



Year End Review: Ministry of Tourism

For Prelims: Swadesh Darshan Scheme, Utsav and NIDHI Portals

For Mains: Sustainable and Responsible Tourism, Initiatives launched to Promote Tourism in India, Northeast India and Tourism

Why in News?

Recently, the Year-end-review of the **Ministry of Tourism** (MoT) was released.

- The Year-end reviews of the [Ministry of Panchayati Raj](#), [Ministry of Environment, Forest and Climate Change](#), [Ministry of Education](#), **Ministry of Rural Development** and [Ministry of Ports, Shipping and Waterways](#) were also released.

What are the Key Initiatives/Achievements of MoT?

National Digital Tourism Mission (NDTM)

- MoT appointed an **inter-ministerial task force** in July 2021, which, in April 2022 submitted a **draft National Digital Tourism Mission (NDTM)**.
- NDTM is intended to connect stakeholders in the **tourism eco-system digitally** in the same lines of the [National Health Mission](#).
- The mission agenda is to explore possibilities of developing a **Unified Tourism Interface** for the country where there are opportunities for seamless exchange of information amongst multiple stakeholders of the ecosystem.
 - **Digitalization is key** to bring tourism activities under a unified system.
- **NIDHI+** is positioned as an **important component of NDTM**.

NIDHI Portal

- **National Integrated Database of Hospitality Industry (NIDHI)** is a technology driven system to facilitate digitalization and **promote [ease of doing business](#)** for the hospitality & tourism sector.
 - It provides a clear picture on the geographical spread, size, structure and existing capacity of the Hospitality & Tourism Sector.
- **NIDHI is being upgraded as NIDHI+** to have more inclusivity - it also envisages a **larger role of the State Govts and UTs**.

National Strategy for Sustainable Tourism and Responsible Traveller Campaign

- It was launched by MoT during the **National Summit on Developing Sustainable & Responsible Tourist Destinations** in June 2022.
 - The summit was organised by MoT in **partnership with [UNEP](#) and Responsible Tourism Society of India (RTSOI)** in New Delhi.
- The Strategy document has identified the strategic pillars for development of sustainable tourism

like

- Promoting **environmental, economic and socio-cultural sustainability**
 - Protecting **biodiversity**
 - Scheme for **certification of sustainable tourism**
- **Sustainable and responsible tourism** practices are being implemented in various projects and initiatives through **Swadesh Darshan 2.0**.

Tourism Stakeholder Skill Training and Sensitisation Programmes

- MoT through **India Tourism Development Corporation (ITDC)** is conducting **skill training and sensitization programs** for the tourism stakeholders including taxi/ cab drivers, tourist transport drivers, hotel frontline staff, tourist guides etc.
- The **soft skill training programs** include **etiquette, workplace and personal hygiene, Covid protocol, foreign language** amongst others.

Uniform Tourist Police Scheme

- MoT in coordination with the **Ministry of Home Affairs** and **Bureau of Police Research and Development (BPR&D)** organised a **National Conference on Tourist Police Scheme**.
- The aim is to **sensitise the state/UT police departments** about the specific **requirements of the foreign & domestic tourists** for effective pan-India implementation of Uniform Tourist Police Scheme.

International Tourism Mart (ITM)

- MoT organised the International Tourism Mart (ITM) in the **Northeast Region (NER)** to showcase the **tourism potential of the North Eastern States** of India at the domestic and international levels.
- The 10th ITM for NER was **organised in Aizawl, Mizoram** in association with the State Government of Mizoram.
- ITM brought together the tourism business fraternity and entrepreneurs from the 8 NE States on a common platform.

YUVA Tourism Clubs

- MoT initiated the establishment of '**YUVA Tourism Clubs**' as part of the '**Azadi ka Amrit Mahotsav**' celebrations.
- These clubs aim to **nurture and develop young ambassadors of Indian tourism** who would become aware of tourism possibilities in India, appreciate India's rich cultural heritage and develop an interest and passion for tourism.
- The **CBSE has come forward to support the initiative** of MoT and issued instructions to all **CBSE affiliated schools regarding formation of Yuva Tourism Clubs**.

Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)

- Under LGSCATSS, **working capital/personal loans will be provided** to people in the tourism sector to **discharge liabilities and restart businesses impacted due to the COVID-19 pandemic**.
- The scheme will cover **10,700 Tourist Guides** recognised by MoT and State/UT Administration and about **1,000 Travel and Tourism Stakeholders (TTS)** recognised by the MoT.
 - **TTSs** will be eligible to get guaranteed **collateral free loan up to Rs. 10 Lakh each** and **Tourist Guides** can avail guaranteed **collateral free loans up to Rs.1 lakh each**.
- MoT will administer LGSCATSS through **National Credit Guarantee Trustee Company (NCGTC)**.

Utsav Portal

- It **showcases festivals and events** across India to **increase tourism awareness** and to **promote different regions of the country as popular tourist destinations** worldwide.

- Additionally, the objective is also to let the devotees and travellers experience and **view the sights of some of the well-known religious divine shrines** in India in the form of **Live Darshan**.

Source: PIB

PDF Refernece URL: <https://www.drishtias.com/printpdf/year-end-review-ministry-of-tourism>

