

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2421  
ANSWERED ON:07.12.2012  
TARGET FOR TOURISM DEVELOPMENT  
Naranbhai Shri Kachhadia

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

- (a) whether the Government has fixed any target for the development of tourism in the country;
- (b) if so, the details thereof indicating the target fixed in this regard during each of the last three years and the current year; and
- (c) the efforts made by the Government to achieve the target along with the success achieved thereon?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b): Tourism targets for the 12th Five Year Plan have not been finalized yet by the Planning Commission.

For Tourism Sector, the 11th Five Year Plan had set a target of 10 million international visitors by 2011.

For Domestic Tourism, the target to be achieved in 2010 and 2011 was fixed at 725 million and 812 million, respectively.

(c): To boost tourism, 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, 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 number of FTAs in India during 2009, 2010, 2011 and 2012 was 5.17 million, 5.78 million, 6.31 million and 5.21 million (January – October, 2012) (Provisional), respectively.

The number of domestic tourist visits to different States and Union Territories of the country during 2009, 2010 and 2011 was 669 million, 748 million and 851 million (Provisional), respectively. This information for the year 2012 is not available.