

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3530
ANSWERED ON 16.03.2020**

DATA ON IMPROVEMENT OF TOURISM AND REVENUE EARNED

3530. SHRI NATARAJAN P.R.:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is having any data on the improvement of tourism and revenue earned during the past three years including current year, State-wise/ year-wise;**
- (b) if so, the details thereof;**
- (c) the steps taken to promote tourism and budget allocated/utilised during the above said period; and**
- (d) the expected revenue in foreign money?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a), (b) & (d): Details of State/UT wise tourist visits during last three years are given at Annexure-I. Ministry of Tourism, Government of India does not centrally maintain State/UT wise Foreign Exchange Earning (FEEs)/revenue earned through tourism. However, estimated FEEs for India during past 3 years are given below:

S. No.	Parameter	2017	2018	2019 (Provisional)	Growth Rate	
					18/17	19/18
1	Estimated FEEs through Tourism (in Rs. crore)	177874	194881	210981	9.6%	8.3%

2	Estimated FEEs through Tourism (US \$ billion)	27.31	28.586	29.962	4.7%	4.8%
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This shows that growth in FEEs during the recent years have been positive.

(c): Ministry of Tourism promotes India as a holistic destination. Activities are undertaken for promoting varied tourism products and destinations of India in the Domestic and International markets under the Domestic Promotion and Publicity including Hospitality (DPPH) and Overseas Promotion and Publicity including Marketing Development Assistance (OPMD) schemes. Details of budget allocated/expenditure under these schemes are given in Annexure-II.

Ministry of tourism has taken following steps to promote various tourism destinations and products of India which include following:

- As a part of its ongoing activities, annually releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line.**
- Promotions are also undertaken through the website and Social Media accounts of the Ministry.**
- India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States/UTs.**
- In the light of Hon'ble Prime Minister's goal to motivate individuals to visit tourist destinations, promotion of Domestic Tourism on social media has been undertaken.**
- Events like Paryatan Parv/Bharat Parv have been organized to promote DEKHO APNA DESH concept.**

ANNEXURE-I**STATEMENT IN REPLY TO PARTS (a), (b) & (d) OF THE LOK SABHA UNSTARRED QUESTION NO.3530 ANSWERED ON 16.03.2020 REGARDING DATA ON IMPROVEMENT OF TOURISM AND REVENUE EARNED.**

Details of Tourist Visits during years 2016 to 2018				
Sr. no.	States/UTs	2016	2017	2018 (Revised)
1	Andaman & Nicobar Islands	400018	487232	513521
2	Andhra Pradesh	153505118	165705260	195048957
3	Arunachal Pradesh	392473	451152	520089
4	Assam	5180055	6074427	5893128
5	Bihar	29526658	33496768	34709584
6	Chandigarh	1214053	1457613	1578477
7	Chhattisgarh	16543691	17356731	19343900
8	Dadra & Nagar Haveli	590965	616090	611043
9	Daman & Diu	831870	863666	904518
10	Delhi *	30980915	31854925	31854925
11	Goa	6330744	7737454	8015400
12	Gujarat	42596661	48791974	54882986
13	Haryana	7714286	6243706	4962929
14	Himachal Pradesh	18450520	19601533	16450503
15	Jammu & Kashmir	9477786	14315238	17215835
16	Jharkhand	33558728	33894172	35584623
17	Karnataka	130224352	180478339	214850172
18	Kerala	14210955	15765390	16701068
19	Lakshadweep	9469	7647	11748
20	Madhya Pradesh	150853534	78397641	84345275
21	Maharashtra*	121185850	124270053	124270053
22	Manipur	153702	156951	182500
23	Meghalaya	839363	1002907	1216454
24	Mizoram	68180	68927	77518
25	Nagaland	61438	67528	106598
26	Odisha	12919127	14111243	15319358
27	Puducherry	1515726	1663379	1757793
28	Punjab	39363062	41401987	45796030
29	Rajasthan	43008844	47526536	51989991

30	Sikkim	813355	1424965	1497299
31	Tamil Nadu	348534391	349921595	391983721
32	Tripura	407398	468568	517249
33	Telangana	95327400	85518442	93196483
34	Uttar Pradesh	216701016	237533823	288860600
35	Uttarakhand	30622469	34493714	35760970
36	West Bengal	75988950	81205260	87274470

***Figures of 2017 repeated for 2018.**

ANNEXURE-II**STATEMENT IN REPLY TO PART (c) OF THE LOK SABHA UNSTARRED QUESTION NO.3530 ANSWERED ON 16.03.2020 REGARDING DATA ON IMPROVEMENT OF TOURISM AND REVENUE EARNED****Details of OPMD and DPPH scheme outlay during last three years****(Rs. In Crore)**

S. No.	Name of Schemes	2017 -18			2018-19			2019-20	
		BE	RE	Exp	BE	RE	Exp	BE	RE
1	Overseas Promotion and Publicity including Market Development Assistance (OPMD)	300	295	271.46	454.24	416.23	415	446.2	312.39
2	Domestic Promotion and Publicity including Hospitality(D PPH)	10	90	89.84	135	127.4	127.34	129.5	100

BE: Budget Estimates**RE: Revised Estimates****Exp: Expenditure**
