

Transforming India as Biggest Tourist Hub

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According to the UNWTO Barometer (May 2024), India was ranked 24th globally in terms of International Tourist Arrivals (ITAs) in 2023*. During this period, India recorded 18.89 million ITAs, marking a significant increase from 14.33 million in 2022, reflecting a robust growth rate of 31.9%.

* The ranking for 2023 is provisional due to missing data from some countries.

Ministry of Tourism has taken several steps to make India the biggest tourist hub in the world as under:

- The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.
- The Incredible India Content Hub was launched which is a comprehensive digital repository, featuring a rich collection of high-quality images, films, brochures, and newsletters related to tourism in India. Promotions are also carried out through the web-site – www.incredibleindia.org and social media handles of the Ministry.
- Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as 'Capacity Building for Service Providers' 'Incredible India Tourist Facilitator' (IITF), 'Paryatan Mitra' and 'Paryatan Didi'.
- For improving air connectivity to important tourist destinations, Ministry of Tourism has collaborated with Ministry of Civil Aviation under their RCS-UDAN Scheme. As on date, 53 tourism routes have been operationalized.
- e-Visa scheme is now available to 168 countries and it is available for 7 sub-categories:
 - i. e-Tourist Visa
 - ii. e-Business Visa
 - iii. e-Medical Visa
 - iv. e-Conference Visa
 - v. e-Medical Attendant Visa
 - vi. e-Ayush Visa
 - vii. e-Ayush Attendant Visa

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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