

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†256
ANSWERED ON 24.06.2019**

VISION TO BRING INDIA IN TOP TOURIST COUNTRIES

†256. SHRIMATI VEENA DEVI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has envisaged to make India one of the top ten tourist countries with regard to arrival of tourist and earning of revenue therefrom;**
- (b) if so, the details thereof; and**
- (c) the steps taken/being taken by the Government in this regard?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (c): Ministry of Tourism, Government of India has taken several initiatives to boost tourism in the country with the objective of increasing tourist arrivals and earnings therefrom, which inter-alia include:

- Central Financial Assistance to States/UTs under the schemes of Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for the development of tourism related infrastructure in the country.**
- Extension of E- Visa facility to citizens of 167 countries.**
- Launch of the Incredible India 2.0 campaign with market specific promotional plans and content creation.**
- Revamping of Incredible India website with the aim to provide more information about India as a tourist destination.**
- Launch of 24x7 Toll Free Multi-Lingual Tourist Helpline in 12 International Languages including Hindi and English.**

- **Organisation of 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.**
- **Organisation of biennial International Buddhist Conclave.**
- **Organisation of Annual International Tourism Mart for promotion of tourism in North Eastern States.**
- **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.**
