

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.4369  
ANSWERED ON 22.03.2021**

**REVENUE EARNED FROM TOURISM SECTOR**

**4369. SHRI PRATHAP SIMHA:  
SHRI BHAGWANTH KHUBA:  
MS CHANDRANI MURMU:**

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

- (a) the total revenue generated and foreign exchange earned by the Government through the tourism sector during the last two years;**
- (b) the measures taken by the Government to improve the tourism potential in India, State-wise details;**
- (c) whether the Government is considering to add any new circuit under Swadesh Darshan Scheme; and**
- (d) if so, the details thereof?**

**ANSWER**

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

**(a): Ministry of tourism, Government of India does not maintain data on revenue generated from tourism. Further, the details of Foreign Exchange Earnings (FEE) through tourism during 2018 and 2019 are given below:**

<b>Year</b>	<b>FEE (Rs. Crore)</b>
<b>2018</b>	<b>194881</b>
<b>2019</b>	<b>211661</b>

**(b): The Ministry of Tourism promotes India as a holistic destination including its rich cultural, historical, religious and natural heritage. The Ministry of Tourism through its overseas India tourism Offices endeavours to position India in the tourism generating markets as a preferred tourism destination and promote various Indian tourism products to increase India's share in the global tourism market. The specific elements of promotional efforts**

**undertaken in overseas markets include advertising in the Print, Electronic, Online and Outdoor Media, participation in International Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows, Printing/Production of Brochures and Collaterals, inviting members of the Media and Travel Trade to visit the country under the Hospitality Programme.**

**The Ministry of Tourism is according priority to the development of tourism in the country. It has launched the 'Swadesh Darshan Scheme' for integrated development of theme based tourist circuits and the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD) Scheme to beautify and improve amenities and infrastructure at pilgrimage sites.**

**The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage and culture of the country and to promote domestic tourism. This initiative is in line with the 15th August 2019 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022.**

**(c) & (d): Development and Promotion of Tourism is primarily the responsibility of the State Government/Union Territory Administration. However, the Ministry of Tourism, under the 'Swadesh Darshan' scheme is developing thematic circuits in the country in planned and prioritized manner in order to develop tourism infrastructure at multiple destinations in all States/UTs. Under the scheme, fifteen thematic circuits have been identified for development, namely, North-East, Buddhist, Himalayan, Coastal, Krishna, Desert, Tribal, Eco, Wildlife, Rural, Spiritual, Ramayana, Heritage, Tirthankar and Sufi Circuit. Submission of project proposals by the State Governments/Union Territory (UT) Administrations under the scheme is a continuous process. The projects for development are identified in consultation with the State Governments/ UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier. Currently, there is no proposal under consideration for sanctioning under Swadesh Darshan scheme.**

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