

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2715
ANSWERED ON 17.03.2020

DEVELOPMENT OF TOURISM IN U.P.

2715. DR. ASHOK BAJPAI:

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

- (a) whether Government is aware that tourism is one sector which can generate large number of employment and has potential to improve economy of that area;
- (b) if so, whether Government is having any special focus on tourism development in U.P. which has a large number of inbuilt tourism attractions;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

ANSWER

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

(a) to (d): Ministry of Tourism is aware that tourism has the capacity to create large scale employment and is a major engine for economic growth and poverty eradication in the country. As per the 3rd Tourism Satellite Account (TSA) study done by National Council of Applied Economic Research (NCAER), the estimated share of Tourism in GDP in 2017-18 is 5.07% and projected share of tourism in jobs during 2018-19 is 12.75%. The details of Domestic Tourist Visits (DTV) and Foreign Tourist visits (FTV) in Uttar Pradesh are given below:

2017		2018		Growth Rate 2018/17	
DTV	FTV	DTV	FTV	DTV	FTV
233977619	3556204	285079848	3780752	21.8%	6.3%

Ministry of Tourism has undertaken following steps to boost tourism in the country, including Uttar Pradesh:

- i. Launched the Swadesh Darshan Scheme with a vision to develop theme based tourist circuits.
- ii. Launched the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme for holistic development of identified pilgrimage destinations.
- iii. Identified 17 Iconic Sites in the country for development.
- iv. Launched the Adopt a Heritage Project for development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites.

- v. Development and promotion of 'Niche Tourism' products to attract tourists with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage.
- vi. Launched 24x7 toll free Multi-Lingual Tourist Helpline.
- vii. Promoting India as a holistic tourism destination including its various tourism sites and products through Incredible India 2.0 Campaign.
- viii. 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 the nationals of 171 countries.
- ix. E-Visa has been further liberalized and the visa fee has been substantially reduced.
- x. Revamp of Incredible India Website having information on tourism sites/destinations in different States/Union Territory Administrations.
- xi. Launched Buddhist website-indiathelandofbuddha.in to promote and showcase the rich Buddhist Heritage in India.
- xii. Launched Incredible India Tourist Facilitator Programme, an online digital platform to provide basic, advanced and refresher courses for tourist facilitators.
- xiii. New mountain peaks have been opened for Mountaineering/Trekking to give boost to adventure tourism in the country.
- xiv. Lowering 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.
