

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1251
ANSWERED ON 02.07.2019

EXPANSION OF TOURISM IN THE COUNTRY

1251. SHRI RIPUN BORA:

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

- (a) whether Government is aware that India is one of the top ranked destination spot in tourism;
- (b) if so, what actions have been taken to develop and continue the ranking thereof; and
- (c) the proposal of Government to make the country more tourist friendly and expand tourism in the country therefor, the details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): As per the figures of International Tourist Arrivals (ITAs) compiled by United Nations World Tourism Organization, India's position in Asia & the Pacific region in terms of ITAs during 2017 was seventh.

Development and promotion of tourist places is primarily the responsibility of concerned State Government/UT Administration. However, the Ministry of Tourism promotes India as a holistic destination covering its various tourism destinations and products across different States/Union Territories in the country. Ministry has taken several initiatives to boost tourism in the country with the objective of increasing tourist arrivals, which inter-alia include:

- Central Financial Assistance to States/UTs under the schemes of Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for the development of tourism related infrastructure in the country.
- Extension of e- visa facility to citizens of 167 countries.
- Launch of the Incredible India 2.0 campaign with market specific promotional plans and content creation.
- Revamping of Incredible India website with the aim to provide more information about India as a tourist destination.
- Launch of 24x7 toll free multi-lingual tourist helpline in 12 International languages including Hindi and English.
- Organisation of annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world. It provides a platform for all stakeholders in tourism and hospitality industries to interact and transact business opportunities.
- Organisation of biennial International Buddhist Conclave.
- Organisation of Annual International Tourism Mart for promotion of tourism in North Eastern States.
- Promotional activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in travel fairs and exhibitions; organising Road Shows, "Know India" seminars & workshops.
