

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4394

ANSWERED ON:07.09.2012

AFFECT OF RUPEE DEPRECIATION ON TOURISTS INFLOW OUTFLOW

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Will the Minister of TOURISM be pleased to state:

- (a) whether fast depreciation of rupee value in the recent months has greatly affected the tourist inflow and visit of Indian tourists to various destinations abroad;
- (b) if so, the details thereof along with the estimated loss incurred by the Government and the tourism industry as a result thereof;
- (c) whether the Government has any proposal to boost the tourism industry in the country and also to improve the revenue from domestic sector; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a) and (b): Some of the factors responsible for International Tourist Arrivals and outbound tourists from any country, including India, are economic conditions of the source and destination countries, air connectivity, availability of reasonably priced hotel accommodation, good tourism infrastructure, etc.

The number of Foreign Tourist Arrivals in India during January – July, 2012 was 37.6 lakhs (Provisional) registering a growth of 6.6% over the same period of 2011.

The Foreign Exchange Earnings from tourism in India during January – July, 2012 were Rs.52149 crores (Provisional) registering a growth of 23.3% over the same period of 2011.

The number of Indian National Departures in 2011 was 14.21 million (provisional) as compared to 12.99 million in 2010. This figure for the period January – July, 2012 is not available.

(c) and (d): The Ministry of Tourism, Government of India, as part of its on-going activities releases print, electronic and online media campaigns, under the 'Incredible India' brand-line, to promote India as a holistic destination in the domestic and international markets covering tourist destinations and products in all States/ UTs of the country. The holistic promotion includes promotion of various Indian tourism products and destinations. Besides, the Ministry through its overseas offices, interalia organises Road Shows, Know India Seminars, Workshops; participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products.

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.