

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.101
ANSWERED ON 13.02.2025

PROMOTING INBOUND TOURISM

101 SMT. RENUKA CHOWDHURY:

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

- (a) the total number of foreign tourists who visited India in the last three years, year-wise;
- (b) whether it is a fact that Foreign Tourist Arrivals (FTAs) in the country are yet to catch up with the pre-pandemic levels, if so, the reasons for such low arrivals; and
- (c) whether Government is aware that the country is becoming less value for money for foreign tourists leading to arrivals of less number of tourists, if so, the steps taken in this regard?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

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

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTION NO.101 ANSWERED ON 13.02.2025 REGARDING PROMOTING INBOUND TOURISM RAISED BY SMT. RENUKA CHOWDHURY

(a) to (c): As per data from the Bureau of Immigration, India recorded 9.52 million Foreign Tourist Arrivals (FTAs) in 2023, reflecting a 47.9% increase compared to 2022. FTAs have recovered to 87.1% of the pre-pandemic levels closely aligning with the global recovery rate of 88.8% and surpassing the Asia-Pacific region's recovery rate of 65.4%.

The table below provides FTAs in India during 2019-2023.

Year	FTAs (in Million)	Percentage Recovery to Pre-Pandemic Levels
2019	10.93	-
2020	2.74	25.1
2021	1.52	13.9
2022	6.44	58.9
2023	9.52	87.1

Source: Bureau of Immigration and UNWTO Barometer, May 2024.

Ministry of Tourism has taken several steps to attract more foreign tourists in the country as under:

- The Ministry of Tourism under the schemes of ‘Swadesh Darshan’, ‘National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)’ and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country.
- Ministry of Tourism through its various campaigns and events promotes various tourism destinations and products of India in domestic and international markets. Some of the initiatives are Dekho Apna Desh campaign, Chalo India campaign, International Tourism Mart, Bharat Parv.
- The Incredible India Content Hub was launched which is a comprehensive digital repository, featuring a rich collection of high-quality images, films, brochures, and

newsletters related to tourism in India. Promotions are also carried out through the web-site – www.incredibleindia.org and social media handles of the Ministry.

- Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism, etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as ‘Capacity Building for Service Providers’, ‘Incredible India Tourist Facilitator (IITF)’, 'Paryatan Mitra' and 'Paryatan Didi’.
- For improving air connectivity to important tourist destinations, Ministry of Tourism has collaborated with Ministry of Civil Aviation under their RCS-UDAN Scheme. As on date, 53 tourism routes have been operationalized.
- e-Visa scheme is now available to 167 countries and it is available for 9 sub-categories:
 - i. e-Tourist Visa
 - ii. e-Business Visa
 - iii. e-Medical Visa
 - iv. e-Conference Visa
 - v. e-Medical Attendant Visa
 - vi. e-Ayush Visa
 - vii. e-Ayush Attendant Visa
 - viii. e-Student Visa
 - ix. e-Student X Visa
