

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2120  
ANSWERED ON 09.12.2024**

**NATIONAL TOURISM POLICY**

**2120. SHRI THARANIVENTHAN M S:**

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

- (a) whether the Government has finalized and implemented the National Tourism Policy (NTP) to boost the tourism sector in the country;**
- (b) if so, the details of the key objectives of the National Tourism Policy, and the manner in which they align with the Government's vision for economic growth & job creation in the tourism sector;**
- (c) the details of the steps that have been taken by the Government to promote sustainable tourism, particularly in ecologically sensitive & heritage-rich areas, under National Tourism Policy;**
- (d) the manner in which the Government is ensuring the involvement of State Governments & local stakeholders in the implementation of the National Tourism Policy, particularly in promoting regional tourism & improving infrastructure;**
- (e) whether the Government has assessed the impact of the National Tourism Policy on tourist arrivals & revenue generation, especially after pandemic, if so, the details thereof; and**
- (f) the details of the measures that are being taken to improve the safety, security and quality of services for tourists, both domestic and international, under the National Tourism Policy?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) to (f): The Ministry of Tourism has prepared a draft of the National Tourism Policy incorporating suggestions received from Central Ministries, State Governments/UT Administrations and**

**Industry Stakeholders. The draft focuses on the following key objectives:**

- (i) Enhancing the contribution of tourism to the Indian economy by increasing visitation, length of stay, and visitor spending, and establishing India as a year-round tourist destination.**
- (ii) Creating jobs and entrepreneurial opportunities in the tourism sector while ensuring a skilled workforce supply.**
- (iii) Enhancing the competitiveness of the tourism sector and attracting private sector investment.**
- (iv) Preserving and enhancing the country's cultural and natural resources.**
- (v) Ensuring sustainable, responsible, and inclusive development of tourism across the country.**

**Ministry of Tourism has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourist-centric approach. The central financial assistance is being extended according to guidelines and based on proposals/detailed project reports received from the States and UT Governments.**

**Additionally, the Ministry has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE, Adventure Tourism and Eco-Tourism for focused promotion and development of these areas.**

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