

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2229
ANSWERED ON 08.03.2021**

SCHEMES TO PROMOTE TOURISM IN UTTRAKHAND

†2229. SHRI AJAY BHATT:

Will the Minister of TOURISM be pleased to state:

- (a) the number of foreign tourists who visited India during the last five years;**
- (b) the number of the tourists out of them who visited tourist places of Uttarakhand;**
- (c) the targets fixed by the Ministry to attract domestic and foreign tourists;**
- (d) whether any special scheme is proposed to promote tourism industry in the State of Uttarakhand; and**
- (e) if so, the details thereof?**

ANSWER

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

(a) & (b): On the basis of information received from Bureau of Immigration (BOI), details of Foreign Tourists Arrivals (FTA) during last five years are given below:

Year	Foreign Tourist Arrivals (FTA) (in Million)
2015	8.03
2016	8.80
2017	10.04
2018	10.56
2019	10.93
2020	2.68

Further, Ministry of Tourism, Government of India does not maintain data on tourists places visited by these foreign tourists. However, as per the information received from Uttarakhand State

Government, details of Foreign tourist visits (FTVs) in Uttarakhnad during last five years are given below:

Year	Foreign Tourist Visits (FTV) (in Millions)
2015	0.11
2016	0.12
2017	0.13
2018	0.15
2019	0.15
2020*	0.04

***Pandemic year**

(c): 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.

(d) & (e): Development and promotion of tourist places is primarily the responsibility of concerned State Government/UT Administration. However, Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns to promote various tourism destinations and products in the different States and Union Territories of the country including Uttarakhand. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the India tourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

These promotional activities are undertaken by the Ministry under its schemes of (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism, and (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Market.
