

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*175
ANSWERED ON 14.03.2022**

DIGITISATION OF TOURISM SECTOR

***175.SHRI PRATHAP SIMHA:
SHRI L.S. TEJASVI SURYA:**

Will the Minister of TOURISM be pleased to state:

- (a) the measures taken by the Government to enable digitisation in the tourism sector;**
- (b) whether the Government has taken measures to leverage the technologies of virtual reality for virtual tours of popular Indian destinations;**
- (c) whether the Government expects normalcy in the tourism sector anytime soon and if so, the timeline for allowing international travellers and restoration of travel visa; and**
- (d) whether the Government has taken measures to increase inbound travel in the country and if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): A Statement is laid on the table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. *175 ANSWERED ON 14.03.2022 REGARDING DIGITISATION OF TOURISM SECTOR

(a) & (b): The following measures have been taken by the government to enable digitisation in the tourism sector:

- (i) Multilingual Incredible India Website & Mobile App to provide information about India as a tourist destination. The website also has destinations with 360 Degree Virtual Tours.**
- (ii) Classification of Accommodation Units and Recognition of Travel Trade Service Providers have been digitised by the Ministry.**
- (iii) Incredible India Tourist Facilitator (IITF) Certification Programme for Online learning.**
- (iv) E-Marketplace for Incredible India Tourist Facilitators/ Incredible India Tourist Guides.**
- (v) National Integrated Database of Hospitality Industry (NIDHI) as a common repository of data from Hospitality Industry and other Tourism Service Providers.**
- (vi) Further, Ministry of Tourism is working on setting up of National Digital Tourism Mission. This mission envisages to achieve the objective of harnessing the full potential of digitisation in tourism sector by facilitating exchange of information and services in tourism sector spreading across national and state tourism organizations, tourism service providers, tourism destinations, products, experiences and tourists.**

(c): The e-Tourist Visa/Tourist Visa has been fully restored for all individual foreign nationals intending to visit India for tourism purposes w.e.f. 15th November, 2021.

The Ministry of Civil Aviation, Govt. of India has announced to resume scheduled commercial international passenger services to/from India from March 27, 2022, i.e. start of the summer schedule 2022.

(d): The following measures have been taken to increase inbound travel in the country:

- (i) Government of India has announced free visa fee to the first 500,000 international tourists to increase inbound travel.**
- (ii) Ministry of Tourism, through its 8 India Tourism Offices Overseas promotes India as a preferred tourism destination to increase inbound travel.**
- (iii) Further, Ministry of External Affairs has designated Tourism Officers in the Indian Missions of top 20 source markets.**
- (iv) Ministry of Tourism is preparing country specific plans in partnership with Indian Missions for promotion of inbound travel.**
- (v) Ministry of Tourism releases global online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote inbound travel.**
- (vi) Digital promotions are also regularly undertaken through the Social Media platforms.**
- (vii) Ministry of Tourism has launched a 24×7 toll free infoline in 12 languages to assist inbound travellers.**
