

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.175
ANSWERED ON 25.11.2024**

INDIAN TOURISM INDUSTRY

**175 SHRI SHRIRANG APPA CHANDU BARNE:
SMT. BHARTI PARDHI:**

Will the Minister of TOURISM be pleased to state:

- (a) whether worldwide tourism is ranked second highest revenue-generating industry;**
- (b) if so, whether it is necessary to differentiate between different type of tourists to understand and analyse their purpose of visits;**
- (c) if so, the steps taken by the Government in this regard and the achievements made so far;**
- (d) whether the Indian tourism industry has been facing various challenges/ issues/ difficulties;**
- (e) if so, the response of the Government thereto;**
- (f) the details of the steps taken/being taken by the Government to resolve the said issues and the achievements made so far; and**
- (g) the measures taken by the Government for generation of additional employment during the Twelfth Five Year Plan to help in resolving issues relating to tourism industry?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): As per the UNWTO Barometer published in September 2024, export revenues from international tourism in 2023 were recorded at USD 1.8 trillion, which includes receipts from tourism activities as well as passenger transport.

Based on data from the Bureau of Immigration, the Ministry of Tourism classifies foreign tourists into 6 categories according to

their purpose of visit. The total Foreign Tourist Arrivals (FTAs) stood at 9.52 million in 2023. A breakdown of the same is provided below:

S. No.	Tourist Category	Percentage share
1	Leisure Holiday and Recreation	46.2
2	Indian diaspora	26.9
3	Business and professional	10.3
4	Medical	6.9
5	Student	0.5
6	Others (including unknown)	9.2
	Total	100.0

(d) to (g): Ministry of Tourism has undertaken several steps to revitalize the tourism industry such as:

- 1. Improve the quality of infrastructure and facilities at various tourist destinations across the country under schemes such as 'Swadesh Darshan', 'PRASHAD', and 'Assistance to Central Agencies for Tourism Infrastructure Development', in collaboration with States/UTs, Central agencies and private stakeholders.**
- 2. Enhance connectivity and accessibility at various tourist destinations across the country in collaboration with Line Ministries. The Ministry of Tourism has partnered with the Ministry of Road Transport and Highways, Ministry of Civil Aviation, Ministry of Railways, and Ministry of Ports, Shipping, and Waterways to achieve this goal.**
- 3. Enhance the overall quality and visitor experience through initiatives focused on capacity building, skill development such as Incredible India Tourist Facilitator (IITF), 'Paryatan Mitra' and 'Paryatan Didi' and also through events and campaigns such as 'Dekho Apna Desh,' 'Chalo India,' 'International Tourism Mart' and 'Bharat Parv'.**
