

**GOVERNMENT OF INDIA  
TOURISM AND CULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:194  
ANSWERED ON:21.07.2003  
DECLINE IN FOREIGN TOURISTS  
RAMSHETH THAKUR

**Will the Minister of TOURISM AND CULTURE be pleased to state:**

- (a) whether tourists flow in India is much lower than that of other developed countries;
- (b) if so, the details and the reasons therefor; and
- (c) the steps taken/proposed to be taken by the Government to attract foreign tourists?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): There are a number of countries which attracted more tourists than India during the year 2002. While India received 2.36 million tourists, some of the countries which attracted more tourists than India during the year 2002 are as follows:-

S.No. Name of the country Tourist Arrivals (in million)

1.	France	76.7	
2.	Spain	51.7	
3.	USA	41.9	
4.	Italy	39.8	
5.	China	36.8	
6.	U.K.	23.9	
7.	Mexico	19.7	
8.	Canada	20.0	
9.	Austria	18.6	
10.	Germany		18.0
11.	Hungary	15.9	
12.	Poland	14.0	
13.	Hongkong (China)		16.6
14.	Malaysia	13.3	
15.	Portugal	11.7	

The main competitive constraints facing the tourism sector in India include poor quality of infrastructure and environment in and around many of main tourist sites, the security scenario in the region that affects the perception of India as a safe & secure destination, inadequate quantity & quality of transportation service & related infrastructure, lack of facilitation services at entry points etc.

(c): Various steps taken by the Government to attract foreign tourists include:-

- ? Direct approach to the consumers through Electronic and Print media through new and catchy messages.
- ? Creation of World Class Collaterals.

- ? Centralized Electronic Media Campaign.
- ? Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- ? To attach greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- ? Participation in Trade Fairs & Exhibitions
- ? Optimize Editorial PR and Publicity.
- ? Use of Internet and web marketing.
- ? Generating Tourist Publications.
- ? Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

In addition to the above, the Deptt. of Tourism, Govt. of India has the following short-term and long-term Plans to promote tourism thereby attracting foreign tourists:

- ? Positioning and maintaining tourism development as a National priority activity;
- ? Enhancing and maintaining the competitiveness of India as a tourism destination;
- ? Improving India's existing tourism products and expanding these to meet new market requirements;
- ? Creation of world class infrastructure;
- ? Special thrust to rural and small segment tourism;
- ? Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- ? Development of tourism circuits and tourism-cum-cultural hubs.