

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2855

ANSWERED ON:30.03.2012

FOREIGN TOURISTS ARRIVAL

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

- (a) the inflow of domestic and foreign tourist arrivals separately during the last three years and the current year, year-wise;
- (b) the reasons for the increase or decline of tourists;
- (c) the details of the tourist sites in the country which have the special attraction for the foreign tourists, state-wise;
- (d) whether the Government proposes to formulate any scheme for attracting domestic/ foreign tourists in the country; and
- (e) if so, the details thereof and the measures taken by the Government to boost tourism in the country?

**Answer**

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

(a) and (b): The number of Domestic Tourist Visits (DTVs), during 2009 and 2010, and their growth over the previous years are given below:

Year	DTVs (in million)	Growth over previous years
2009	668.80	18.8%
2010 (P)	740.21	10.7%

(P): Provisional

This information is not available for 2011 and 2012.

The number of Foreign Tourist Arrivals (FTAs) in India, during 2009, 2010, 2011 and 2012 (Jan – Feb), and their growth over the previous periods are given below:

Year	FTAs (in million)	Growth over previous period
2009	5.17	-2.2%
2010	5.78	11.8%
2011 (P)	6.29	8.9%
2012 (Jan – Feb) (P)	1.36	7.9%

(P): Provisional

The decline of 2.2% in FTAs in India in 2009 over 2008 may be due to various reasons but mainly due to the global financial slowdown, terrorist attacks and H1N1 pandemic, etc.

(c): The information on most visited places by foreign visitors in different States is not available with Ministry of Tourism. However, the top ten centrally protected ticketed Archaeological Survey of India monuments for foreign visitors in the country, during 2010, are given in the Annexure.

(d) and (e): To increase the tourist inflow, the Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic 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; organizing 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 and domestic markets under the Marketing Development Assistance (MDA) Scheme.