

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.936#
ANSWERED ON 09.02.2023

TOURISM EXPANSION IN UTTAR PRADESH

936# SHRI MITHLESH KUMAR:

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

- (a) whether Government is planning to expand tourism in other areas so as to boost the tourism industry in the country;
- (b) the necessary steps taken by Government to promote tourism industry in the State of Uttar Pradesh;
- (c) whether Government has taken any initiative or prepared any special curriculum for guides to promote tourism in Uttar Pradesh, if so, the details thereof; and
- (d) the efforts being made by Government for the development/identification of new tourist places in the country, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): Identification, development and promotion of tourist places is primarily the responsibility of the State Governments/Union Territory Administrations. However, the Ministry of Tourism has taken several steps over the years to expand tourism in different areas to give boost to tourism industry in the country including Uttar Pradesh. The various steps taken for development and promotion of tourism to achieve the above objectives include:

- i. Launched Swadesh Darshan Scheme for the development of tourism related infrastructure in the country. The Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.
- ii. Lunched National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme for integrated development of identified pilgrimage destinations.
- iii. Launched Dekho Apna Desh initiative with the objective of creating awareness among the citizens about the rich heritage and culture of the country and encourage citizens to travel within the country.
- iv. Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism etc. amongst other niche subjects are vigorously promoted as to expand the scope of tourism into other sectors as well. Digital promotions are also carried out to highlight different themes through the website—www.incredibleindia.org as well as the social media handles of the Ministry of Tourism.

- v. Conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and up-grade manpower to provide better service standards.
- vi. 24x7 toll free Multi-Lingual Tourist Helpline.
- vii. Providing facility of e-Visa for 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa for nationals of 165 countries.
- viii. E-Visa has been further liberalized and the visa fee has been substantially reduced.
- ix. New mountain peaks have been opened for Mountaineering/Trekking to give boost to adventure tourism in the country.
- x. Lowering of GST on hotels rooms with tariffs of ₹1,001 to ₹7,500/ night to 12%; those above ₹7,501 to 18% to increase India’s competitiveness as a tourism destination.
- xi. On the recommendation of the Ministry of Tourism, 59 tourism routes have been awarded to the identified airlines by the Ministry of Civil Aviation under the RCS UDAN Scheme, for which Ministry of Tourism extends financial support in form of VGF (Viability Gap Funding). 51 of these routes have been operationalized including those in Uttar Pradesh to provide air connectivity to tourist destinations.

Ministry of Tourism is running Pan-India Incredible India Tourist Facilitator (IITF) Certification Program, a digital initiative that aims at creating an Online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators/Guides across the country. The system provides basic, advanced Incredible India Tourist Guide (heritage and adventure), spoken language and refresher courses for candidates. The candidates can pursue these online courses from anywhere and at any time and at their own pace. So far, Incredible India Tourism Facilitator Basic Course online exam has been conducted for four times, wherein, a total 4438 candidates have completed the IITF Basic exam. Under the IITF Certification Program, candidates have to complete specialization for at least one State for completion of the course. However, more State modules can be taken up to enhance individual knowledge, which is optional and is also applicable for the State of Uttar Pradesh. IITG (Heritage) course has also been launched by Indian Institute of Tourism and Travel Management (IITTM) on IITF portal.
