

Draft National Tourism Policy

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In news—The Government of India has released the draft National Tourism Policy recently.

Key highlights of the policy-

- As per the draft policy, **Green and digital tourism will be the government's key focus areas** over the next decade.
- It has **identified factors that hamper the growth of the tourism sector in the country**. These include 'perceptions related to safety and security', and weak engagement between the Center and the states.
- It has also mentioned '**the menace of touts**' and '**low standards of cleanliness and hygiene**' as other factors that deter the industry from leveraging its full potential.
- In order to promote investment in the tourism sector, the document **mentions granting of industry status to the sector, along with formally granting infrastructure status to hotels**.
- As per the document, **five key areas would be given significant focus in next 10 years** they are:
 1. Green tourism.
 2. Digital tourism.
 3. Destination management.
 4. Skilling the hospitality sector.
 5. Supporting tourism-related MSMEs.
- The **draft policy doesn't deal with specific operational issues, but offers framework conditions to help the sector**, especially in the wake of the pandemic.

Note:

- The Ministry of Tourism has formulated Draft National Strategies and Roadmaps for Development of Rural

Tourism, for Promoting Medical and Wellness Tourism, for Development of Rural Tourism and for promotion of MICE Industry in India.

- The First Tourism policy was announced by the Government of India in November 1982.
- Its mission was to promote sustainable tourism as means of economic growth, social integration and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future.