

1	2	3	4	5
12.	Gujarat	0.00	0.00	0
13.	Haryana	0.00	0.00	0
14.	Himachal Pradesh	0.00	0.00	0
15.	Jammu and Kashmir	9.28	7.10	15
16.	Jharkhand	0.00	0.00	0
17.	Kerala	0.00	0.00	0
18.	Karnataka	0.00	0.00	0
19.	Lakshadweep	0.00	0.00	0
20.	Maharashtra	0.00	0.00	0
21.	Manipur	0.00	0.00	0
22.	Meghalaya	0.00	0.00	0
23.	Mizoram	0.00	0.00	0
24.	Madhya Pradesh	0.00	0.00	0
25.	Nagaland	0.00	0.00	0
26.	Odisha	0.00	0.00	0
27.	Puducherry	0.00	0.00	0
28.	Punjab	0.16	0.13	1
29.	Rajasthan	0.00	0.00	0
30.	Sikkim	0.00	0.00	0
31.	Tamil Nadu	0.00	0.00	0
32.	Tripura	0.00	0.00	0
33.	Uttar Pradesh	0.00	0.00	0
34.	Uttarakhand	0.00	0.00	0
35.	West Bengal	0.00	0.00	0
TOTAL		9.44	7.23	17

**Identification of core issues affecting international tourists**

385. DR. R. LAKSHMANAN : Will the Minister of TOURISM be pleased to state:

(a) whether Government has identified any core issues which affect the tourism industry in the country so that India's share of international tourist arrivals can be increased to at least 1 per cent from the current 0.64 per cent share; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI SHRIPAD YESSO NAIK) : (a) and (b) The main objective of Ministry of Tourism (MOT) is to position tourism as a major engine of economic growth and to harness its direct and multiplier effects for employment generation and poverty eradication in a sustainable manner by the active participation of all segments of the society. The role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst. Some of the important bottle necks/gaps that affect development of tourism in terms of international tourist arrivals have been identified, such as the Visa regime, seamless travels for the tourist vehicles, safety and security, better and cleaner infrastructure, affordable accommodation and improved connectivity.

To overcome bottlenecks/gaps to increase the international tourist arrivals MOT is pursuing for electronic visa with the concerned authority. MOT is also sensitizing and involving the States/UTs for improved security, sanitation, taxation and infrastructure development.

Further, to boost tourism in the country, the Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through India tourism Offices abroad with objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

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**12.00 Noon**

#### **PAPERS LAID ON THE TABLE**

SHRI V. HANUMANTHA RAO (Telangana): Sir, we want to raise  
...*Interruptions...*

MR. DEPUTY CHAIRMAN: Papers to be laid on the Table. ...*Interruptions...*  
Shrimati Nirmala Sitharaman. ...*Interruptions...*

SHRI MADHUSUDAN MISTRY (Gujarat): Sir, I should be given a chance.  
...*Interruptions...*