



Ministry of Tourism

National Tourism Policy

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A National Tourism Policy (NTP) was formulated in 2002. However, taking into account the widespread, interrelated global developments and advancements, which have had a strong bearing on the Tourism sector, a new draft National Tourism Policy has been formulated and the same is yet to be approved.

Some of the salient features of the new draft National Tourism Policy include:

- Focus of the Policy on employment generation and community participation in tourism development.
- Stress on development of tourism in a sustainable and responsible manner.
- An all-encompassing Policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.
- The Policy enshrines the vision of developing and positioning India as a “MUST EXPERIENCE” and “MUST RE-VISIT” Destination for global travellers, whilst encouraging Indians to explore their own country.
- Development and promotion of varied tourism products including the rich Culture and Heritage of the country, as well as niche products such as Medical & Wellness, Meetings, Incentives, Conferences and Exhibitions (MICE), Adventure, Wildlife, etc. • Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.
- Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation. • Creating an enabling environment for investment in tourism and tourism-related infrastructure.
- Emphasis on technology enabled development in tourism.
- Focus on domestic tourism as a major driver of tourism growth.
- Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.
- Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with important/flagship schemes of the Government of India.

This information was given by Dr. Mahesh Sharma, Minister of State for Tourism and Culture (Independent Charge) in a written reply in Rajya Sabha today.

Sanjay Kumar/jk/Parl. No. 2/26-07-2017

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