

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:23  
ANSWERED ON:03.07.2009  
INFLOW OF FOREIGN TOURISTS  
Singh Shri Ganesh;Sule Supriya

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

- (a) the number of foreign tourists arrived in the country during each of the last three years and the foreign exchange earned therefrom;
- (b) whether the flow of foreign tourists has registered a decline in the country during the current year;
- (c) if so, the reasons therefor; and
- (d) the steps taken or proposed to be taken by the Government to attract foreign tourists and to promote the related industries?

**Answer**

THE MINISTER OF TOURISM(KUMARI SELJA)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.23 ANSWERED ON 03.07.2009 REGARDING INFLOW OF FOREIGN TOURISTS

(a) to (c): The number of Foreign Tourist Arrivals (FTAs) and the Foreign Exchange Earnings (FEE) from tourism in India during the years 2006, 2007 and 2008 were as under:-

Year	FTAs (Million)	FEE (US \$ Million)
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2006	4.45	8634
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2007	5.08	10729**
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2008	5.37*	11747 #
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\* Provisional Estimates \*\* Revised Estimates # Advance Estimates

FTAs during January-May, 2009 witnessed a decline of 10.6% over the corresponding period of previous year. However, the decline in the growth rate in FTAs during May, 2009 over the corresponding period of previous year is only 1.9%. This decline in FTAs may be due to various reasons including global financial meltdown and terrorist activities.

(d): To attract more foreign tourists to India and to promote the tourism sector, the Government has taken the following steps:-

# A "Visit India 2009" Scheme has been announced, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India.

# Financial support being provided to approved service providers for undertaking promotional activities overseas under the Market Development Assistance (MDA) Scheme has been enhanced. Participation in three Trade Fairs / Exhibitions per year will now be permitted under the scheme, instead of two as per the earlier guidelines. The eligibility limit under the Scheme in terms of Foreign Exchange Earnings has also been increased from Rs. 10 Crore to Rs.20 Crore.

# With a view to promoting Meetings, Incentives, Conventions and Exhibitions (MICE) Tourism, the scope of the MDA Scheme has

been enhanced, so as to include active members of the India Convention Promotion Bureau (ICPB). Financial support under the scheme would be provided to 'Active Members' of ICPB who in turn would release the same to Indian Association / Societies after bidding for International Conventions / Conferences, provided they win the bid or stand at second or third positions among the bidders.

# Enhanced subsidy of 25% in participation fee is being offered by the Ministry of Tourism and the Indiatourism offices overseas in the India Pavilions set up at the major International Travel Fairs and Exhibitions till the end of the financial year 2009-10.

# All States have been requested to beef up security measures in hotels and at tourist sites in their respective States.

# Familiarisation Tours for trade and media representatives to Mumbai and other regions of the country have been specially organized to project the ground realities relating to safety/ security conditions in the country. Trade/ Media representatives from USA, UK, Ireland, France, Germany, Austria, Netherlands, Argentina, Mexico, South Africa Japan, Malaysia and Singapore have visited India during the months of December 2008 and January 2009 as a result of this initiative.

# Permission has been given to corporates in the hotel sector to avail of External Commercial Borrowings (ECB) upto US\$ 100 million per year for foreign currency and/ or rupee capital expenditure for permissible end users.

In addition to the above specific measures initiated recently, the other steps taken by the Government to promote tourism in the country include:

# Development of tourism infrastructure at tourist sites with the cooperation of other Ministries/ Departments and State/ UT Governments;

# Focusing on growth of hotel infrastructure, particularly that for budget hotels;

# Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

# Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign; and

# According greater focus to the emerging markets, particularly of China, North East Asia and South East Asia.