

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.767  
ANSWERED ON 21.11.2016**

**REDUCTION IN TAXES TO INCREASE AND PROMOTE TOURISM**

**767. SHRI R. PARTHIPAN:**

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

- (a) whether the Government is planning to announce liberal policies and reduction in taxes along with a comprehensive package for attracting tourist and foreign investment in the country;**
- (b) if so, the details thereof;**
- (c) whether the Government is promoting India as a brand in tourism sector;**
- (d) if so, the details thereof; and**
- (e) whether any positive indications are witnessed in this regard and if so, the details thereof?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(DR. MAHESH SHARMA)**

**(a): Announcement of such policies and taxation proposals are dealt with as part of the Budget. The Ministry of Tourism has so far not given any such input for the Union Budget 2017-18.**

**(b): Does not arise in view of the reply at (a) above.**

**(c) and (d): The Ministry of Tourism is promoting India as a tourism destination by releasing campaigns in international and domestic markets and by undertaking several promotional activities through its Indiatourism Offices overseas under the Incredible India brand-line. The campaigns are released through various advertising mediums such as Print, Television, Online and Outdoor. Indiatourism**

**Offices overseas participate in various international travel fairs and exhibitions and also undertake numerous promotional activities for positioning India as a 365 days tourism destination in major source markets around the world.**

**(e): Yes, Madam. The Foreign Exchange Earnings (FEEs) from the tourism sector and Foreign Tourist Arrivals (FTAs) have gone up for the last three years as given below:**

<b>Year</b>	<b>FEEs (in Rs. crore)</b>	<b>FTAs (Nos)</b>
<b>2013</b>	<b>1,07,671</b>	<b>69,67,601</b>
<b>2014</b>	<b>1,23,320</b>	<b>76,79,099</b>
<b>2015</b>	<b>1,35,193</b>	<b>80,27,133</b>

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