

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1146
ANSWERED ON 10.02.2025**

AI IN TOURISM SECTOR

1146. SHRI P P CHAUDHARY:

Will the Minister of TOURISM be pleased to state:

- (a) whether smart tourism initiatives using Artificial Intelligence (AI) have been launched by the Government to enhance visitor experience at major tourist destinations, such as virtual guides, crowd prediction apps and multilingual chatbots, if so, the details thereof;**
- (b) whether the revamped Incredible India Digital Portal offers AI-powered personalized experiences for religious and cultural tourism in Rajasthan, particularly highlighting lesser-known destinations in Pali district, if so, the user engagement achieved thereof;**
- (c) whether any partnerships have been formed with tech startups and local innovators to develop uniquely Indian AI solutions for tourism, if so, the success stories and innovations thereof; and**
- (d) whether any AI-powered pilot projects have shown promising results in improving tourist satisfaction and local economic benefits and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development of Tourism is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTA's). However, the Ministry of Tourism complements these efforts by providing financial assistance to the SGs/UTA's under its various infrastructure schemes. The Ministry is further encouraging the SGs to include soft components involving the use of technology to enhance visitor experience at major tourist destinations in the project proposals formulated by them for sanctioning under such schemes.

The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions of the country including Rajasthan. The Incredible India Digital Platform (IIDP) personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services. The portal has also partnered with several OTAs (Online Travel Agents) and Stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.
