

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1328
ANSWERED ON 19.09.2020**

INDIA'S SHARE IN WORLD TOURISM

**†1328. SHRI JASWANT SINGH BHABHOR:
SHRI PARBATBHAI SAVABHAI PATEL:
SHRI SHANTANU THAKUR:
SHRI NARANBHAI KACHHADIYA:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the share of India in total global tourist footfall is 0.6 per cent;**
- (b) whether the Government proposes to increase India's share of the global tourist footfall to 1 per cent by the end of 2020 and 2 per cent by 2035; and**
- (c) if so, the manner in which the Government proposes to set up required infrastructure and develop tourism friendly culture among people?**

ANSWER

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

(a): As per United Nations World Tourism Organization (UNWTO) report (World Tourism barometer) for August/September 2020, calculated share of India's International Tourist Arrivals (ITA) in world's(ITA) in year 2019 is 1.23%. International Tourist Arrivals includes Foreign Tourist Arrivals and arrivals of Non Resident Nationals.

(b): The share of India's Foreign Tourist Arrivals (FTAs) in World's International Tourist Arrivals during the year 2019 was 0.75%. Government had targeted to increase India's share of Foreign Tourist Arrivals in world's International Tourist Arrivals to 1% by 2020 and increase to 2% by 2025.

(c): Development and promotion of tourist places is primarily the responsibility of concerned State Government/UT Administration. However, Ministry of Tourism, Government of India has taken several

steps for creation of tourism infrastructure and making tourism friendly culture among people, which inter-alia include:

- **Under its two flagship schemes: Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD-Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive, the projects are identified for development of tourism infrastructure and facilities in consultation with the State Governments /UT Administrations and are sanctioned as per the guidelines.**
- **The ‘Adopt A Heritage: Apni Dharohar, Apni Pehchaan’, a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), State/UTs Governments. The project aims to encourage companies from public sector, private sector, corporate citizens, NGOs, individuals and other stakeholders to become ‘Monument Mitras’ and take up the responsibility of developing heritage sites and making them tourist friendly, to enhance tourism potential and cultural importance in a planned and phased manner.**
- **24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 was also launched in 10 International Languages and Hindi & English.**
- **Launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a digital initiative that aims at creating an Online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators across the country.**
- **Initiated the Destination Based Skill Development training programme at 7 Iconic Sites i.e. Taj Mahal at Agra, Humayun Tomb, Red Fort, Qutub Minar at Delhi, Mahabodhi Temple at Bihar, Colva Beach at Goa and Kaziranga at Assam in the last financial year, 2019-20.**
- **Under the Plan scheme ‘Capacity Building for Service Providers (CBSP), the Ministry of Tourism has been implementing the ‘Hunar Se Rozgar Tak’ (HSRT) to impart short term duration training courses having employable skills in certain hospitality sectors.**

Further in view of Covid-19 steps that have been taken by Ministry of Tourism to overcome the crisis and to strengthen the tourism sector is given in Annexure.

ANNEXURE

STATEMENT IN REPLY TO PART (c) OF THE LOK SABHA UNSTARRED QUESTION NO.1328 ANSWERED ON 19.09.2020 REGARDING INDIA'S SHARE IN WORLD TOURISM

The following steps have been taken by Ministry of Tourism to overcome the crisis caused by Covid-19 pandemic in the tourism sector:

- (i) Detailed operational guidelines for Covid safety and hygiene has been prepared in order to create awareness, training and assessment of compliance of the guidelines. The program is aimed at building the capacity of the Hospitality industry particularly small and medium units to restart and grow their business.**
- (ii) A robust information system / comprehensive data base of various accommodation units throughout the country has been created for coordinating and ensuring registration of all unclassified accommodation units.**
- (iii) Operational recommendations for hotels, restaurants, B&Bs/ Home stays and Tourism Service Providers have been formulated and issued on 08.06.2020 to facilitate smooth resumption of business.**
- (iv) Validity of approval or certifications of hotels and other accommodation units whose project approval / re-approval and classification / re-classification have expired / were likely to expire, has been extended upto 30th September, 2020.**
- (v) The Ministry, in collaboration with QCI, has developed an initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry), for effective implementation of Guidelines/SOPs issued with reference to COVID 19 and beyond for safe operations of Hotels, Restaurants, B&Bs and other units.**
