

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1043
ANSWERED ON:02.03.2015
SCHEME UNDER ATITHI DEVO BHAVA PROGRAMME
Meghwal Shri Arjun Ram

Will the Minister of TOURISM be pleased to state:

- (a) the details of the schemes formulated under `Atithi Devo Bhava` programme by the Government;
- (b) whether any specific achievement has been made in tourism sector;
- (c) if so, the details thereof;
- (d) whether the Government proposes to implement any other programmes along with the above programme; and
- (e) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a): The Ministry of Tourism releases the Atithi Devo Bhava Social Awareness Campaign to sensitize the stakeholders of the tourism industry as well as masses regarding their conduct and attitude towards tourists. People in general are sensitized to preserve and protect the heritage and monuments of the country, including tourist places, for the generations to come. The campaign also strives to bring about a positive change in the outlook of the people. These campaigns are released in select Print, Electronic, Outdoor and Online Media. It is a promotional campaign hence there is no scheme formulated under this name.

(b) & (c): Foreign Tourist Arrivals during the period January-December 2014 were 74.62 lakh with a growth of 7.1%, as compared to the Foreign Tourist Arrivals of 69.68 lakh with a growth of 5.9% during January-December 2013 over the corresponding period of 2012. Foreign Exchange Earnings from tourism in rupee terms during January-December 2014 were Rs.1,20,083 Crore with a growth of 11.5%, as compared to the Foreign Exchange Earnings of Rs.1,07,671 Crore with a growth of 14.0% during January-December 2013 over the corresponding period of 2012.

(d) & (e): The new initiatives of the Ministry of Tourism include Integrated Development of Theme-Based Tourist Circuits Swadesh Darshan and the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD). The Ministry has also launched a 24x7 Incredible India Toll Free Helpline for Tourists (Code 1363/ 1800-111363). The Government of India has introduced Tourist Visa on Arrival enabled with Electronic Travel Authorisation to facilitate foreign travelers visiting India. This facility is available to the nationals of 44 countries arriving at 9 airports in India (viz. Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Bengaluru, Thiruvananthapuram, Kochi and Goa airports).