

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1262**  
ANSWERED ON 01.08.2024

**INDIA'S RANKING IN TRAVEL AND TOURISM DEVELOPMENT**

1262 SHRI SANJEEV ARORA:

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

- (a) whether Government is aware of World Economic Forum's Travel and Tourism Development rankings, which indicate a ten-place drop in India's position to 39;
- (b) whether Government does acknowledge report's findings that India's tourism policies, air transport infrastructure, tourist service facilities, security, skilled manpower, marketing, hygiene are significantly lacking;
- (c) whether despite rich cultural and architectural heritage, India holds only one per cent share of international inbound tourism market; and
- (d) corrective steps taken by Government to address key issues such as 97 per cent reduction in global tourism promotion budget and 60 per cent decrease in the budgetary allocation for UDAN scheme?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): According to the Travel and Tourism Development Index (TTDI) 2024 report published by the World Economic Forum (WEF), India is ranked 39th among 119 countries. In the previous index published in 2021, India was ranked 54th. However, due to a revision in the WEF's methodology, India's 2021 rank was adjusted to 38th place.

As per the TTDI report, out of the TTDI pillars mentioned, India's scores have improved in three areas: Prioritization of Travel & Tourism, Safety & Security, and Health & Hygiene.

As per UNWTO barometer for May 2024, there were 975 million International Tourist arrivals around the world in 2022, wherein India recorded 14.3 million International Tourist Arrivals that represented 1.47% of the international inbound tourism market share. The share of India's International Tourist Arrivals in Asia & Pacific is 15.66% in 2022.

The Ministry of Tourism promotes the tourism destinations and tourism products of the country in a holistic manner both within the country and overseas markets. These objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the travel trade, State Governments and Indian Missions. Promotions are also undertaken through the Website and Social Media platforms of the Ministry. The tourist destinations in the country are also amplified through the different promotional materials developed by the Ministry. The Ministry of Tourism also participates in travel fairs/exhibitions held in major and potential overseas markets to increase India's share in the global tourism market.

Under the "Champion Service Sector Scheme (CSSS)", Ministry of Tourism has been reimbursing the amount incurred by Ministry of Civil Aviation on the scheme of UDAN (RCS). Till date, Rs.226 Crore has been reimbursed to Ministry of Civil Aviation. Under RCS UDAN Tourism, 53 tourism routes are operational for better connectivity of important tourist places.

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