

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.331
ANSWERED ON 18.12.2017**

EMPLOYMENT THROUGH TOURISM

331. DR. SHASHI THAROOR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has announced to create 100 million jobs through tourism and attract 40 million foreign tourists annually in the next five years;**
- (b) if so, the details thereof along with the action plan chalked out by the Government to ensure the realization of these goals; and**
- (c) the detailed measures taken/being taken by the Government to ensure that the inflow of tourists do not reduce owing to the fear caused by incidents of attacks on tourists reported in various parts of the country in the recent past?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K. J. ALPHONS)

(a): Being a highly labour intensive activity, the tourism sector is an important source of employment in the country. Recognizing the potential of tourism sector in economic growth as well as in job creation, the Ministry of Tourism facilitates creation of skilled/semi-skilled manpower to service the tourism industry and in turn provide employment to a wide spectrum of job seekers from the unskilled to the specialized. The Ministry of Tourism aims at creating world class infrastructure facilities at airports, railway stations, tourist destinations, World Heritage Sites and Archaeological Survey of India (ASI) protected monuments to attract more number of tourists.

(b) and (c): Ministry of Tourism has taken various effective measures to create jobs, attract more tourists and ensure safety and security, which inter-alia, include the following:

- i) Launching the Swadesh Darshan Scheme for integrated development of theme based tourist circuits.**
- ii) Launching the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) to beautify and improve amenities and infrastructure at pilgrimage sites.**
- iii) Promoting India as a holistic tourism destination in the domestic and international markets.**
- iv) Launching e-Visa for citizens of 163 countries.**
- v) Developing and promoting 'Niche Tourism' products.**
- vi) Generating sufficient manpower to meet the requirements of the tourism and hospitality industry.**
- vii) Launching 24x7 toll free Multi-Lingual Tourist Helpline.**
- viii) Providing Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for fairs, festivals and tourism related events.**
- ix) Launch the Code of Conduct for adoption by the Indian Travel and Tourism Industry for Safe and Honourable Tourism.**
- x) Issue of advisories from time to time to various State Governments and UT Administrations to ensure safety & security of tourists.**

In addition, some State Governments/UT Administrations have deployed Tourist Police for the safety of tourists.
