

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.616
ANSWERED ON 21.07.2022

NEW SCHEME TO PROMOTE TOURISM

616. DR. SONAL MANSINGH:

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

- (a) whether Government has prepared any new scheme to promote tourism;
- (b) whether Government has taken any steps to create jobs under the tourism sector; and
- (c) if so, the plans made to achieve this goal, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism promotes tourism through its ongoing schemes of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including Market Development Assistance” (OPMD), in the domestic and overseas market. Besides, the Ministry, through its Schemes of “Swadesh Darshan” and “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive”- PRASHAD provides financial assistance to State Governments/Union Territory (UT) Administrations, in consultation with them for the development of tourism infrastructure, which contributes to the creation of jobs in the tourism sector.

Besides, the Ministry has taken several other steps to boost the tourism sector which creates jobs in the sector as per details given below:-

- i. Launched the Adopt a Heritage Project for development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites.
- ii. 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 156 countries.
- iii. 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.
- iv. 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.
