

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†3056  
ANSWERED ON 06.08.2018**

**PROMOTION OF TOURISM IN MAHARASHTRA**

**†3056.PROF. RAVINDRA VISHWANATH GAIKWAD:**

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

- (a) whether new tourism policy has been formulated to promote tourism; and**
- (b) if so, the details thereof along with the steps taken to promote tourism in Maharashtra?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) and (b): A new draft National Tourism Policy has been formulated incorporating suggestions received from stakeholders, State Governments and Union Territory administrations, eminent personalities in the field of tourism and general public. The draft Policy is currently being reviewed in the Ministry of Tourism prior to seeking Cabinet approval on the same.**

**Some of the salient features of the new draft National Tourism Policy include:**

- Focus of the Policy on employment generation and community participation in tourism development.**
- Stress on development of tourism in a sustainable and responsible manner.**
- An all-encompassing Policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.**

- **The Policy enshrines the vision of developing and positioning India as a “MUST EXPERIENCE” and “Transformational” Destination for global travellers, whilst encouraging Indians to explore their own country.**
- **Development and promotion of varied tourism products including the rich Culture and Heritage of the country, as well as niche products such as Medical & Wellness, Meetings, Incentives, Conferences and Exhibitions (MICE), Adventure, Wildlife, etc.**
- **Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.**
- **Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation.**
- **Creating an enabling environment for investment in tourism and tourism-related infrastructure.**
- **Emphasis on technology enabled development in tourism.**
- **Focus on domestic tourism as a major driver of tourism growth.**
- **Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.**
- **Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with important/flagship schemes of the Government of India.**

**The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, annually releases domestic and international print, electronic and online media campaigns under the ‘Incredible India’ brand-line, to promote various tourism destinations and products in the different States and Union Territories of the country including Maharashtra. Promotions are also undertaken through the Website and Social Media accounts of the Ministry. In addition, the Indiatourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the country.**

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