

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**RAJYA SABHA
UNSTARRED QUESTION NO.302#
ANSWERED ON 08.12.2022**

EXPANSION OF TOURISM INFRASTRUCTURE IN THE COUNTRY

302# DR. KALPANA SAINI:

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

- (a) the plan being formulated by Government for the expansion of the tourism infrastructure in the country; and
- (b) the latest plan of action for eco and wildlife tourism, MICE tourism, sustainable tourism, cruise tourism, golf tourism, polo tourism and medical tourism in Uttarakhand?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Ministry of Tourism has provided financial assistance to State Governments/Union Territory Administrations/Central Agencies including the State of Uttarakhand under the 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' Schemes for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to visitors. The Ministry of Tourism has now revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.

(b): Ministry of Tourism has identified Eco-Tourism, MICE Tourism, Sustainable Tourism, Cruise Tourism, Golf Tourism, Polo Tourism and Medical Tourism as Niche Tourism products for their promotion and development in a holistic manner, including Uttarakhand. Details of the above are given below:

- (i) To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:
 - a. State Assessment and Ranking
 - b. State Strategy for Eco Tourism
 - c. IEC, Capacity Building and Certification
 - d. Marketing and Promotion
 - e. Destination and Product Development

- f. Public Private and Community Partnerships
 - g. Governance and Institutional Framework
- (ii) 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:
- a. Institutional support for MICE
 - b. Developing Eco-system for MICE
 - c. Enhance competitiveness of Indian MICE industry
 - d. Enhance ease of doing business for MICE events
 - e. Marketing India as a MICE destination
 - f. Skill development for MICE industry

Also for promoting Meetings, Incentives, Conferences, Exhibition (MICE), the Ministry of Tourism has requested all Central Ministries/ Departments, Industry Stakeholders and all State Governments/ UT Administrations to organise meetings and conferences at every possible location. They have also been informed to identify and promote off-season destinations (w.e.f. April to September).

- (iii) To position India as a preferred global destination for sustainable and responsible tourism. Ministry of Tourism has formulated National Strategy for Sustainable Tourism. Following strategic pillars have been identified for the development of sustainable tourism in the strategy document: -
- a. Promoting Environmental Sustainability
 - b. Protecting Biodiversity
 - c. Promoting Economic Sustainability
 - d. Promoting Socio-Cultural Sustainability
 - e. Scheme for Certification of Sustainable Tourism
 - f. IEC and Capacity Building
 - g. Governance

The Ministry has signed a Memorandum of Understanding (MoU) with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on 27th September 2021. The purpose of the MoU is to undertake measures to actively promote and support 'sustainability initiatives' in the tourism sector of each other and work in a collaborative manner wherever possible.

- (iv) Regular interactions are held with the stakeholders and respective State Governments/ UT Administrations for development and promotion of Cruise Tourism. Ministry of Tourism has constituted a Task Force on Cruise Tourism with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman.

- (v) Ministry of Tourism has formulated guidelines for sponsoring events having potential for promotion of Golf Tourism to and / or within India. As a part of action plan Golf events shall be conducted and Ministry shall be sponsoring Golf related events, both domestic and international.
- (vi) Ministry of Tourism has formulated guidelines for providing support to promote polo as a Niche Tourism product.
- (vii) In order to boost Medical Tourism in the country, Ministry of Tourism has formulated a National Strategy and Roadmap for Medical and Wellness Tourism. The Strategy has identified the following key pillars:
 - a. Develop a brand for India as a wellness destination
 - b. Strengthen the ecosystem for medical and wellness tourism
 - c. Enable digitalization by setting up Online Medical Value Travel (MVT) Portal
 - d. Enhancement of accessibility for Medical Value Travel
 - e. Promoting Wellness Tourism
 - f. Governance and Institutional Framework
