

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:868

ANSWERED ON:25.11.2011

FOREIGN TOURIST ARRIVALS IN INDIA

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Will the Minister of TOURISM be pleased to state:

- (a) the percentage of foreign tourist arrivals in India as compared to other Asian countries during the last three years;
- (b) whether the Government has assessed the reasons for low foreign arrivals of tourists in India as compared to other Asian countries;
- (c) if so, the details thereof; and
- (d) the steps taken/being proposed by the Government to attract more tourists in the country?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a): The numbers and percentages of International Tourist Arrivals in India and some other Asian countries during 2008, 2009 and 2010 are given in the Annexure.

(b) and (c): Some of the factors responsible for Foreign Tourist Arrivals in any country, including India, are air connectivity, availability of reasonably priced hotel accommodation, good tourism infrastructure, etc.

(d): Ministry of Tourism, as part of its promotional activities, releases print, electronic, online and outdoor media campaigns in the international markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international markets under the Marketing Development Assistance (MDA) Scheme.

Annexure

STATEMENT IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO.868 ANSWERED ON 25.11.2011 REGARDING FOREIGN TOURIST ARRIVALS IN INDIA.

INTERNATIONAL TOURIST ARRIVALS TO SELECTED COUNTRIES OF ASIA

S.No.	Country	International Tourist Arrivals (in million)			Share in World (in percent)		
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	2008	2009	2010	2008	2009	2010
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1	China	53.0	50.9	55.7	5.78	5.77	5.93
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2	Indonesia	6.2	6.3	7.0	0.68	0.71	0.74
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3 Japan 8.4 6.8 8.6 0.92 0.77 0.91

4 Korea, Republic of 6.9 7.8 8.8 0.75 0.88 0.94

5 Malaysia 22.1 23.6 24.6 2.41 2.68 2.62

6 Philippines 3.1 3.0 3.5 0.34 0.34 0.37

7 Singapore 7.8 7.5 9.2 0.85 0.85 0.98

8 Sri Lanka 0.4 0.4 0.7 0.04 0.05 0.07

9 Thailand 14.6 14.2 15.8 1.59 1.61 1.68

10 India 5.3 5.2 5.8 0.58 0.59 0.62

World 917.0 882.0 940.0

Source: UNWTO Tourism Highlights, 2011 Edition.

Note: Figures for India do not include Indian Nationals residing abroad.