

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.3495  
ANSWERED ON 15.07.2019**

**RANKING OF INDIA IN TOURISM SECTOR**

**3495. SHRI SISIR KUMAR ADHIKARI:**

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

- (a) whether Government is aware that India is one of the top ranked tourist destination;**
- (b) if so, the action taken to develop and retain the ranking thereof; and**
- (c) the proposal of the Government to expand tourism and make the country tourist friendly therefor?**

**ANSWER**

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

**(a) to (c): As per the figures of International Tourist Arrivals (ITAs) compiled by United Nations World Tourism Organization, India's position in the world in terms of ITAs during 2017 was twenty sixth.**

**Development and promotion of tourist places is primarily the responsibility of concerned State Government/Union Territory (UT) Administration. However, the Ministry of Tourism promotes India as a holistic destination covering its various tourism destinations and products across different States/Union Territories in the country. Ministry has taken several initiatives to boost tourism in the country with the objective of increasing tourist arrivals, 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.**

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