

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1671
ANSWERED ON 31.07.2023**

PROMOTION OF FOREIGN INVESTMENT IN TOURISM SECTOR

1671. SHRI B.B. PATIL:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the national policy to promote tourism in the country;**
- (b) the measures taken to increase the public participation in tourism sector; and**
- (c) the measures taken to promote foreign investment in tourism sector?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Ministry of Tourism has drafted a National Tourism Policy incorporating suggestions received from Central Ministries, State Governments/UT Administrations and Industry Stakeholders. The key strategic objectives of the 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.**

(b): The following measures have been taken by Ministry of Tourism to increase the public participation in tourism sector :-

- 1. Ministry of Tourism, Government of India has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased**

manner. The project aims to encourage companies from public sector, private sector, trusts, NGOs, individuals, and other stakeholders to become 'Monument Mitras' and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR and other funds.

2. In order to deliberate, ideate and devise strategies for promoting "Tourism in Mission Mode" and in line with the Government decision, the Ministry of Tourism organized a 2 days Chintan Shivir – on the theme of 'Tourism in Mission Mode: Convergence and Public Private Partnership', on 28-29 March, 2023 at New Delhi.
3. The Ministry of Tourism has instituted a steering committee for increasing investments and public private participation in tourism and hospitality sector. The committee has representation from key line Ministries, industry associations (CII, FICCI, HAI, HHAI) and Invest India.
4. The guidelines for Swadesh Darshan2.0 envisage encouraging the States for opportunities for Private-Sector and Public-Private Partnerships.
5. PRASHAD Scheme provides for PPP mode in only operation and maintenance of the facilities created/to be created under the project.
6. Ministry of Tourism has launched the Travel for LiFE Initiative. Travel for LiFE aims to promote sustainable tourism in the country, through mindful and deliberate actions mobilized toward tourists and tourism businesses in the consumption of tourism resources.
7. Ministry of Tourism is organizing webinars under Dekho Apna Desh initiative to create awareness among the citizens about the rich heritage and culture of the country, generate a sense of national pride and belongingness among the citizens, and encourage the citizen to travel widely within the country, enhanced tourist footfalls, development of local economy and creation of job at local level.
8. The Ministry through its regional offices has also organized quiz programmes, essay writing and poster making competitions at YUVA Tourism Clubs, IHMs, IITTs, Schools to create awareness about history, heritage, tourism products and destinations in the country among the students.

(c): In order to attract foreign investment in the tourism sector, 100% Foreign Direct Investment (FDI) is allowed under the automatic route in the tourism and hospitality industry in India, subject to applicable regulations and laws. 100% FDI is allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.
