

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3514
ANSWERED ON 08.08.2022**

ROADMAP FOR ADVENTURE TOURISM

3514.SHRI BHARTRUHARI MAHTAB:

Will the Minister of TOURISM be pleased to state:

- (a) whether as per a recent study the Indian tourism sector accounts for 31.8 million jobs, which is 7.3 per cent of the total employment in the country and by 2029, it is expected to account for about 53 million jobs opportunities;**
- (b) if so, the details thereof;**
- (c) whether the Government proposes to develop a Roadmap for Adventure Tourism to promote a structured and sustainable development;**
- (d) if so, the details thereof along with the necessary steps taken/proposed to be taken for development of world-class adventure activity infrastructure to promote tourism in the country;**
- (e) whether the Government proposes to allocate more funds for developing “high-end” tourism to bring in wealthier visitors, besides focusing on making India the leading country for hosting business events to revive the tourism sector; and**
- (f) if so, the details thereof along with the necessary steps taken by the Government in this regard?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a)&(b): Based on latest data available with Ministry of Tourism, tourism sector accounted for 79.86 million jobs which is 15.34 percent of the total employment in the country in 2019-20.

(c)&(d): To position India as a preferred destination for adventure tourism globally, Ministry of Tourism has formulated a National Strategy for Adventure Tourism. Following strategic pillars have been identified in the strategy document for development of adventure tourism:

- (i) State assessment, ranking and strategy**
- (ii) Skills, capacity building and certification**
- (iii) Marketing and promotion**
- (iv) Strengthening adventure tourism safety management framework**
- (v) National and State-level rescue and communication grid**
- (vi) Destination and Product Development**
- (vii) Governance and Institutional Framework**

The Ministry of Tourism had introduced Tourism Adventure courses under the scheme of 'Capacity Building for Services providers' in the FY 2018-19. The programme is being conducted by IITTM through Indian Institute of Skiing & Mountaineering (IIS&M), Gulmarg. Three courses i.e. Parasailing, Trekking and Hot Air Ballooning are covered under this initiative.

This Ministry had also assigned target for conducting 15-day duration training programme for Adventure Travel Escort (ATE) through Indian Mountaineering Foundation (IMF) to promote regional based specially structured adventure skill development courses. The target group of this programme would be minimum 10th class pass candidate who should be able to read, write and communicate well in English or Hindi.

(e)&(f): Ministry of Tourism has formulated a National Strategy and Roadmap for MICE Industry. To promote the growth of MICE industry in the country and India as a MICE destination, the following strategic interventions have been identified in the strategy document:

- (i) Institutional support for MICE**
- (ii) Developing Eco-system for MICE**
- (iii) Enhance competitiveness of Indian MICE industry**
- (iv) Enhance ease of doing business for MICE events**
- (v) Marketing India as a MICE destination**

(vi) Skill development for MICE industry

The Ministry of Tourism has also developed guidelines for extending financial support under Market Development Assistance(MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/Conventions, thereby bringing more MICE business to the country. Under the scheme, associations/societies are given financial support on winning the bid or obtaining second and third positions in the bidding process, subject to the terms and conditions.
