

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:34
ANSWERED ON:08.07.2014
PROMOTION OF TOURISM
Sule Smt. Supriya Sadanand

Will the Minister of TOURISM be pleased to state:

- (a) the total number of foreign tourists visiting India and the quantum of foreign exchange earned therefrom during each of the last three years;
- (b) whether the inflow of foreign tourists in India is significantly low in comparison to countries like Thailand and Singapore during the said period and if so, the details thereof and the reasons therefor;
- (c) whether the Government plans to create tourist circuits to boost tourism in the country; and
- (d) if so, the details thereof along with the other steps taken by the Government to attract more foreign tourists and generation of foreign exchange through tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SHRI SHRIPAD NAIK)

(a) to (d): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.34 ANSWERED ON 08.07.2014 REGARDING PROMOTION OF TOURISM.

(a): The number of Foreign Tourist Arrivals (FTAs) in India and Foreign Exchange Earnings (FEEs) through tourism in India during 2011, 2012 and 2013 is given below:

Years	FTAs (in million)	FEEs (Rs. Crore)	#
2011	6.31	77,591	
2012	6.58	94,487	
2013	6.97	1,07,671	

#: Advance Estimate

(b): The number of Foreign/International Tourist Arrivals (ITAs) in India, Thailand and Singapore during 2011, 2012 and 2013 are given below:

Year	Foreign/International Tourist Arrivals (in millions)		
	India	Singapore	Thailand
2011	6.31	13.17	19.23
2012	6.58	14.50	22.35
2013	6.97	15.57	26.55

Source: UNWTO Compendium and Singapore Tourism Board

Some of the factors responsible for International Tourist Arrivals and outbound tourists from any country, including India, are economic conditions of the source and destination countries, air connectivity, extent of awareness amongst the source countries, availability of trained guides, reasonably priced hotel accommodation, good tourism infrastructure, etc.

(c) & (d): Ministry of Tourism provides Central Financial Assistance to States Governments /Union Territory Administrations for development of tourism circuits, prioritized at the beginning of every year in consultation with them, subject to the availability of funds, inter-se priority and adherence to scheme guidelines.

The provisions relating to two months (60 days) gap between two visits of a foreign national to India has been lifted. The facility of Visa Fee through credit card for travelers availing Tourist Visa on Arrival (TVOA) has been introduced.

Government of India is providing "Visa on Arrival" (VoA) facility for citizens of twelve countries, viz. Finland, Japan, Luxembourg, New Zealand, Singapore, Cambodia, Indonesia, Vietnam, the Philippines, Laos, Myanmar and South Korea.

Further, 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 India tourism 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.

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