

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1741**  
ANSWERED ON 03.08.2023

**LAUNCH OF NEW TOURISM POLICY**

1741 DR. ANIL SUKHDEORAO BONDE:

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

- (a) whether Government has launched/proposes to launch a new tourism policy and if so, the details thereof along with the salient features of the said policy;
- (b) the time by when such a policy is likely to come into force;
- (c) whether most of the persons attached to the tourism sector are not trained enough as per the international standard and if so, the details thereof; and
- (d) the other steps taken/being taken by Government to promote tourism in the country?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Ministry of Tourism has drafted a new National Tourism Policy. The key strategic objectives of the draft policy are:

- i. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination,
- ii. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force,
- iii. To enhance the competitiveness of tourism sector and attract private sector investment,
- iv. To preserve and enhance the cultural and natural resources of the country,
- v. To ensure sustainable, responsible and inclusive development of tourism in the country.

(b): The draft National Tourism Policy is presently at a consultation phase. The policy will come into force after all necessary approvals are obtained and the policy is notified.

(c): Ministry of Tourism has put in place the Scheme of “Capacity Building for Service Providers” (CBSP) to provide education, training and certification to the tourism service providers at every level. The main objective of this initiative is to train and up-grade manpower at every strata. Under CBSP scheme various short term skill development courses/programs are conducted in the tourism and hospitality sector through empanelled Government and Private institutions across the country.

Further, the National Council for Hotel Management & Catering Technology (NCHMCT), which is an autonomous body under the Ministry of Tourism, has been given mandate for development of hospitality management education through its affiliated Institutes.

NCHMCT through 21 Central Institutes of Hotel Management (IHMs), 31 State IHMs, 12 Food Craft Institutes (FCIs) and 26 private institutes runs various courses.

In addition, the Indian Institute of Tourism and Travel Management (IITTM), through its centres at Gwalior, Bhubaneswar, Noida, Nellore and Goa offers full time Masters and Bachelor course in Tourism and Travel Management. These centres also offer Short-term Skill Development Programmes/courses.

(d): Promotion and development of Tourism is primarily the responsibility of State Governments/UT Administrations. However, Ministry of Tourism promotes tourism in the country in a holistic manner through various initiatives under its Schemes of “Domestic Promotion & Publicity (DPPH)” and “Overseas Promotion & Publicity (OPP)”. It regularly releases print, electronic, online and outdoor media campaigns in the domestic and International markets, under the “Incredible India” brand line, to promote various tourism destinations and products of India and as well as through its official website and social media promotions.

Further, the domestic tourism offices of the Ministry undertake several promotional events, participate in trade fairs and exhibitions to highlight tourism destinations and promote domestic tourism. Ministry of Tourism has also undertaken efforts to promote domestic tourism under Dekho Apna Desh initiative.

Ministry of Tourism has launched Utsav Portal, a digital initiative, aiming to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide.

Ministry of Tourism has formulated the following National Strategies to promote various Niche Tourism products:

- (i) National Strategy for Adventure Tourism
- (ii) National Strategy and Roadmap for Medical and Wellness Tourism
- (iii) National Strategy and Roadmap for MICE Industry
- (iv) National Strategy for Eco-Tourism
- (v) National Strategy for Sustainable Tourism
- (vi) National Strategy and Roadmap for Development of Rural Tourism in India - An initiative towards Atmanirbhar Bharat

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