

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 3025 #
ANSWERED ON 13.08.2026

PROMOTION OF INDIA AS A GLOBAL TOURIST DESTINATION

3025 # SHRI MAHENDRA BHATT:

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

- (a) the details of new strategy formulated to promote India as a global tourist destination through overseas publicity and digital campaigns as well as for attracting investment; and
- (b) the results achieved, so far?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): The Ministry of Tourism promotes tourism destinations and experiences across the country through a range of promotional initiatives to increase India's share of the global tourism market. These initiatives are carried out in association with Indian Missions, State / Union Territories (UTs) and industry stakeholders and include participation in international travel fairs and exhibitions, organising roadshows and Familiarization (FAM) tours, supporting and organising tourism events, food festivals, outdoor promotions etc.

The Ministry promotes India's diverse tourism destinations and experiences through the Incredible India Digital Platform (IIDP), offering virtual experiences across cultural, heritage, adventure, wellness, gastronomy, art & craft and rural tourism. It also undertakes regular promotion through its official social media platforms and collaborations with travel influencers, bloggers, YouTubers and photographers to enhance the global visibility of India's tourism offerings.

The Government has undertaken various measures to facilitate and attract investment in the tourism and hospitality sector, such as:

- i. Infrastructure status has been accorded under the Harmonized Master List to the following
 - Classified hotels of three-star category and above located outside cities with a population of more than one million;
 - Ropeways and cable cars;
 - Exhibition-cum-convention centres with minimum built-up floor area of 100,000 square metres of exclusively exhibition space or convention space or both combined.
- ii. Foreign Direct Investment (FDI): 100% FDI under the automatic route is permitted in tourism construction projects, including hotels, resorts and recreational facilities, subject to applicable conditions.
- iii. National Single Window System (NSWS): The NSWS, implemented by Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, facilitates ease

of doing business by providing a single platform for obtaining various approvals, licences and permits from concerned authorities.

iv. Industry Status: A majority of States/UTs have accorded industry status to the tourism and hospitality sector to facilitate and attract investments.
