

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.930
ANSWERED ON 27.07.2023

PROMOTING INBOUND TOURISM

930 SHRI MUKUL BALKRISHNA WASNIK:

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

- (a) the number of Foreign Tourist Arrivals and NRIs visiting India separately since 2019, year-wise;
- (b) the details on major policy initiatives of Government in attracting foreign tourists and the response thereon;
- (c) whether any study has been done on the promotional tactics adopted by other nations, especially the developing nations having higher tourism receipts than India and the methodology to apply them in promoting inbound tourism; and
- (d) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The details of Foreign Tourist Arrivals (FTAs) in India during 2019 to 2022 are given below:

Sr. No.	Year	FTAs in India (in Lakh)
1.	2019	109.3
2.	2020	27.4
3.	2021	15.3
4.	2022 (P)	61.9

P: Provisional; Source: Bureau of Immigration

and the details of Non-Residents Indians (NRIs) visiting India during 2019 to 2021 are given below:

Sr. No.	Year	NRIs arrivals (in Lakh)
1.	2019	69.8
2.	2020	35.9
3.	2021	54.8

Source: Bureau of Immigration

(b): Ministry of Tourism has taken several steps/initiatives to attract Foreign Tourist as per details given below:

- (i) The Ministry of Tourism undertakes several promotional activities in potential international & domestic markets to promote various tourism destinations and products of the country in holistic manner.
- (ii) For making India attractive tourist destination, the Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of

External Affairs for easing of the Visa Regime in the country. e-Visa scheme is now available to the nationals of 167 countries and it is available in following five categories:

- (a) e-Tourist Visa,
- (b) e-Business Visa,
- (c) e-Medical Visa,
- (d) e-Conference Visa
- (e) e-Medical Attendant Visa

e-Visa is valid for entry through 29 designated Airports and 5 designated seaports.

- (iii) e-Visa has been further liberalized and the visa fee has been substantially reduced.
- (iv) Development and promotion of 'Niche Tourism' products to attract tourist with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage.
- (v) Conducting Programmes under the 'Capacity Building for Service Providers' (CBSP) Scheme to train and up-grade manpower to provide better service standards.
- (vi) New mountain peaks have been opened for Mountaineering/Trekking to give boost to adventure tourism in the country.
- (vii) Lowering of GST on hotels rooms with tariffs of ₹1,001 to ₹7,500/night to 12%, those above ₹7,501 to 18% to increase India's competitiveness as a tourism destination.
- (viii) On the recommendation of the Ministry of Tourism, 59 tourism routes have been awarded to the identified airlines by the Ministry of Civil Aviation under the RCS UDAN Scheme, for which Ministry of Tourism extends financial support in form of VGF (Viability Gap Funding). 53 of these routes have been operationalized till date.
- (ix) In order to boost visitor arrival, Ministry of Tourism, Government of India has declared "Incredible India! Visit India Year 2023".
- (x) To increase the footfall of international tourists in Buddhist destinations in India, Ministry of Tourism had organized international quiz competitions focused on the life of Buddha and various places/sites associated with Buddha and Buddhism in India.
- (xi) Ministry of Tourism, Government of India and various State Tourism departments attended WTM 2022 in London, FITUR 2023 in Madrid, ITB 2023 in Berlin, ATM 2023 in Dubai and IMEX 2023 in Frankfurt, Germany. During the participation, the Ministry of Tourism had B2B meetings with foreign Tour Operators, Travel Agents and various other stakeholders. The Ministry also organized the Press Meet to apprise the travel media of India's preparedness to welcome international tourists post pandemic. Further, India pavilion showcased varied tourism products including niche tourism products such as cuisine, wellness, yoga, wildlife and luxury etc.

As a response to initiatives taken by Ministry, the provisional data received from Bureau of Immigration showed that India registered 37.32 Lakh Foreign Tourist Arrivals (FTAs) during January to May 2023 as compare to 16.01 Lakh FTAs during the same period of 2022.

(c) & (d): No such formal study has been conducted by Ministry of Tourism, Government of India.
