

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION No.2703#
ANSWERED ON 23.03.2023

STEPS TO INCREASE INFLOW OF TOURISTS

2703# SHRI RAJMANI PATEL:
SHRI NARANBHAI J. RATHWA:

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

- whether foreign tourist arrivals (FTAs) have declined during the last two years;
- if so, the details thereof and reasons therefor;
- the details of FTAs in India during the last two financial years; and
- the steps or initiatives Government has taken to increase the inflow of tourists along with the funds allocated for promotion of various schemes concerning tourism?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): As per information received from Bureau of Immigration, the details of Foreign Tourist Arrivals (FTAs) in India during calendar year 2021 and 2022 is given below:

	2021	2022(P)
Foreign Tourist Arrivals in India (in Million)	1.52	6.19

P: Provisional;

Note: Ministry of Tourism does not maintain Financial Year wise FTAs in India.

There has been a decline in FTAs in India during 2020 and 2021 due to pandemic. However, there has been a sharp increase in FTAs in India during year 2022 over year 2021 with a growth of 305.4%.

(d): Ministry promotes India in a holistic manner through various initiatives under its Schemes of “Domestic Promotion & Publicity including Hospitality” (DPPH) and “Overseas Promotion & Publicity (OPP)” in the domestic and important global markets. As part of its on-going activities; it regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the “Incredible India” brand-line, to promote various tourism destinations and products of India with the objective of increasing foreign tourist arrivals to the Country. The Ministry of Tourism also regularly promotes various tourism destinations and products through its website and social media promotions.

The funds allocated under the above mentioned Schemes during the last three years are as follows: -

		(Rs in crore)			
Sl. No.	Scheme	2019-20 (Revised Estimate)	2020-21 (Revised Estimate)	2021 – 22 (Revised Estimate)	2022-23 (Budgetary Estimate)
1	Restructured Scheme of Overseas Promotion and Publicity including Hospitality (DPPH)	312.04	108.09	09.42	341.00
2	Domestic Promotion and Publicity	99.63	33.89	40.00	75.00
