

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3202

ANSWERED ON:16.03.2015

INADEQUATE GROWTH OF TOURISM SECTOR

Adsul Shri Anandrao ;Nath Shri Chand;Patil Shri Shivaji Adhalrao;Shrirang Shri Chandu Barne;Yadav Shri Dharmendra

Will the Minister of TOURISM be pleased to state:

- (a) whether projected growth of the tourism sector is inadequate both in terms of its contribution to the overall economic growth and potential and if so, the details thereof and the reasons therefor;
- (b) the employment growth registered in tourism sector during the last five years;
- (c) whether the growth registered in tourism sector during the aforesaid period is substantially lower than the estimated growth and if so, the details thereof;
- (d) whether there is significant potential for the tourism sector in India to absorb a substantially larger workforce; and
- (e) if so, the guidelines framed by the Government to achieve the desired growth in tourism sector?

Answer

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

(a): Projections for contribution of tourism to the overall economic growth are not available in the Ministry of Tourism. However, Ministry compiles the contribution of tourism sector in total Gross Domestic Product (GDP) of the country through Tourism Satellite Account of India (TSAI). As per the 2nd Tourism Satellite Account of India (TSAI) - 2009-10, the contribution of tourism to total GDP of the country during 2009-10 were estimated at 6.77% (3.68% direct and 3.09% indirect). It reveals that the contribution of tourism sector is not inadequate as the direct share of the tourism sector is better than other sectors like Gems and Jewellery (0.63%), Insurance (0.65%), Communication (1.49%) and Medical and health (1.58%).

(b): On the basis of the 2nd TSAI - 2009-10, the total employment (direct and indirect) generated through tourism sector during 2009-10, 2010-11, 2011-12 and 2012-13 are as under:

Year Employment Growth Rate
through (%)
tourism
(in million)

2009-10	54.5	-
2010-11	58.0	6.38
2011-12	62.0	7.08
2012-13	67.0	7.94

This information is not available for the year 2013-14.

(c): Does not arise.

(d): Yes, Madam.

(e): Steps taken to boost tourism in the country are as follows:

i. New Schemes:

In the Budget for 2014-15, following two new schemes were announced:

(i) Swadesh Darshan - Integrated Infrastructure Development as Theme-Based Tourist Circuits.

(ii) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD).

Scheme Guidelines for both the Schemes have been formulated and Mission Directorate has been set up.

ii. Publicity and Promotion:

The Ministry of Tourism promotes India as a holistic destination, including the various tourism destinations and products of every State/Union Territory of the country, in the domestic and international markets.

As part of its promotional activities, Ministry of Tourism undertakes centralized international media campaigns (prints, electronics and online) under the Incredible India brand-line in key source markets as well as potential markets across the world.

The Ministry has taken up creation, development and maintenance of Walking Tours product which is an online, interactive web product that will help national and international tourists, plan and take walking tours in all major cities in India.

The Ministry of Tourism has signed an agreement with M/s Worth Your Holidays as part of which an automated holiday planner (Tripigator.com) has been linked to the website of the Ministry of Tourism to facilitate the tourists to make itineraries.

The Ministry of Tourism also provides financial assistance to stakeholders for promotion of tourism in the international and domestic markets under the Marketing Development Assistance Scheme.

iii. Electronic Travel Authorization:

The Tourist Visa on Arrival (TVoA) enabled with the Electronic Travel Authorization (ETA) Scheme was launched on 27.11.2014 for nationals of 43 countries and was subsequently extended to nationals of Guyana in January, 2015 whose sole objective of visiting India is recreation, sight-seeing, short duration medical treatment, casual business visit, casual visit to meet friends or relatives etc. for a short stay of 30 days. Earlier the TVoA facility was available for nationals of 12 countries only. The TVoA enabled with ETA will enable the prospective visitor to apply for an Indian Visa from his/her home country online without visiting the Indian Mission and also pay the visa fee online. Once approved, the applicant will receive an email authorising him/her to travel to India and he/she can travel with a print out of this authorization. On arrival, the visitor has to present the authorisation to the immigration authorities who would then stamp the entry into the country. The entry into India will be allowed within 30 days from the date of approval of ETA and will be valid for 30 days stay in India from the date of arrival in India.

iv. Restriction on gap for re-entry lifted:

The restriction of two-month gap on re-entry of foreign nationals coming to India on Tourist Visa and Tourist Visa on Arrival has been lifted with effect from 4th December, 2012.

v. Central Financial Assistance:

Ministry of Tourism operates various schemes through which Central Financial Assistance (CFA) is provided to States/ Union Territories (UTs) and other central agencies for overall development of tourism in the country.

vi. Cleanliness and Hygiene:

To tackle the problem of hygiene and cleanliness at tourist destinations, the Ministry of Tourism has taken the initiative of launching the Campaign Clean India with a vision to ensure an acceptable level of cleanliness and hygiene practices at tourist destinations. This campaign is to be sustained through adoption and involvement of private and public sector stakeholders as a part of their Corporate Social Responsibility (CSR).