

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:61

ANSWERED ON:25.02.2011

TOURISM POLICY

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Will the Minister of TOURISM be pleased to state:

- (a) whether there has been a rise in the number of domestic and foreign tourist arrivals in the country;
- (b) if so, the number of domestic and foreign tourists that visited different tourist spots in the country and revenue earned therefrom during each of the last three years and the current year, State – wise;
- (c) whether the Government proposes to formulate any new tourism policy to boost tourism;
- (d) if so, the details thereof; and
- (e) the other steps taken by the Government to increase the flow of domestic as well as foreign tourists in the country?

Answer

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHAY)

(a) to (e): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No.+61 TO BE ANSWERED ON 25.02.2011 REGARDING TOURISM POLICY

(a) and (b): The Foreign Tourist Arrivals (FTAs) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%. State – wise break up of FTAs is not available.

The Domestic Tourist Visits (DTV) to different States and UTs during the year 2009 were 650 million as compared to 563 million in 2008, showing a growth of 15.5 %.

The total number of domestic tourist visits (DTV) and foreign tourist visits (FTV), which is different from FTAs, to different States and UTs during 2007 to 2009 are given in Annexure.

The foreign exchange earnings from tourism for the country as a whole during 2008, 2009 and 2010 are estimated at US\$ 11.75 billion, US\$ 11.39 billion, and US\$ 14.19 billion respectively. The Ministry of Tourism does not compile State-wise estimates of revenue earned from tourism.

(c) and (d): The current Tourism Policy of the Government was formulated in 2002 after detailed interaction with industry associations, concerned Ministries & Departments of Central Government, State Governments and other stakeholders. The Tourism Policy provides broad framework for the following:

- i. Positioning and maintaining tourism development as a national priority activity;
- ii. Enhancing and maintaining the competitiveness of India as a tourism destination;
- iii. Improving India's existing tourism products and expanding these to meet new market requirements;
- iv. Creation of world class infrastructure; and
- v. Developing sustained and effective marketing plans and programmes.

Ministry of Tourism is implementing number of schemes for improvement of tourism infrastructure, capacity building, Incredible India Campaign, development of various niche products such as medical & wellness tourism, golf tourism etc.

(e): To attract more tourists to India, Ministry of Tourism has taken number of steps including advertising in India and abroad, participation in travel fairs, exhibitions, road shows, India evenings, seminars & workshops, publication of brochures, offering incentives to inbound travelers, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry. The Marketing Development Assistance (MDA) Scheme of the Ministry of Tourism has also been expanded so as to provide financial assistance to service providers for the promotion of domestic, medical & wellness and Meetings, Incentives, Conferences and Exhibitions (MICE) Tourism in the country.