

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2648
ANSWERED ON 17.03.2025**

FOREIGN TOURISTS ARRIVALS

2648. SHRI SASIKANTH SENTHIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware that India recorded 4.78 million Foreign Tourist Arrivals (FTAs) in the first half of 2024, which is approximately 90% of the figure for the same period in 2019, if so, the details thereof;**
- (b) the details of the factors that have contributed to the slower recovery of foreign tourist arrivals in the Country along with the details of steps being taken by the Government to address this and bridge the gap;**
- (c) whether the Government is implementing measures to enhance India's competitiveness as a global tourism destination, particularly in terms of infrastructure, affordability, and regulation, if so, the details thereof;**
- (d) whether certain countries have issued travel advisories for India due to environmental concerns, particularly air pollution, if so, the details thereof; and**
- (e) the details of the steps being taken by the Government to address these challenges and mitigate their impact on India's tourism sector?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): Foreign Tourist Arrivals (FTAs) in India recorded 4.78 million in the first half of 2024 compared to 5.30 million in 2019.

Further, as per Data from Bureau of Immigration and UNWTO Barometer, May 2024, FTAs in 2023 have recovered to 87.1% of the pre-pandemic levels closely aligning with the global recovery rate of 88.8% and surpassing the Asia-Pacific region's recovery rate of 65.4%.

Ministry of Tourism has taken several measures/initiatives to enhance India's competitiveness as a global tourism destination and attract more foreign tourists in the country 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.**
- **Incredible India Content Hub was launched and available in public domain. Promotions are also carried out through the website – 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.**
- **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 167 countries and it is available for 9 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**
 - viii. **e- Student Visa**
 - ix. **e-Student X Visa**
