

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.626
ANSWERED ON 23.07.2026

PROMOTION OF TOURISM

626 SHRI SUJEET KUMAR:

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

- (a) the measures undertaken to promote India as a tourism destination in domestic and international markets;
- (b) the steps being taken to promote niche tourism segments such as MICE tourism and wedding tourism;
- (c) the initiatives undertaken to strengthen tourist safety, promote digital tourism services and technology-enabled visitor facilitation, and improve ease of travel and affordability for domestic and international tourists;
- (d) the manner in which citizen-engagement platforms are contributing to tourism awareness; and
- (e) whether Government has assessed the impact of these initiatives on tourist footfall, visitor satisfaction and overall growth of the tourism sector and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism promotes diverse tourist destinations and experiences through various initiatives in domestic and international markets. The promotion is carried out through organizing and participating in travel events and exhibitions; providing assistance to State Governments for organizing fairs and festivals; inviting influencers, tour operators, journalists and opinion makers to visit the country under the Hospitality Programme of the Ministry; various outreach activities through website and social media; promotions in association with the State Governments and the overseas Indian Missions etc.

(b): To position India as a leading global MICE destination, the Ministry of Tourism has developed a National Strategy and Roadmap for the MICE industry and launched the "Meet in India" sub-brand in 2021 to position India as a global hub for conferences and exhibitions.

The Ministry also launched the campaign "India Says I Do" in 2023 to promote India as a premier wedding destination globally. The campaign aims to showcase the diverse, rich and culturally vibrant venues India offers for weddings.

The Ministry in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI), organised “Wed in India” expo (2024) and “Meet in India” conclave (2025), on the sidelines of Great Indian Travel Bazaar (GITB) at Jaipur.

Further, the Ministry formulated Model Guidelines in 2024 for establishing City MICE Promotion Bureaus (CMPBs) as single-window facilitation agencies for MICE events and circulated them to States/UTs for adoption. A digital MICE Catalogue highlighting MICE infrastructure at major destinations was also prepared in 2025.

(c) and (d): The safety and security of tourists is essentially a State subject. However, the Ministry of Tourism continuously takes up the matter with all the State Governments and Union Territory (UT) Administrations for setting up of dedicated Tourism Police to strengthen on-ground safety mechanism for tourists.

To improve ease of travel, the Government has liberalised and simplified the visa regime through the e-Visa facility, which is currently available under nine sub-categories for nationals of 174 countries. The Ministry also provides a 24x7 Multi-lingual Tourist Helpline and has also introduced the Incredible India Tourist Facilitator Certification (IITFC) Programme to create a pool of professionally trained tourist facilitators and guides. Further, the Ministry is working with the Ministry of Civil Aviation to improve connectivity to tourist destinations under the Regional Connectivity Scheme (RCS-UDAN), under which 53 tourism routes have been identified.

To promote digital tourism services and technology-enabled visitor facilitation the Ministry of Tourism launched the Incredible India Digital Platform (IIDP) comprising the website and mobile application, which serves as a one-stop digital interface for domestic and international travellers. The IIDP is available in multiple languages and offers curated travel content, essential information, and seamless booking of flights, hotels, cabs, buses, and ASI monument tickets through partnerships with Online Travel Agents (OTAs) and other stakeholders.

Further, the Ministry of Tourism regularly promotes awareness of the country's tourist destinations through its digital and social media platforms and by organising tourism promotion events. The Ministry also collaborates with MyGov platform to engage with citizens through webinars, quiz competition, pledge, seminars etc.

(e): The Ministry of Tourism has not instituted any specific study to assess the impact of these initiatives on tourist footfall, visitor satisfaction and overall growth of the tourism sector. However, the growth in number of Domestic Tourist Visits (DTV) and Foreign Tourist Visits (FTV) during 2021 – 25 is as below:

Year	Domestic Tourist Visits (DTV)	Foreign Tourist Visits (FTV)
2021	677632981	1054642
2022	1731013539	8587562
2023	2508817710	19241212
2024	2945259368	20822819
2025	4287080344	25272774

Source: State/UTs Tourism Department
