

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.33#
ANSWERED ON 25.07.2024

ROADMAP TO PROMOTE TOURISM INDUSTRY

33# SHRI MITHLESH KUMAR:

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

- (a) the details regarding number of tourists who visited India during the last 12 months;
- (b) the number of tourists visiting India since 2021 after the pandemic;
- (c) whether India is aiming to touch the figure of 100 million tourist arrivals in the future;
- (d) if so, the details thereof; and
- (e) whether Government has prepared any roadmap to promote the tourism industry in the country, if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (e) OF RAJYA SABHA STARRED QUESTION NO.33# ANSWERED ON 25.07.2024 REGARDING ROADMAP TO PROMOTE TOURISM INDUSTRY BY SHRI MITHLESH KUMAR.

(a): As per information received from the Bureau of Immigration, the details of month-wise Foreign Tourist Arrivals (FTAs) in the country during in 2023 and 2024 (till May) are given below:

Month	Foreign Tourist Arrivals (FTAs) (in lakh)	
	2023 @	2024 @
January	8.7	9.6
February	8.7	10.0
March	8.0	8.6
April	6.0	6.5
May	6.0	6.0
June	6.5	-
July	7.6	-
August	6.4	-
September	6.5	-
October	8.1	-
November	9.2	-
December	10.7	-
Total	92.4	40.7

Source: Bureau of Immigration. @: Provisional

(b): The details of Foreign Tourist Arrivals (FTAs) in the country since 2021 is given below:

S. No.	Year	FTAs in India (in lakh)
1.	2021	15.3
2.	2022	64.4
3.	2023 (P)	92.4
4.	2024 (Jan- May)(P)	40.7

Source: Bureau of Immigration. (P): Provisional

(c) & (d): Based on data from the Bureau of Immigration (BOI), Foreign Tourist Arrivals (FTAs) are expected to reach pre-pandemic levels by 2024.

(e): Ministry of Tourism has taken several steps/initiatives over the years to give boost to the tourism sector in the country, details of which are:

- (i) Launched Dekho Apna Desh initiative with the objective of creating awareness among the citizens about the rich heritage and culture of the country and encourage citizens to travel within the country.
- (ii) Chalo India Global Diaspora Campaign, to enable Indian diaspora members become Incredible India ambassadors. The campaign has been launched in the spirit of Jan Bhagidari for an Atulya and Viksit Bharat to encourage 5 non-Indian friends to travel to India every year.
- (iii) Conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and upgrade manpower to provide better service standards.
- (iv) Launched Incredible India Tourist Facilitator Certification Programme, a digital initiative that aims at creating an online learning platform with the objective of creating a pool of well trained professional tourist facilitators across the country to support tourists.
- (v) 24x7 toll free Multi-Lingual Tourist Helpline.
- (vi) E-Visa is presently available under seven sub-categories i.e. e-Tourist Visa, e- Business Visa, e-Medical Visa, e-Medical Attendant Visa, e-Conference Visa, e- Ayush Visa and e-Ayush Attendant Visa. e-Tourist Visa is available under 3 options – (i) 05 years with multiple entry (ii) 1 year with multiple entry and (iii) one month with double entry.
- (vii) Under RCS UDAN Tourism, Ministry of Tourism has collaborated with Ministry of Civil Aviation and has got 53 tourism routes operational for better connectivity of important tourist places.
- (viii) The Ministry of Tourism is also promoting cultural and heritage tourism by providing financial assistance to State Governments/Union Territory Administrations/Central Agencies under the ‘Swadesh Darshan’, ‘National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)’ and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ Schemes for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors.
- (ix) “Challenge Based Destination Development”, a sub-scheme under Swadesh Darshan 2.0 aims for holistic development of destination to enhance tourist experience across all of tourist value chain to transform our tourist destinations as sustainable and responsible destinations. Under this Scheme, the Ministry has identified 42 destinations under 4 categories- (i) Spiritual Tourism, (ii) Culture & Heritage, (iii) Vibrant Village

Program, (iv) Eco Tourism and Amrit Dharohar Sites.

- (x) Ministry of Tourism provides financial assistance to States/UTs for organizing fairs & festivals and tourism related events such as seminars, conclaves, conventions etc. under the Domestic Promotion & Publicity including Hospitality (DPPH) scheme.
- (xi) Ministry of Tourism has launched the 'Wed in India' campaign under the Incredible India brand with the goal to position India as a globally preferred wedding destination. The campaign focuses on showcasing the rich and diverse destinations across India that are perfect settings for weddings. Ministry of Tourism, in collaboration with various State Governments and key industry stakeholders, is focusing on select destinations across India, each with unique potential for hosting destination weddings.
- (xii) Ministry of Tourism has launched a dedicated brand 'Meet in India' for promoting India as a premier MICE destination. Various campaigns are being undertaken on social media platforms in partnership with the States and Industry to highlight and promote MICE tourism especially in the 60 G20 Host cities.
