

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1120**  
ANSWERED ON 11.02.2020

**SHARE OF INDIAN TOURISM INDUSTRY IN GLOBAL TOURISM MARKET**

1120. SHRI VIJAY PAL SINGH TOMAR:

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

- (a) the share of the Indian tourism industry in the global tourism market;
- (b) whether Government proposes to increase India's share in the global tourism market in the coming years; and
- (c) if so, the details thereof along with the quantum of the likely increase?

**ANSWER**

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

(a): Estimated share of India in International Tourist Arrivals and World Tourism Receipts during 2018 were 1.24% and 1.96% respectively.

(b) & (c): Ministry of Tourism, Government of India has taken various steps to increase tourist inflow in the country, which, inter-alia, include the following:

- Extended E- Visa facility to citizens of 170 countries.
- The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.
- 24x7 Toll Free Multi-Lingual Tourist Helpline launched in 12 languages including 10 International Languages and Hindi & English.
- Organisation of Annual International Tourism Mart for promotion of tourism in North Eastern States.
- Promotion of activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in International Tourism Events.
- Events like Paryatan Parv /Bharat Parv have been organized to promote DEKHO APNA DESH concept.

As per World Travel & Tourism Council report on Economic Impact, 2018 for India, International tourists arrivals in India are expected to reach about 30.5 million by 2028.

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