

Promotion and Growth of Tourism

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The International Tourist Arrivals (ITAs) in India during 2019 to 2024 are given below:

Year	ITAs (in lakh)
2019	179.13
2020	63.37
2021	70.10
2022	143.30
2023	188.99
2024	205.69

The detail of budget allocated under Overseas Promotions and Publicity scheme (OPP) as per Revised Estimates (RE), during the last five years is as follows –

Year	Budget Allocated (Rs. in Crores)
2020-21	115.00
2021-22	89.00
2022-23	60.00
2023-24	100.00
2024-25	33.00

The scheme is under review, presently, to align with the evolving requirements of the industry.

Under the Smart Cities Mission, pan-city initiatives have been undertaken wherein smart solutions are applied across major urban areas. These include interventions in smart mobility, sanitation, hygiene, governance, energy efficiency and environmental management.

Further, projects under the Mission also focus on restoration and conservation of heritage structures, adaptive reuse of heritage buildings, pedestrianisation of historic cores, revitalisation of lakes, ghats and riverfronts, as well as promotion of art and culture.

Similarly, under the Swachh Bharat Mission, initiatives have been implemented to provide clean and hygienic surroundings at major heritage and tourist locations with high footfall.

The Ministry regularly engages with State/UT Governments to strengthen tourist safety and security mechanisms. Key initiatives include the establishment of a 24x7 multi-lingual Tourist Helpline (1800-11-1363 / 1363) to assist travellers, adoption of the 'Code of Conduct for Safe & Honourable Tourism' with all States/UTs to ensure dignity, safety and protection—particularly for women and children—and continuous coordination for deployment of dedicated Tourist Police, which are already functioning in several States/UTs. States/UTs are also periodically urged to utilise the 'Safe Tourism Destinations for Women' scheme under the Nirbhaya Fund to enhance safety infrastructure for women tourists.

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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