

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†738
ANSWERED ON 12.12.2022**

EXPANSION OF TOURISM

**†738. SHRI KRUPAL BALAJI TUMANE:
SHRIMATI BHAVANA PUNDALIKRAO GAWALI:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering to expand tourism in other sectors so as to promote the tourism industry in the country;**
- (b) the necessary steps taken by the Government to promote tourism industry in the country;**
- (c) whether the Government has taken or proposes to take any initiative or prepare any special curriculum for the guides to promote tourism in the country;**
- (d) if so, the details thereof;**
- (e) the steps taken/being taken by the Government for security of foreign tourists and promotion of tourism in the country; and**
- (f) the efforts being made by the Government for development/identification of new tourist places in the country?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (f): Identification, development and promotion of tourist places is primarily the responsibility of the State Governments/Union Territory Administrations. However, the Ministry of Tourism promotes the tourism destinations of the country, in a holistic manner. The promotions are carried out under the schemes of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity including Market Development Assistance” (OPMD) in the

domestic and important global markets. Thematic tourism like wellness tourism, tea tourism, culinary tourism, rural, eco-tourism, etc. amongst other niche subjects are vigorously promoted as to expand the scope of tourism into other sectors as well. Digital promotions are also carried out to highlight different themes through the website– www.incredibleindia.org as well as the social media accounts of the Ministry. Besides the above, as part of the promotions, Ministry of Tourism also provides financial assistance to the States/UTs/Central Agencies under its schemes of ‘Swadesh Darshan’, ‘National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)’ and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ for the development of tourism related infrastructure to realise the full potential of tourist places in the country.

The Ministry of Tourism has launched the ‘Dekho Apna Desh’ initiative, which is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism Offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions, road shows to keep connected with the stakeholders and to encourage citizens to travel within the country.

The Ministry of Tourism has revised the guidelines for the Scheme of Market Development Assistance (MDA) for promotion of domestic tourism to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders. As per the revised MDA guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Tourism Departments of State Governments/UT Administrations are now also eligible for obtaining financial support under the scheme. Additional promotional activities have been incorporated including online promotions for the States of North-East India including the UTs of Jammu & Kashmir and Ladakh. The extent of financial assistance permissible under the MDA scheme has also been enhanced.

The Ministry of Tourism is running Pan-India Incredible India Tourist Facilitator (IITF) Certification Program, which is a digital initiative that aims at creating an Online learning platform with the

objective of creating a pool of well trained and professional Tourist Facilitators/Guides across the country. The system provides basic, advanced IITG (heritage and adventure), spoken language and refresher courses for candidates. The candidates can pursue these online courses from anywhere and at any time and at their own pace. So far, Incredible India Tourism Facilitator Basic Course online exam has been conducted for three times, wherein, a total 3795 candidates have completed the IITF Basic exam. IITG (Heritage) course has been launched by IITTM on IITF portal and is open for registration.

Security of tourists is essentially a State Government subject. However, Ministry of Tourism has taken several measures to ensure the safety and security of tourists which are:

- i. The Ministry of Tourism has taken up the matter with all State Governments/Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments /UT Administrations of Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police in one form or the other.**
- ii. Ministry of Tourism through Indian Institute of Tourism & Travel Management (IITTM) got a study conducted naming “Functioning of Tourist Police in States/UTs & Documentation of Best Practices”, to understand the requirement of tourist police and sensitizing the tourist police towards the needs of the tourists, which was sent to all the States/UTs. A training module, as given by IITTM for imparting training was also forwarded to Ministry of Home Affairs, which was further circulated to the Chief Secretaries of all State Governments/UT Administrations.**
- iii. Ministry of Tourism highlighted the issue of safety & security of the foreign as well as domestic tourists with the Ministry of Home Affairs. As desired by Ministry of Home Affairs, Ministry of Tourism forwarded a list of 25 tourist sites which could be taken as pilot project for formation of a separate police unit in the States/UTs.**

- iv. To develop a comprehensive framework, Bureau of Police Research and Development (BPR&D) commissioned a study on Tourist Police Scheme and formulated a very comprehensive report. With the objective of implementation of Uniform Tourist Police across all the States/ UTs to create a safer ecosystem for the tourists, Ministry of Tourism in collaboration with the Ministry of Home Affairs and BPR&D organized a National Conference on Tourist Police Scheme of Director Generals (DGs)/Inspector Generals (IGs) of Police Department of all the States/ UTs on 19.10.2022 in New Delhi.**
- v. The Ministry of Tourism has set up a 24x7 Multi-Lingual Tourist Info-Helpline on the toll free number 1800111363 or on a short code 1363 in 12 Languages including 10 international languages (German, French, Spanish, Italian, Portuguese, Russian, Chinese, Japanese, Korean, Arabic), Hindi English for domestic and foreign tourists to provide support service in term of information relating to Travel in India and to offer appropriate guidance to tourists in distress while travelling in India.**
- vi. The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic right like dignity, safety and freedom from exploitation of both tourists and local residents in particular, women and children.**
