



**Research Unit**  
Press Information Bureau  
Government of India

## National Tourism Day 2025

### Celebrating India's Timeless Beauty

(Ministry of Tourism)

24<sup>th</sup> January, 2025

*Tourism has the potential to bring prosperity to the lives of many. Our Government will keep focusing on enhancing India's tourism infrastructure to ensure more people can experience the wonders of Incredible India.*

~ Prime Minister Shri Narendra Modi<sup>1</sup>

From the snow-capped peaks of the Himalayas to the sun-kissed shores of its pristine beaches, India offers an extraordinary sensory experience. The nation enchants the senses of sight, sound, taste, touch and smell creating an immersive journey that leaves a lasting impression. When these senses converge in the bustling streets and historic cities of India the experience becomes a powerful fusion of history, culture and tradition—making it an unparalleled destination for travelers from across the globe.



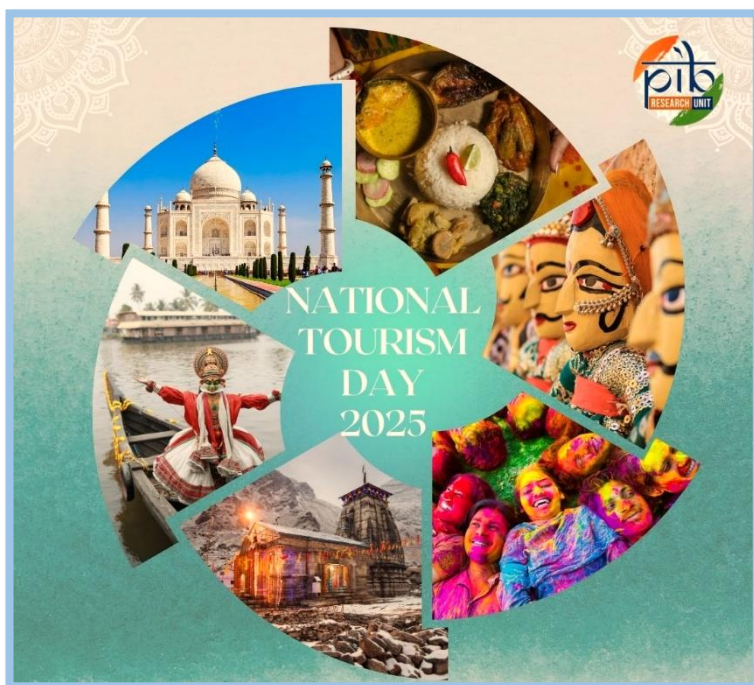
### The Future of Tourism in India

To celebrate the true essence of vibrant India National Tourism Day is observed on 25th January each year. This day aligns with the timeless philosophy of "Atithi Devo Bhava" and emphasizes the transformative power of travel. It highlights how tourism not only drives economic growth,

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<sup>1</sup>[PM Quote](#)

creates employment and fosters infrastructure development but also positions India as a thriving global tourism destination, captivating the world with its unparalleled beauty and culture.



Reflecting this growing potential India has risen to 39th place out of 119 countries in the Travel and Tourism Development Index (TTDI) 2024. The future looks even brighter with India's tourism industry projected to contribute a staggering **\$512 billion to the nation's GDP by 2028**. By 2030, India is expected to emerge as the fourth-largest global spender on tourism with an estimated expenditure of \$410 billion.<sup>2</sup>

In recognition of this growing potential the government is placing significant emphasis on the sector. **The Union Budget 2023, the tourism ministry was allocated Rs 2,400 crore**, while an additional Rs 2479.62 crore has been earmarked for the sector in the financial year 2024-25, reflecting a 3.3 percent increase in capital expenditure. However, the revised budget outlay for



<sup>2</sup> <https://www.investindia.gov.in/sector/tourism-hospitality>

tourism stood at Rs 1692.10 crore. These strategic investments highlight the government's commitment to strengthening the tourism industry and ensuring its sustainable growth in the coming years.<sup>3 4</sup>

### Encouraging Travel Within India

Domestic tourism plays a vital role in the growth and development of India's tourism sector. The Ministry of Tourism actively promotes domestic tourism through various initiatives aimed at raising awareness about the country's diverse destinations and products. Domestic tourism remains a significant driver of the industry. According to data from State/UT Governments and other sources within the Ministry of Tourism, India saw 1,731.01 million domestic tourist visits in 2022. This number increased to 2,509 million in 2023, highlighting the growing trend of domestic travel.<sup>5</sup>



<sup>3</sup> <https://www.indiabudget.gov.in/doc/eb/sbe99.pdf>

<sup>4</sup> [https://tourism.gov.in/sites/default/files/2023-03/PIB1904077\\_0.pdf](https://tourism.gov.in/sites/default/files/2023-03/PIB1904077_0.pdf)

<sup>5</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=2087824>



## Schemes for promoting Domestic Tourism

To encourage domestic tourism the government has introduced several schemes including the following:

- ❖ **Special Assistance to States/Union Territories for Capital Investment (SASCI):**<sup>6</sup> In a huge boost for Bharat's tourism sector, 40 projects across 23 states have been approved under SASCI to develop iconic tourist centers to global standards. These projects, worth ₹3,295.76 crore will foster local economies and create employment through sustainable tourism.
- ❖ **Paryatan Mitra and Paryatan Didi:** On 27th September 2024, the Ministry of Tourism launched the national responsible tourism initiative, 'Paryatan Mitra & Paryatan Didi.' The initiative aims to harness tourism as a means of social inclusion, employment, and economic growth, while enhancing the overall tourist experience. It connects visitors with 'tourist-friendly' individuals who serve as proud ambassadors and storytellers for their destinations.
- ❖ **Dekho Apna Desh People's Choice Award:** 'Dekho Apna Desh People's Choice 2024' – a Nationwide poll to identify the most preferred tourist attractions under 5 categories. It is also an effort to identify attractions and destinations for development in mission mode.
- ❖ **National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD):**<sup>7</sup> Launched in 2014-2015 scheme aims to integrate pilgrimage destinations in a prioritised, planned and sustainable manner to provide a complete religious tourism experience. The growth of domestic tourism hugely depends on pilgrimage tourism. Since the launch of the PRASHAD scheme, the Ministry has sanctioned a total of 48 projects at a cost of Rs.1646.99 crore across the country.
- ❖ **Swadesh Darshan 2.0:**<sup>8</sup> Swadesh Darshan Scheme launched in 2014-15 to complement the efforts of respective State Governments/UT Administrations for developing tourism facilities across the country and has sanctioned ₹5287.90 Crore for undertaking 76 projects. The Ministry has revamped the Swadesh Darshan scheme as Swadesh Darshan

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<sup>6</sup> [SASCI](#)

<sup>7</sup> <https://pib.gov.in/PressReleaselframePage.aspx?PRID=2083798#:~:text=The%20Ministry%20of%20Tourism%20launched,infrastructure%20enabling%20tourist%20convenience%2C%20accessibility%2C>

<sup>8</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=2086017>

2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations and has sanctioned 34 projects for Rs.793.20 Crore including projects in border area.

- ❖ **Domestic Promotion & Publicity including Hospitality (DPPH) Scheme:**<sup>9</sup> Launched in 2019, scheme's main objective is to create a general awareness among the domestic population about the potential tourist destinations in the country. The Ministry through its 20 domestic India Tourism Offices located across the country, undertakes the promotional activities to promote India in a holistic manner.
- ❖ **Vibrant Village Programme:**<sup>10</sup> On 15th February 2023, approval was granted to Vibrant Village Programme for the comprehensive development of select villages in 46 border blocks across 19 districts in the states of Arunachal Pradesh, Himachal Pradesh, Sikkim, Uttarakhand, and the UT of Ladakh. The total financial outlay approved for this program is Rs. 4,800 crore.
- ❖ **UTSAV portal:** The Utsav Portal showcases events, festivals and live darshans across India to promote the country as a global tourism destination. The platform highlights event details and offers digital experiences through stunning visuals, while also providing live views of major religious shrines. The Mahakumbh, in particular has become a focal point attracting global celebrities for the holy snan.
- ❖ **RCS–UDAN (Regional Connectivity Scheme- Ude Desh Ka Aam Nagrik):**<sup>11</sup> Launched in 2016 under the RCS UDAN scheme, the Ministry of Tourism has partnered with the Ministry of Civil Aviation. As a result, around 609 routes have become operational, including 53 tourism routes and 62 helicopter routes.
- ❖ **UNESCO Heritage Sites:**<sup>12</sup> The 46th meeting of the World Heritage Committee took place in New Delhi from 21st to 31st July. During this meeting, "Moidams – the Mound Burial System of the Ahom Dynasty, Charaideo, Assam" was inscribed as India's 43rd World Heritage Property.

<sup>9</sup> <https://pib.gov.in/PressNoteDetails.aspx?NotelD=153212&ModuleId=3&reg=3&lang=1>

<sup>10</sup> <https://pib.gov.in/PressReleaseDetailm.aspx?PRID=2080187&reg=3&lang=1>

<sup>11</sup> <https://pib.gov.in/PressNoteDetails.aspx?NotelD=153437&ModuleId=3&reg=3&lang=1>

<sup>12</sup> <https://pib.gov.in/PressReleasePage.aspx?PRID=2079782>

## Conclusion

These government initiatives and schemes are vital in driving the growth of domestic tourism, promoting sustainable development, and preserving India's rich cultural and historical heritage. As the nation continues to invest in tourism infrastructure and innovative programs, India is well-positioned to strengthen its status as a leading global tourism destination.

## Reference

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