

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2058
ANSWERED ON 12.12.2024

EFFORTS TO MAKE INDIA A DEVELOPED NATION BY 2047

2058 SMT. SANGEETA YADAV:

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

- (a) the efforts made by the Ministry to achieve the vision to make India a developed Nation by 2047 in the last five years;
- (b) whether the Ministry has formulated any road map/ action plan to realise the goal of Viksit Bharat by 2047 in tourism sector;
- (c) whether the Ministry is evaluating new policies/schemes and legislative proposals based on their potential contribution towards achieving 'Viksit Bharat' by 2047; and
- (d) if so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): While, development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations, Ministry of Tourism has made the following efforts to achieve the vision to make India a developed Nation by 2047 and realise the goal of Viksit Bharat by 2047 in tourism sector: -

- The Ministry of Tourism under the schemes of 'Swadesh Darshan', National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Revamped Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a destination centric approach.
- Formulated guidelines for 'Challenge Based Destination Development' as a sub scheme of Swadesh Darshan 2.0 Scheme to enhance tourist experience and to transform tourist destinations as sustainable & responsible destinations. 42 destinations have been selected in 4 categories namely (i) Spiritual Tourism, (ii) Culture & Heritage, (iii) Vibrant Village Program, (iv) Ecotourism and Amrit Dharohar Sites for development under the above scheme.
- Under the Special Assistance to States/Union Territories for Capital Investment (SASCI) Scheme of Department of Expenditure, Ministry of Finance, the operational guidelines for Development of Iconic Tourist Centres to Global Scale were issued by the Ministry of Tourism. In line with the guidelines, government of India has approved 40 Projects worth Rs.3295.76 Crore for development of lesser-known Tourism sites in 23 States, across the country.

- Ministry of Tourism has also been providing financial assistance to State Governments/UT Administrations for organizing fairs/festivals and tourism related events under its Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.
- Ministry of Tourism promotes tourism in India through various initiatives including events, social media and campaigns.
- Information on tourist destinations in the country is promoted through the Incredible India Digital Portal. Also, Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is aimed to be a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe, required to amplify Incredible India in all their marketing and promotional efforts.
- Ministry is conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and upgrade manpower to provide better service standards.
- To enhance the overall experience of tourists by making available a pool of local, trained professionals at tourist sites across the country, Ministry launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a Pan-India online learning program.
- The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/Paryatan Didi.
- Providing facility of e-visa facility under nine sub-categories. Presently it is available to nationals of 167 countries for entry through 31 designated international airports and 06 major seaports. Processing of e-visa is totally on the online platform.
- Ministry of Tourism is working very closely with Ministry of Civil Aviation for improving the air connectivity to important tourist destination and to lesser known/new destinations with high potential. It has coordinated with Ministry of Civil Aviation under their Regional Connectivity Scheme (RCS-Udan) and sharing the Viability Gap Funding (VGF) amount for 53 tourism routes identified for this purpose.
- To give fillip to private investment in tourism, three-star or higher category classified hotels located outside cities with population of more than 1 million, ropeways & cable cars and Exhibition-cum-Convention Centre Projects with minimum built-up floor area of 100,000 square metres of exclusively exhibition space or convention space or both combined, have been included in the Harmonized Master List of infrastructure sub-sectors.
