

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:91  
ANSWERED ON:12.07.2004  
ARRIVAL OF FOREIGN TOURISTS  
Rao Shri Sambasiva Rayapati

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

- (a) whether there is spurt in the arrival of foreign tourists in India during the current year;
- (b) if so, the percentage increase in the arrival of tourist traffic in 2003-04 as compared to 2002-03 and the amount of foreign exchange earned therefrom;
- (c) the further steps proposed by the Government to improve the tourism sector;
- (d) whether health tourism had caught up in a big way particularly in Andhra Pradesh, Karnataka and Kerala; and
- (e) if so, the details thereof?

**Answer**

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

(a), (b), (c), (d), and (e): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.91 ANSWERED ON 12-7-2004 REGARDING ARRIVAL OF FOREIGN TOURISTS

(a): Yes, Sir.

(b): The figures for the foreign tourist arrivals in India and foreign exchange earned therefrom for the years 2002-03 and 2003-04, with percentage change, are as follows:

2002-03	2003-04#	Percentage change
2003-04/2002-03		

Foreign Tourist Arrivals	2.47 million	2.92 million	18.2
Foreign Exchange Earnings(In US\$)	3029.0 million	3833.5 million	26.6

# : Provisional

(c): During the 10th Five Year Plan, the Department of Tourism, Government of India has introduced new schemes viz., Integrated Development of Tourist Circuits, Product/Infrastructure and Destination Development, Assistance for large revenue generating projects and Capacity Building for Service Providers for development and promotion of tourism in the country. Six tourism circuits in the country on an annual basis are identified for developing them to international standards. These circuits are finalised and developed in close coordination and collaboration with the States/UT Governments. The Department of Tourism extends financial assistance for their development.

In order to market India as a favoured destination, the Department has positioned and branded India as 'Incredible India' through an integrated campaign converging elements of electronic/print and internet media. The Department has also produced world class publicity material ranging from tourist information brochures, posters, scrolls, etc.

(d) and (e): On account of the development of private sector infrastructure and availability of high quality medicare, health tourism has made substantial progress in Andhra Pradesh, Kerala and Karnataka. Kerala has promoted and marketed Ayurveda as its core tourism product. Most private resorts have established Ayurvedic centres as an integral component. Karnataka has published a special brochure highlighting its hospitals and specialities. Andhra Pradesh is also promoting itself as a health tourism destination.

