

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2413
ANSWERED ON 01.08.2022**

INDIA'S SHARE IN WORLD TOURISM MARKET

†2413. SHRI ASHOK KUMAR RAWAT:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to increase India's share in world tourism market during the next two years;**
- (b) if so, the details thereof; and**
- (c) the increase likely to be registered in the said share as a result of this?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, through its Scheme of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion and Publicity including Market Development assistance" (OPMD). Promotions are also regularly under taken through the website (www.incredibleindia.org) and the Social Media accounts of the Ministry.

Post Covid-19 pandemic, the Ministry has effectively used its social media handles to raise Social Awareness through its messages, sensitizing social distance, safe and responsible travel, use of mask while travelling, downloading of Arogya Setu App, promoting the initiatives undertaken for the industry etc. In order to promote India as a destination overseas, the Ministry adopts integrated marketing and promotional strategy, and a synergized campaign in association

with the Travel Trade, State Governments and Indian Missions and includes participation in international Fairs & Exhibitions, organizing Know India Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents/ Tour Operators, organizing and supporting Indian Food and Cultural Festivals, publication of brochures and inviting the tour operators, media personalities, opinion makers etc. to visit the country under the Hospitality Programme of the Ministry.

The details of International Tourist Arrivals (ITAs) in India during 2018-2021 is given below:

Year	2018	2019	2020	2021
ITAs in India (in Million)	17.42	17.91	6.33	7.00

Source: Bureau of Immigration

And corresponding share of India's ITAs in World's ITAs during the 2018-2021 is given below:

Year	2018	2019	2020	2021
India's share in World's ITAs	1.23%	1.22%	1.56%*	1.64%*

Source: Estimation based on UNWTO barometer for May 2022; (*): Provisional

Moreover, after having recognized the increased vaccination coverage across the globe and in consultation with the stakeholders, the Government of India decided to resume scheduled commercial international passenger services to/from India from 27.03.2022. If the current situation prevails, there will be increase in inflow of tourists in near future which will lead to an increase in India's share in world tourism market during the coming years. However, no estimation has been made in this regard by Ministry of Tourism.
