

Revenue from Domestic Tourists

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As per the provisional estimates from the National Account Statistics 2025, the tourism sector contributed ₹15.73 lakh crore to India's GDP in 2023–24, accounting for 5.22% of the total economy.

The Ministry of Tourism has undertaken several initiatives to boost the tourism economy and increase the inflow of foreign tourists to the country. These include:

- The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.
- Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as 'Capacity Building for Service Providers', 'Incredible India Tourist Facilitator' (IITF), 'Paryatan Mitra' and 'Paryatan Didi'.
- Thematic tourism like wellness tourism, culinary tourism, rural, eco- tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- Considering the importance of cleanliness in and around tourist sites, the Ministry of Tourism has formulated the Swachhta Action Plan (SAP) in coordination with the Department of Drinking Water & Sanitation under the Ministry of Jal Shakti. Under this plan, the Ministry conducts cleanliness awareness programmes—including symbolic drives and campaigns against plastic use—through institutions such as IITM, Central IHMs, State IHMs, and FCIs across the country. These initiatives are aimed at creating awareness among tourists, students, and tourism stakeholders.
- While Safety and Security of tourists is essentially a State Government subject, the Ministry of Tourism has taken up the matter with all the State Governments/Union Territory (UT) Administrations for setting up of dedicated Tourism Police. With the efforts of Ministry of Tourism, the State Governments /UT Administrations of Telangana, Andhra Pradesh, Delhi, Goa, Karnataka, Kerala, Maharashtra, Himachal Pradesh, Jammu and Kashmir, Madhya Pradesh, Odisha, Punjab, Rajasthan, Sikkim and Uttar Pradesh have deployed tourist police, in one form or the other.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

Sunil Kumar Tiwari

tourism4pib[at]gmail[dot]com

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