

INDIA'S RANKING IN TRAVEL AND TOURISM DEVELOPMENT

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According to the Travel and Tourism Development Index (TTDI) 2024 report published by the World Economic Forum (WEF), India is ranked 39th among 119 countries. In the previous index published in 2021, India was ranked 54th. However, due to a revision in the WEF's methodology, India's 2021 rank was adjusted to 38th place.

As per the TTDI report, out of the TTDI pillars mentioned, India's scores have improved in three areas: Prioritization of Travel & Tourism, Safety & Security, and Health & Hygiene. As per UNWTO barometer for May 2024, there were 975 million International Tourist arrivals around the world in 2022, wherein India recorded 14.3 million International Tourist Arrivals that represented 1.47% of the international inbound tourism market share. The share of India's International Tourist Arrivals in Asia & Pacific is 15.66% in 2022.

The Ministry of Tourism promotes the tourism destinations and tourism products of the country in a holistic manner both within the country and overseas markets. These objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the travel trade, State Governments and Indian Missions. Promotions are also undertaken through the Website and Social Media platforms of the Ministry. The tourist destinations in the country are also amplified through the different promotional materials developed by the Ministry. The Ministry of Tourism also participates in travel fairs/exhibitions held in major and potential overseas markets to increase India's share in the global tourism market.

Under the "Champion Service Sector Scheme (CSSS)", Ministry of Tourism has been reimbursing the amount incurred by Ministry of Civil Aviation on the scheme of UDAN (RCS). Till date, Rs.226 Crore has been reimbursed to Ministry of Civil Aviation. Under RCS UDAN Tourism, 53 tourism routes are operational for better connectivity of important tourist places.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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