

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1911
ANSWERED ON 13.03.2023**

NEW NATIONAL TOURISM POLICY

1911. SHRI MANNE SRINIVAS REDDY:

SHRI KOMATI REDDY VENKAT REDDY:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has implemented the new National Tourism Policy after situational analysis including the impact of COVID-19 and taking into account future projections for the tourism sector with a vision for India@100 and also propose for Visit India Year 2023; and**
- (b) if so, the details thereof and progress made till now?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (b): Ministry of Tourism has drafted a new National Tourism Policy after situational analysis including the impact of COVID-19 and taking into account future projections for the tourism sector with a vision for India@100. The key strategic objectives of the draft policy are:

- i. To enhance the contribution of tourism in Indian economy by increasing the visitation, stay and spend and making India a year-round tourist destination,**
- ii. To create jobs and entrepreneurial opportunities in tourism sector and ensure supply of skilled work force,**

- iii. To enhance the competitiveness of tourism sector and attract private sector investment,**
- iv. To preserve and enhance the cultural and natural resources of the country,**
- v. To ensure sustainable, responsible and inclusive development of tourism in the country.**

The draft National Tourism Policy was circulated for inter-ministerial consultation. The draft National Tourism Policy is at a consultation stage after consideration and incorporation of the feedback/ comments received from the relevant stakeholders.

Visit India Year 2023 Social Media Campaign was launched in January, 2023. Creative content on various Indian destination and Indian tourism experience is being propagated through Ministry of Tourism's Social Media Handle. Visit India Year 2023 branding is figuring in Ministry's entire Campaign activities in International Tourism Fairs.
