

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3241

ANSWERED ON:31.08.2012

GROWTH IN TOURISM INDUSTRY

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

(a) whether domestic Indian Tourism is expected to grow at a pace of about 20 per cent per year keeping in view global slow down and decline in international tourism;

(b) if so, the details thereof;

(c) whether the Government has taken any measures to increase incoming tourists and achieve ten fold growth in domestic tourism by the year 2013-14; and

(d) if so, the details of the help and facilities to be extended by the Government to the travellers in achieving the target?

**Answer**

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

(a) to (d): The Working Group on Tourism for 12th Five Year Plan, set up by the Planning Commission, has recommended a target growth in domestic tourism of about 12% per annum during the 12th Plan. The Working Group has also recommended to increase India's share of International Tourists Arrivals to at least 1% by the end of 12th Plan – requiring an annual growth of about 12%.

To increase the foreign tourist arrivals, 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; 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.

Development and promotion of tourism, including providing facilities to tourists, are primarily the responsibility of the State Governments/Union Territory Administrations. However, Ministry of Tourism provides central financial assistance to the States/UTs for these activities on the basis of proposals received from them as per the Scheme Guidelines, inter-se priority and subject to availability of funds.

Efforts made by Ministry of Tourism for improving the facilities for foreign and domestic tourists include, creation/upgradation of tourism infrastructure, wayside amenities, providing last mile connectivity, increasing the availability of budget accommodation and trained manpower, etc.

For undertaking various activities relating to the development and promotion of tourism, the Working Group has also recommended total outlay of Rs.22800 Crore for tourism sector during 12th Plan.