

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1544
ANSWERED ON:19.07.2004
FOREIGN EXCHANGE EARNINGS THROUGH TOURISM
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government earns a lot of foreign exchange through tourism;
- (b) if so, the quantum of foreign exchange earned by the Government during each of the last three years;
- (c) whether the Government are taking any measures to promote tourism to earn more foreign exchange; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a): Yes, Sir.

(b): The foreign exchange earned through tourism during the years 2001, 2002 and 2003 are Rs.14,344 crores, Rs. 14,195 crores and Rs.16,429 crores respectively.

(c) and (d): The Department of Tourism, Government of India has initiated the following short-term and long-term Plans to promote tourism and thereby generating more foreign exchange by attracting more foreign tourists into the country:

- 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.

In addition, the Government is also implementing the following measures to attract more foreign tourists to India & thereby earning more foreign exchange:

- Direct approach to the consumers through Electronic and Print media through the `Incredible India` Campaign.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- 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.