

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1909
ANSWERED ON 17.03.2022

REVAMPING OF DIGITAL PLATFORMS

1909. SHRI SUSHIL KUMAR GUPTA:

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

- (a) whether the ministry has any plan to revamp its digital platforms to make them one of the best in the world;
- (b) if so, the details in this regard particularly with regard to providing information and services to the tourists across the world; and
- (c) the steps being taken to attract foreign tourists into the country?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

- (a) & (b):(i) Ministry of Tourism is in the process of revamping the Incredible India Digital Platform and NIDHI Portal.
 - (ii) Ministry of Tourism is working on setting up of National Digital Tourism Mission to achieve the objective of harnessing the full potential of digitization in tourism sector by facilitating exchange of information and services in tourism sector spreading across national and state tourism organizations, tourism service providers, tourism destinations, products, experiences and tourists.
 - (iii) Further, Ministry of Tourism is also developing a new portal to showcase various Events & Festivals of the country.
- (c): The following steps have been taken to attract foreign tourists into the country:
- (i) The e-Tourist Visa / Tourist Visa has been fully restored for all individual foreign nationals intending to visit India for tourism purposes w.e.f. 15th November, 2021.
 - (ii) The Ministry of Civil Aviation, Govt. of India has announced to resume scheduled commercial international passenger services to/from India from March 27, 2022.
 - (iii) Government of India has announced free visa fee to the first 500,000 international tourists to attract foreign tourists.
 - (iv) Ministry of Tourism, through its 8 India Tourism Offices Overseas promotes India as a preferred tourism destination to increase inbound travel.
 - (v) Further, Ministry of External Affairs has designated Tourism Officers in the Indian Missions of top 20 source markets.
 - (vi) Ministry of Tourism is preparing country specific plans in partnership with Indian Missions for promotion of inbound travel.
 - (vii) Ministry of Tourism releases global online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote inbound travel.
 - (viii) Digital promotions are also regularly undertaken through the Social Media platforms.
