

# INDIAN TOURISM INDUSTRY

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As per the UNWTO Barometer published in September 2024, export revenues from international tourism in 2023 were recorded at USD 1.8 trillion, which includes receipts from tourism activities as well as passenger transport.

Based on data from the Bureau of Immigration, the Ministry of Tourism classifies foreign tourists into 6 categories according to their purpose of visit. The total Foreign Tourist Arrivals (FTAs) stood at 9.52 million in 2023. A breakdown of the same is provided below:

S. No.	Tourist Category	Percentage share
1	Leisure Holiday and Recreation	46.2
2	Indian diaspora	26.9
3	Business and professional	10.3
4	Medical	6.9
5	Student	0.5
6	Others (including unknown)	9.2
	<b>Total</b>	<b>100.0</b>

Ministry of Tourism has undertaken several steps to revitalize the tourism industry such as:

1. Improve the quality of infrastructure and facilities at various tourist destinations across the country under schemes such as 'Swadesh Darshan', 'PRASHAD', and 'Assistance to Central Agencies for Tourism Infrastructure Development', in collaboration with States/UTs, Central agencies and private stakeholders.
2. Enhance connectivity and accessibility at various tourist destinations across the country in collaboration with Line Ministries. The Ministry of Tourism has partnered with the Ministry of Road Transport and Highways, Ministry of Civil Aviation, Ministry of Railways, and Ministry of Ports, Shipping, and Waterways to achieve this goal.
3. Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as Incredible India Tourist Facilitator (IITF), 'Paryatan Mitra' and 'Paryatan Didi' and also through events and campaigns such as 'Dekho Apna Desh,' 'Chalo India,' 'International Tourism Mart' and 'Bharat Parv'.

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

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**BY/SKT**

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