

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3220  
ANSWERED ON:15.03.2013  
INDIA S GLOBAL RANKING IN TOURISM  
Sugumar Shri K.

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

- (a) whether India`s global ranking in tourism in respect of effectiveness of marketing and branding declined from 59 in 2006 to 63 in 2010;
- (b) if so, the details thereof along with the steps taken/proposed to be taken by the Government in this regard;
- (c) whether the Government proposes to adopt a pro-poor tourism approach to benefit the poor through tourism activities to eliminate poverty by redistributing resources;and
- (d) if so, the details thereof?

**Answer**

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

(a) and (b) The Travel & Tourism Competitiveness Report 2011 of the World Economic Forum has positioned India at the rank 63 with reference to Effectiveness of Marketing and Branding. The effectiveness of the Incredible India campaign can however be gauged by the number of tourists arrivals to India which has increased from 2.38 million in 2002, the year in which Incredible India brand line was launched, to 6.65 million (provisional) in 2012. During the same period Foreign Exchange Earnings (FEE) have increased from rs 15064 Crore to rs 94487 Crore (advance estimates). The domestic visits during the same period have also increased from 269.60 million to 850.90 million (provisional).

Besides, the Ministry through its overseas offices also organises Road Shows, Know India Seminars and Workshops; participates in various Fairs, Exhibitions and Events to promote various Indian tourist destinations and products with the objective to further increase tourist arrivals to India.

(c) & (d) Tourism in India has the potential to promote faster, sustainable and more inclusive growth and the approach Paper to the Twelfth Plan released by the Planning Commission lays down the overall strategy for enabling tourism to realize its potential. It emphasizes the need to adopt a `pro-poor tourism` approach aimed at increasing the net benefits to the poor from tourism and ensure that tourism growth contributes to poverty reduction. It has identified a comprehensive set of strategies including product and infrastructure development, skill development, marketing, branding and promotion, planning, policy and investment to spread the benefits from tourism to the weaker sections of the society. The Ministry of Tourism has launched 'Hunar Se Rozgar' Scheme to provide employable skills to youth from the weaker strata of the society.