delhi which resolved; that the Departments of Tourism of all States and UTs will work for ensuring the safety and security of tourists, especially women.

vi. An advisory has been posted on the Ministry of Tourism website [www.incredibleindia.org](http://www.incredibleindia.org) indicating that India remains safe destination for international Tourists including women tourists.

The Ministry of Tourism has issued the Guidelines on Safety and Security of Tourists for State Governments/Union Territories and Tips for Travellers in September 2014. These guidelines are offered to the State Governments/Union Territories and other relevant authorities to stress the importance of safety and risk management, assist in identifying best practices and encourage closer

cooperation for ensuring a pleasant experience to the tourists. The Guidelines are indicative references that may be useful to the States in sharing or adopting the best practices and design their domestic measures to better protect tourists. In addition to these guidelines "Tips to Travellers" are also offered to make the visit of tourists to Incredible India, a memorable experience.