

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.*198
ANSWERED ON 24.12.2018**

TARGET SET FOR TOURIST ARRIVAL

***198. ADV. NARENDRA KESHAV SAWAIKAR:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has set a target to get 20 million inbound tourists by 2020 and if so, the details thereof;**
- (b) whether the Government has finalised any action plan towards achievement of its target; and**
- (c) if so, the details thereof and the extent to which important tourist destinations would be benefited?**

ANSWER

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

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

**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA
STARRED QUESTION NO.*198 ANSWERED ON 24.12.2018
REGARDING TARGET SET FOR TOURIST ARRIVAL.**

(a) to (c): Yes.

For development and promotion of tourism, Government has taken several initiatives which in turn lead to development of important tourist destinations. The major initiatives in this regard are as follows:

- i. The Ministry of Tourism launched the Swadesh Darshan scheme in the year 2014-15 with a vision to develop theme-based tourist circuits.**
- ii. The National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme was launched in the year 2014-15 with the objective of holistic development of identified pilgrimage destinations.**
- iii. 'Adopt A Heritage' project has been initiated for development and maintenance of tourist amenities at heritage sites.**
- iv. The Ministry has identified 17 Iconic Tourist sites in the country for holistic development.**
- v. To promote in-bound tourism, the e-Visa facility has been extended for the citizens of 166 countries under categories namely e-Tourist Visa, e-Business Visa and e-Medical Visa.**
- vi. Development and promotion of 'Niche Tourism' products to attract tourists with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage.**

- vii. Launch of 24x7 Toll Free Multi-Lingual Tourist Helpline in 12 International Languages including Hindi and English.**
- viii. Launch of the Incredible India 2.0 campaign with market specific promotional plans and content creation.**
- ix. Launch of Incredible India website for showcasing India as a holistic destination.**
- x. Promoting various tourism destinations and products of the country both in domestic and international markets.**
- xi. Promoting India as a holistic tourism destination including the various tourism sites through centralized print, TV and online media campaigns in important tourism generating markets.**
- xii. Promotional activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in travel fairs and exhibitions; organising Road Shows, “Know India” seminars & workshops.**
- xiii. Organizing Annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world. It provides a platform for all stakeholders in tourism and hospitality industries to interact and transact business opportunities.**
- xiv. Organizing biennial International Buddhist Conclave.**
- xv. Organizing Annual International Tourism Mart for promotion of tourism in North Eastern States.**
