

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. †140  
ANSWERED ON 18.07.2022**

**PROMOTION OF FOREIGN INVESTMENT IN TOURISM SECTOR**

**†140. SHRI GUMAN SINGH DAMOR:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the details of 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. The Ministry of Tourism has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and States/UTs Government 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.**
- 2. The guidelines for Swadesh Darshan 2.0 envisage encouraging the States for opportunities for Private-Sector and Public-Private Partnerships.**
- 3. PRASHAD Scheme provides for PPP mode in only operation and maintenance of the facilities created/to be created under the project.**
- 4. Ministry of Tourism intends to celebrate this year at India@75 by launching the campaign focusing on “YUVA Tourism Club” with the strategic objective of creating interest, awareness and a sense of responsibility towards our country’s natural and cultural heritage/tourism amongst children and youth.**
- 5. 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 citizens to travel widely within the country, enhanced tourist footfalls, development of local economy and creation of job at local level.**
- 6. With the objective of creating interest and awareness amongst general public on various tourist destinations of the country and to encourage them to visit different destinations, Ministry of Tourism carried out Ek Bharat Shrestha Bharat (EBSB) Quiz contest on the *MyGov* platform.**
- 7. To mark and celebrate 75 years on India’s Independence, the Ministry and its field offices are organising a number of events like Heritage Walks, Quiz Programmes, Book**

**Reading Sessions, Webinars, Photo Exhibitions to celebrate Azadi Ka Amrit Mahotsav.**

- 8. The Ministry through its regional offices has organised quiz programmes, essay writing and poster making competitions at IHMs, IITMs, Schools to create awareness about history, heritage, tourism products and destinations in the country among the students.**
- 9. Ministry of Tourism has organized online photography and videography contest on its social media handles.**

**(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.**

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