

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.2383**  
ANSWERED ON 16.03.2021

**SHARE OF INDIA IN WORLD TOURISM**

2383. DR. BANDA PRAKASH:

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

- (a) whether it is a fact that the share of India in total global tourist footfall is 0.6 per cent;
- (b) whether Government proposes to increase India's share of the global tourist footfall to 1 per cent by the end of 2020 and 2 per cent by 2030; and
- (c) if so, the manner in which Government proposes to set up required infrastructure and develop tourism friendly culture among people?

**ANSWER**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): As per United Nations World Tourism Organization (UNWTO) report (World Tourism barometer) for January 2021, calculated share of India's International Tourist Arrivals (ITA) in world's (ITA) in year 2019 is 1.23%. International Tourist Arrivals includes Foreign Tourist Arrivals and arrivals of Non Resident Nationals.

(b): The share of India's Foreign Tourist Arrivals (FTAs) in World's International Tourist Arrivals during the year 2019 was 0.75%. Government had targeted to increase India's share of Foreign Tourist Arrivals in world's International Tourist Arrivals to 1% by 2020 and increase to 2% by 2025.

(c): Development of tourism is primarily the responsibility of concerned State Government/UT Administration. However, Ministry of Tourism, Government of India has taken several steps for creation of tourism infrastructure and making tourism friendly culture among people, which inter-alia include:

- Under its two flagship schemes: Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive), the projects are identified for development of tourism infrastructure and facilities in consultation with the State Governments /UT Administrations and are sanctioned as per the guidelines.
- The 'Adopt A Heritage: Apni Dharohar, Apni Pehchaan', a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), State/UTs Governments. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become 'Monument Mitras' and take up the responsibility of

developing heritage sites and making them tourist friendly, to enhance tourism potential and cultural importance in a planned and phased manner.

- 24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 was also launched in 12 International Languages and Hindi & English.
- Launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a digital initiative that aims at creating an Online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators across the country.
- Initiated the Destination Based Skill Development training programme at 7 Iconic Sites i.e. Taj Mahal at Agra, Humayun Tomb, Red Fort, Qutub Minar at Delhi, Mahabodhi Temple at Bihar, Colva Beach at Goa and Kaziranga at Assam in the last financial year, 2019-20.
- Under the Plan scheme ‘Capacity Building for Service Providers (CBSP), the Ministry of Tourism has been implementing the ‘Hunar Se Rozgar Tak’ (HSRT) to impart short term duration training courses having employable skills in certain hospitality sectors.

Further in view of Covid-19 steps that have been taken by Ministry of Tourism to overcome the crisis and to strengthen the tourism sector is given in Annexure.

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## ANNEXURE

### STATEMENT IN REPLY TO PART (c) OF THE RAJYA SABHA UNSTARRED QUESTION NO.2383 ANSWERED ON 16.03.2021 REGARDING SHARE OF INDIA IN WORLD TOURISM

The following steps have been taken by Ministry of Tourism to overcome the crisis caused by Covid-19 pandemic in the tourism sector:

- i. Detailed operational guidelines for Covid safety and hygiene for hotels, restaurants, B&Bs/ Home stays and Tourism Service Providers have been formulated and issued on 08.06.2020 to facilitate smooth resumption of business.
- ii. Validity of approval or certifications of hotels and other accommodation units whose project approval/re-approval and classification/re-classification have expired/were likely to expire, has been extended up to 30th April, 2021.
- iii. The Ministry has developed an initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry), for effective implementation of Guidelines/SOPs issued with reference to COVID 19 and beyond for safe operations of Hotels, Restaurants, B&Bs and other units.
- iv. Operational Recommendations for safe resumption of business with easing of lockdown restrictions have been issued for various segments of the travel and hospitality industry and circulated amongst all stakeholders.
- v. Recognition of Travel Agents, Tour Operators, Tourist Transport Operators by the Ministry of Tourism has been extended automatically by six months. Those who have submitted applications for recognition by the Ministry have been given provisional recognition for six months, pending completion of required procedures.
- vi. In addition to the above steps taken by Ministry of Tourism, other agencies/Ministries of Government of India have declared stimulus packages like loan moratorium, waived off PF contribution, deferment of TCS up to October 2020, collateral free automatic loan under Atmanirbhar Bharat package etc. to revive the economy and industry including units of the hospitality industry.

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