

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†303
ANSWERED ON 05.02.2018**

SCHEMES FOR PROMOTION OF TOURISM

†303. DR. RAMESH POKHRIYAL “NISHANK”:

Will the Minister of TOURISM be pleased to state:

- (a) the share of foreign as well as domestic tourists respectively in the Indian tourism;**
- (b) the specific steps taken at international level by the Government to promote tourism in the country; and**
- (c) the details of the specific steps taken for dissemination of information about the heritage sites of world fame located in India?**

ANSWER

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

(a): The share of Domestic Tourist Visits (1613.55 million) and Foreign Tourist visits (24.71 million) in Indian Tourism was 98.49% and 1.51% respectively during 2016.

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

- i. The Ministry of Tourism releases print, electronic, online and outdoor media campaigns in the international markets to promote various tourism destinations and products of the country.**
- ii. Promotions are also undertaken through the Social Media accounts of the Ministry.**
- iii. The India tourism Offices abroad undertake various promotional activities in important and potential tourist**

generating markets overseas with the objective of showcasing India's tourism potential. These include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; etc.

- iv. E- Visa facility extended to citizens of 163 countries.**
- v. The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.**
- vi. 24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 launched in 12 International Languages including Hindi and English.**
- vii. Promotion of Niche products like Cruise, Adventure, Medical, Wellness, Golf, Polo, Eco, Film and Meeting Incentives Conference and Exhibition (MICE).**

(c): The Ministry of Tourism promotes India as a holistic destination in the international markets. As part of its promotional activities, the Ministry releases campaigns in the international markets under the Incredible India brand-line to showcase various tourism destinations and products including its heritage sites.
