

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2276
ANSWERED ON 08.07.2019**

EFFORTS TO PROVIDE TOURISM EXPERIENCE TO VISITORS

**2276. SHRI D.K. SURESH:
SHRI NALIN KUMAR KATEEL:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the country due to all its geographical and cultural diversity has always been an attractive tourist destination;**
- (b) if so, the details thereof;**
- (c) whether the tourism potential of the country has not been fully exploited and has much more to offer than just being the 'land of tigers and temples';**
- (d) if so, the efforts being made by the Government for providing a visitor wholesome tourism experience; and**
- (e) if so, the details thereof?**

ANSWER

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

(a) to (e): Yes, Sir. India has always been seen as an attractive tourist destination due to its geographical diversity and rich cultural heritage.

To exploit full tourism potential of the country the government has initiated various measures to diversify tourism products, enhance wholesome tourist experience and promote the country as an attractive and holistic tourism destination. Some of the important measures taken in this regard include the following:

- i) Swadesh Darshan Scheme for integrated development of theme based tourist circuits.**

- ii) **National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme to beautify and improve amenities and infrastructure at pilgrimage sites.**
- iii) **Launching of e-Visa.**
- iv) **Launching of Incredible India 2.0 Campaign.**
- v) **Developing and promoting 'Niche Tourism' products.**
- vi) **Providing trained manpower to meet the requirements of the tourism and hospitality industry.**
- vii) **Introducing 24x7 toll free Multi-Lingual Tourist Helpline.**
- viii) **Launch of Incredible India Mobile App to assist travellers.**
- ix) **Providing Wi-Fi facility at 88 tourist sites.**
- x) **A voluntary scheme for classification of hotels under Star Categories and Heritage Categories to standardize the quality of accommodation and services.**

The number of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Visits (DTVs) in the country during the last three years are:

Year	2016	2017	2018 (P)
Number of FTAs (in million)	8.80	10.04	10.56

P: Provisional

Year	2015	2016	2017 (P)
Number of DTVs (in million)	1431.97	1615.39	1652.49

P: Provisional
