

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3565  
ANSWERED ON:18.04.2005  
SEVEN POINT SCHEME FOR TOURISM  
Singh Shri Chandrabhan Bhaiya

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has formulated any Seven Point Scheme in tourism sector;
- (b) if so, the details thereof;
- (c) whether due importance has been given under the scheme to provide facilities to foreign tourists; and
- (d) if so, the details thereof?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a): Yes, Sir.

(b): A Campaign titled "Atithi Devo Bhavah" – Social Awareness Campaign has been launched by Ministry of Tourism in a phased manner. The Campaign is a 7 point programme of hospitality and training involving Sensitisation, Screening, Induction, Training, Orientation, Certification and Feedback of key stakeholders of the Tourism Industry in India.

(c): Yes, Sir.

(d): The Campaign is aimed at providing foreign tourists a sense of being welcomed as soon as they step into the country and to treat them in a friendly and caring manner by immigration & custom officials, taxi drivers, guides, hotel staff, etc.