

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.5194
ANSWERED ON 03.04.2023**

RE-ESTABLISHMENT OF INDIA AS TOURIST PARADISE

5194. DR. PRITAM GOPINATHRAO MUNDE:

SHRI RAHUL RAMESH SHEWALE:

SHRI CHANDRA SEKHAR SAHU:

Will the Minister of TOURISM be pleased to state:

- (a) whether there has been a lot of praise for India as a tourist destination, however, poor form of sanitation, safety and transportation related issues are dragging down Indian tourism's reputation;**
- (b) if so, the response of Government thereon;**
- (c) whether there is a need to promote India's diversity and rich heritage to re-establish its position as a tourist paradise;**
- (d) if so, the steps taken so far by the Government and success achieved so far;**
- (e) whether lack of safety in India is among the most important reasons foreign tourists avoid visiting it;**
- (f) if so, the directions issued by the Government in this regard;**
- (g) whether there is a need for promotion and balanced development of national heritage projects with cultural, historical and tourism value to leverage the unique advantages of Indian culture; and**
- (h) if so, the steps taken by the Government to use tourism to preserve the country's heritage?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a)&(e): There has been a lot of praise for India as a tourist destination. India's share in world's International Tourist Arrivals

(ITAs) has increased to 1.54% in 2021 (Provisional) which was 0.64% during 2013.

(b) & (f): Considering the importance of cleanliness & hygiene, Ministry of Tourism has been implementing the Swachhta Action Plan (SAP) activities through Indian Institute of Tourism and Travel Management (IITTM), Gwalior, Central Institute of Hotel Managements (CIHMs), State Institute of Hotel Managements (SIHMs) and Food Craft Institutes (FCIs) across the country.

In addition to above, Tourism Awareness/Sensitization programmes for existing service providers are also conducted under Capacity Building for Service Providers Scheme. Each course is of 2 days to 6 days duration. The primary objective of the programme is to eventually achieve an improved service ambience and experience for the tourist and to further the Swachh Bharat Abhiyan.

Safety & Security of tourists is essentially a State Government subject. However, Ministry of Tourism has taken various measures to address issues relating to safety & security of tourists visiting India as detailed below:

- i. 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. 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 and have also formulated a five days training programme for the tourist police of States/UTs. The report and training programme have also been shared with the Ministry of Home Affairs, Ministry of Tourism and all the States/UTs. Accordingly, Ministry of Tourism in collaboration with the Ministry of Home Affairs and BPR&D organized a National Conference on Tourist Police Scheme with the Director Generals (DGs)/Inspector Generals (IGs) of Police Department of all the States/UTs on 19.10.2022 in New Delhi.**
- iv. 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 and 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.**
- v. 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.**

Ministry of Tourism (MoT) is working in coordination with Ministry of Road Transport & Highways (MoRTH) to improve the road connectivity and wayside amenities to the important tourist destinations.

(c), (d), (g) & (h): The Ministry of Tourism provides Financial Assistance to State Governments/Union Territory Administrations/Central Agencies for development of tourism infrastructure in the country, under its ongoing schemes of 'Swadesh Darshan',

‘Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive’ (PRASHAD) and ‘Assistance to Central Agencies’.

In addition, Ministry also promotes India in a holistic manner through various initiatives under its Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP)”. As part of its on-going activities; it regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the “Incredible India” brand-line, to promote various tourism destinations and products of the country including India’s rich diversity and national heritage projects with cultural, historical and tourism value with the objective of increasing foreign tourist arrivals to the Country.

In addition, the ‘Utsav Portal’, a digital initiative of the Ministry, aims to showcase all the events, festivals and live darshans across India to promote different regions of the country as popular tourist destinations worldwide. This portal showcases month-wise and State wise calendar contents on festivals, events and online pooja/aarti including events and festivals of each State.
