

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2223 #
ANSWERED ON 06.08.2026

STRENGTHENING TOURISM

2223# DR. SANDEEP KUMAR PATHAK:
SHRI ASHOKRAO SHANKARRAO CHAVAN:
DR. PARMAR JASHVANTSINH SALAMSINH:
SHRI LAHAR SINGH SIROYA:

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

- (a) the steps taken to strengthen the global competitiveness of India's tourism sector through digital platforms, destination branding and international marketing campaigns;
- (b) whether any digital ecosystem has been developed to integrate tourist services, destination information, bookings and grievance redressal through a unified platform; and, if so, the details thereof;
- (c) whether Government has formulated any strategy to promote niche tourism segments, including wedding tourism, wellness tourism, cruise tourism and rural tourism;
- (d) if so, the details thereof; and
- (e) the measures taken to improve international tourist arrivals, average tourist expenditure and the contribution of tourism to employment and economic growth during the last three years?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Ministry of Tourism promotes tourism destinations and experiences across the country through a range of promotional initiatives aimed at enhancing the global competitiveness of India's tourism sector. These initiatives are carried out in association with Indian Missions, State / Union Territories (UTs) and private stakeholders and include participation in international travel fairs and exhibitions, organising roadshows and Familiarization (FAM) tours, influencer programmes, supporting and organising tourism events, and digital and social media outreach.

The Ministry has developed the Incredible India Digital Platform (IIDP) as a unified digital platform providing destination information, multilingual content, curated itineraries and integration with booking services for flights, hotels, cabs, buses and ASI monument tickets through partner platforms across the country.

The Ministry has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE Tourism, Adventure Tourism, Medical & Wellness Tourism and Eco-tourism and circulated them to all State Governments and UT Administrations for implementation. The Ministry also promotes niche tourism segments, including wedding, wellness, cruise, coastal, rural and spiritual tourism, through its domestic and international promotional initiatives.

Further, the details of International Tourist Arrivals (ITAs) and Foreign Exchange Earnings (FEEs) for the last three years are as follows:

Year	ITAs	FEEs (in ₹ Crore)
2023	1,88,99,210	2,66,045
2024	2,05,68,622	2,93,033
2025	2,02,17,769	2,76,831

The estimated contribution of the tourism sector to the total employment (Direct and Indirect) for the last three years is as follows:

Year	Total Employment (in Crore)
2022-23	7.61
2023-24	8.46
2024-25	9.99
