

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:397

ANSWERED ON:06.12.2013

TOURISTS INFLOW

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Will the Minister of TOURISM be pleased to state:

- (a) whether the country has recorded slowest growth in tourists' inflow among Brazil, Russia, India and China (BRIC) nations;
- (b) if so, the details of tourists' inflow in the country during the current year in comparison to the BRIC nations along with the reasons for its decline;
- (c) the number of domestic and foreign tourists visited the country along with the earning of foreign exchange therefrom vis-a-vis target fixed in this regard during each of the last three years, State/UT-wise;
- (d) whether the Government proposes to formulate any new tourism policy to boost tourism in the country and if so, the details thereof;and
- (e) the further measures proposed to be taken by the Government to boost tourists' inflow in the country?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b) Growth in Foreign Tourist Arrivals (FTAs) in India was not slowest among Brazil, Russia, India and China (BRIC) Nations. The number of Tourist Arrivals in BRIC Nations along with the growth rate over previous year is given below:

2012

Country	Tourist Arrivals (in Million)	Growth Rate (%)
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Brazil	5.7	4.5
Russia	25.7	13.4
China	57.7	0.3
India	6.6	4.3

The information regarding tourist arrivals is not yet available for 2013.

(c) The number of Domestic Tourist Visits (DTV's), Foreign Tourist Visits (FTV's) and Foreign Exchange Earnings (FEE's) through Tourism in India along with the growth rate over previous year are given below:

Year	2010	2011	2012
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DTV's (in million)	747.7	864.5	1036.4
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Growth Rate (%)	11.8	15.6	19.9
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FTVs (in million) 17.9 19.5 20.7

Growth Rate (%) 24.6 8.9 6.3

FEEs (in Rs. Crore) 64,889 77,591 94,487

Growth Rate (%) 20.8 19.6 21.8

State/UT-wise break up of DTVs and FTVs during 2010, 2011 and 2012 are given in the Annexure. Ministry of Tourism does not compile State/UT-wise Foreign Exchange Earnings through tourism.

No specific targets were fixed for FEEs during the year 2010, 2011 and 2012. As per the current Result Framework Document (RFD), a target of 21.5% was fixed for FEEs (in Rs. terms). Against the target of 21.5% for 2013, FEEs in Rs. terms registered a growth of 12.8% during January – October, 2013.

(d) The Tourism Policy of the Government was formulated in 2002 after detailed interaction with the industry associations, concerned Ministries & Departments of Central Government, State Governments and other stakeholders. The main objectives of the policy are to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment and poverty eradication in a sustainable manner.

At present, there is no proposal before the Government to bring out a new tourism policy.

(e) To boost tourism in the country, the Ministry of Tourism, as part of its on-going activities, annually 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 and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through Indiatourism Offices abroad with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. 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. The Ministry of Tourism also provides financial assistance to stakeholders and all States/Union Territory Tourism Departments for promotion of tourism in the international markets under the Marketing Development Assistance (MDA) Scheme.

Other efforts made by Ministry of Tourism to boost tourist inflow include promoting Safe & Honourable tourism, improving facilities for foreign and domestic tourists, creation/upgradation of tourism infrastructure, wayside amenities, providing last mile connectivity, increasing the availability of trained manpower, etc.