

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2213
ANSWERED ON 01.01.2018**

RANKING OF INDIA ON TOURIST MAP

**†2213. SHRI BHARAT SINGH:
SHRI MANSHANKAR NINAMA:**

Will the Minister of TOURISM be pleased to state:

- (a) whether ranking of India has come down very low on the world tourism map as per a survey conducted recently;**
- (b) if so, the details thereof along with the present ranking of India on the world tourism map;**
- (c) the names of the Asian countries placed higher in ranking than India;**
- (d) the reasons for our lagging behind despite having rich cultural heritage and historical places in the country; and**
- (e) the policy/efforts being made by the Government for improving our ranking on the world tourism map in the next two three years?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K. J. ALPHONS)**

(a) and (b): As per the Travel & Tourism Competitiveness Index (TTCI) of World Economic Forum (WEF), India has been ranked 40th in 2017 as compared to 52nd in 2015 and 65th in 2013.

(c): Names of Asian countries higher in ranking than India in TTCI are given in Annexure.

(d): In fact, India's rank in TTCI of World Economic Forum has improved from 65th in 2013 to 40th in 2017.

(e): Government of India has taken various steps to boost tourism in the country, which inter-alia include the following:

- i. E- Visa facility extended to citizens of 163 countries.**
- ii. The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.**
- iii. 24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 launched in 12 International Languages including Hindi and English.**
- iv. Providing Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for development and promotion of tourism.**
- v. Identification, diversification, development and promotion of Niche products like Cruise, Adventure, Medical, Wellness, Golf, Polo, Eco, Film and Meeting Incentives Conference and Exhibition (MICE).**

ANNEXURE

STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO.†2213 ANSWERED ON 01.01.2018 REGARDING RANKING OF INDIA ON TOURIST MAP.

Rank of other Asian countries in Travel & Tourism Competitiveness Index Report 2017 of World Economic Forum.

Sl. No.	Country	Rank in 2017
1	Japan	4
2	Hong Kong	11
3	Singapore	13
4	China	15
5	Korea, Rep.	19
6	Malaysia	26
7	Taiwan	30
8	Thailand	34
9	India	40
