

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1758**  
ANSWERED ON 09.03.2021

**EMPLOYMENT GENERATION THROUGH TOURISM**

1758. SHRI RAJMANI PATEL:

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

- (a) the steps taken by Government to generate employment through tourism sector in the country in last two years;
- (b) achievements made so far in this regard; and
- (c) whether Government is planning to open more tourist spots in the country in near future in order to attract tourist and generate employment?

**ANSWER**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)

(a) and (b): Ministry of Tourism has taken several steps over the years to give boost to the tourism sector in the country and in turn generate employment opportunities as per details given below:

- i. Launched the Swadesh Darshan Scheme with a vision to develop theme based tourist circuits. A total of 76 projects have been sanctioned under the scheme as on date.
- ii. Launched the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme for holistic development of identified pilgrimage destinations. A total of 36 projects have been sanctioned under the scheme as on date.
- iii. Identified 19 Iconic Sites in the country for development by seeking convergence with other Central Ministries/Departments/ State Governments /Urban Local Bodies.
- iv. Launched the Adopt a Heritage Project for development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites. A total of 27 MoUs have been signed as part of this project.
- v. Launched 24x7 toll free Multi-Lingual Tourist Helpline.
- vi. Promoting India as a holistic tourism destination including its various tourism sites and products through Incredible India 2.0 Campaign.
- vii. Providing facility of e-Visa for 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa for nationals of 171 countries.
- viii. E-Visa has been further liberalized and the visa fee has been substantially reduced.
- ix. Launched Incredible India Tourist Facilitator Programme, a Pan-India digital initiative to provide basic, advanced, spoken foreign language and refresher courses for creating a pool of trained and certified tourist facilitators which would help in creating employment opportunities at the local level. A total number of 6694 candidates had registered as on 08.02.2021 for the programme.

- x. Conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and up-grade manpower to create employable capacity in the tourism sector both in urban as well as rural areas.
- xi. New mountain peaks have been opened for Mountaineering/Trekking to give boost to adventure tourism in the country.
- xii. Lowering of GST on hotels rooms with tariffs of ₹1,001 to ₹7,500/night to 12%; those above ₹7,501 to 18% to increase India’s competitiveness as a tourism destination.
- xiii. Launched Dekho Apna Desh initiative with the objective of creating awareness among the citizens about the rich heritage and culture of the country and encourage citizens to travel within the country.
- xiv. On the recommendation of the Ministry of Tourism, 46 tourism routes have been awarded to the identified airlines by Ministry of Civil Aviation under the RCS UDAN3 Scheme. 21 of these routes have been operationalized till date.
- xv. Launched National Integrated Database of Hospitality Industry (NIDHI) Portal to create a comprehensive national database of accommodation units in the country to be used for promotion and development of tourism.
- xvi. System for Assessment, Awareness and Training for Hospitality Industry (SAATHI) launched in association with the Quality Council of India, to sensitize the industry on the COVID regulations of the government and instil confidence amongst the staff and guests that the hospitality unit has exhibited intent towards ensuring safety and hygiene at the workplace.
- xvii. Market Development Assistance (MDA) Guidelines for promotion of India as a tourism destination in the overseas markets and Market Development Assistance (MDA) Guidelines for promotion of domestic tourism have been revised to increase the scope and reach of these guidelines to benefit larger number of tourism stakeholders.

As per estimation in accordance with 3rd Tourism Satellite Account (TSA) for 2017-18 and 2018-19, the contribution of tourism for both direct and indirect jobs in the country is given below:

	<b>2017-18</b>	<b>2018-19</b>
Direct + Indirect jobs due to tourism (in million)	80.54	88.72

*Note: The above estimates have been updated using NAS 2020.*

(c): Identification and opening of new tourist spots is the responsibility of the State Governments/Union Territory Administrations. However, Ministry of Tourism promotes all tourist spots in the country including lesser known destinations through its media campaigns, websites, road shows, social media promotions and Dekho Apna Desh initiative to attract more tourists and generate employment.

\*\*\*\*\*