

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1875
ANSWERED ON:08.03.2013
REVENUE THROUGH TOURISM
Siricilla Shri Rajaiah

Will the Minister of TOURISM be pleased to state:

- (a) the details of revenue collected by the Government through tourism during each of the last three years and the current year, State/UT-wise;
- (b) whether any guideline has been framed by the Government for utilisation of the revenue thus collected;
- (c) if so, the details thereof along with the action taken by the Government to utilise the same; and
- (d) the steps taken by the Government to increase the revenue collection through tourism by providing better infrastructure facilities at tourist spots in the country?

Answer

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

(a): The Foreign Exchange Earnings (FEEs) through tourism during 2010, 2011 and 2012 were US\$14.19 billion, US\$16.56 billion and US\$17.74 billion, respectively. This information is not available for the current year. The Ministry of Tourism does not compile State-wise estimates of FEEs from tourism.

(b) and (c): Ministry of Tourism has not formulated any guidelines for the utilisation of the revenue collected through tourism.

(d): To increase the number of Foreign Tourists Arrivals (FTAs) and subsequently the FEEs, 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/Union Territories 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, 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 Market Development Assistance (MDA) Scheme.