

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2689
ANSWERED ON 16.07.2019

RISE IN SHARE OF GLOBAL INTERNATIONAL TOURIST ARRIVALS

2689. SHRI R. VAITHILINGAM:

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

- (a) whether it is a fact that Government has implemented initiatives to take advantage of the country's flourishing tourism sector;
- (b) if so, the details thereof;
- (c) whether it is also a fact that Government aims to achieve one per cent share in global international tourists arrivals by 2020 and 2 per cent share by 2025; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (d): Yes, Sir. The Government of India has taken various initiatives to take advantage of the tourism potential of the country. 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 share of India's International tourist arrivals in the world during 2017 was 1.17%.
