

Government Committed to Reforms to Make India a Globally Competitive Tourism Destination: Shri Gajendra Singh Shekhawat

Ministry of Tourism Holds High-Level Industry Consultation on Ease of Doing Business in Tourism and Hospitality Sector

प्रविष्टि तिथि: 22 JUN 2026 6:55PM by PIB Delhi

An Interactive Session on Ease of Doing Business was organized by the Ministry of Tourism today in New Delhi with the representatives of tourism and hospitality industry under the chairmanship of Shri Gajendra Singh Shekhawat, Union Minister for Tourism and Culture. The meeting brought together leading industry associations, including FAITH, ASSOCHAM, PHDCCI, WTTCII, TGFI, ABTO, CII, IAAPI and FICCI, to deliberate on reforms required to unlock the full growth potential of India's tourism ecosystem.



The Ministry of Tourism made a presentation on its reform agenda and highlighted several initiatives already undertaken, including the delinking of licenses from the Ministry's classification of hospitality units. The consultation provided a platform for industry stakeholders to present key concerns and recommendations aimed at creating a more enabling, competitive and investment-friendly environment for tourism and hospitality businesses across the country.



Addressing the gathering, Shri Gajendra Singh Shekhawat emphasised the Government's commitment to reforms and to making India a globally competitive tourism destination. He underlined the importance of continuous engagement with industry stakeholders to identify regulatory bottlenecks and facilitate sustainable sectoral growth through greater ease of doing business.

Shri Bhuvnesh Kumar, Secretary, Ministry of Tourism, highlighted the need for simplification of the hotel classification system by shifting from inspection-based assessment to a self-declaration-based assessment, reducing checklist items and mandatory certification requirements in a time-bound manner to reduce regulatory burdens. These proposals were appreciated by industry representatives.

Participants emphasised the importance of maintaining a globally competitive business environment for tourism enterprises. Discussions covered opportunities for rationalisation of visa processes and taxation frameworks, facilitation of investments through simplified clearances, defining timelines for licenses, onboarding line Ministries and States/UTs for speedy implementation of reforms, and development of tourism infrastructure to support sustained sectoral growth. Industry stakeholders also highlighted the importance of enhanced destination marketing and promotion to further elevate India's visibility in key international markets.

The meeting witnessed extensive deliberations on improving the ease of setting up and operating tourism businesses. Suggestions focused on streamlining approvals and clearances, reducing compliance burdens, promoting digital governance solutions and encouraging greater convergence among regulatory frameworks. Stakeholders appreciated the Government's ongoing efforts towards simplification and recommended further measures to strengthen investor confidence and improve operational efficiency.



Recognising the transformative role of technology in governance, participants discussed innovative digital solutions, including the concept of an Entity Locker for the tourism and hospitality sector, which could facilitate seamless sharing and verification of documents, reduce paperwork and enhance ease of compliance.

The consultation also highlighted the growing importance of data-driven decision-making in tourism planning and investment. Stakeholders underscored the value of reliable and predictable tourism data and suggested that the Ministry of Tourism maintain a database of hotels, homestays, tour operators, guides and other tourism stakeholders to strengthen the tourism data ecosystem and support evidence-based policy formulation.

Participants also shared perspectives on enhancing the overall visitor experience through continued improvements in visa facilitation, digital platforms, tourism services and travel convenience. Discussions focused on strengthening India's tourism competitiveness through improved connectivity, visitor facilitation measures and the adoption of global best practices.

Special attention was given to emerging growth segments such as live events, experiential tourism, amusement parks and legitimising homestays as a sub-sector. Industry representatives highlighted the significant potential of these segments to generate employment, stimulate local economies and diversify India's tourism offerings. The need for supportive policy frameworks, balanced regulation and quality standards was emphasised to enable sustainable growth in these sectors.

The consultation also explored opportunities for developing tourism hubs, facilitating access to land for tourism projects, promoting innovation in tourism services and strengthening the overall investment ecosystem. Stakeholders reiterated their commitment to partnering with the Government in advancing the vision of a vibrant, resilient and globally competitive tourism sector.

The Ministry of Tourism welcomed the wide-ranging suggestions received during the deliberations and reaffirmed its commitment to working closely with industry associations, State Governments and other stakeholders to advance reforms that enhance the ease of doing business and support the long-term growth of the tourism and hospitality sector.

The consultation reflects the Government's continued focus on fostering a conducive business environment, promoting investment and innovation, and positioning India as a leading global tourism destination through continuous reforms.

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