

of Tourism releases campaigns in the international and domestic markets as well as produces publicity material under the Incredible India brand line.

For promotion of Indian Cuisine, which is an integral component of the Indian Tourism product, support is extended to Indian Food Festivals by sponsoring the visit of Indian Chefs for the food festivals. During the current financial year, such support has been extended for organizing food festivals in Singapore, Kuala Lumpur, Tokyo, Osaka, Ecuador (Bogota), Ramallah (Palestine), Veracruz (Mexico), Beirut (Lebanon), Cairo (Egypt), Venice and Rome (Italy) and Hague (The Netherlands).

Effect of crimes against women foreign tourists on tourism

1422. DR. CHANDAN MITRA: Will the Minister of TOURISM be pleased to state:

(a) whether Government is aware that Indian Tourism is facing immense negative publicity from the international media due to recurring incidents of rapes/molestation cases against women foreign tourists;

(b) if so, the reaction of Government thereon; and

(c) the strategy chalked out by Government to counter safety and security threats and negative publicity in this regard in the international media?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) In the wake of some unfortunate incidents involving international tourists, Ministry of Tourism has posted an advisory on its website: www.incredibleindia.org for the safety and security of women tourists.

In order to ensure safety and security of tourists including foreign tourists especially women foreign tourists, the Ministry of Tourism has taken the following steps:

1. Adoption of code of conduct for Safe and Hon'ble Tourism, which contains a set of guidelines to encourage tourism activities to be undertaken with respect to basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular women and children.
2. All the Chief Ministers of the State Governments and Administrators of Union Territory Administrations have been asked to take immediate effective steps for ensuring a conducive and friendly environment for all tourists.
3. Ministry of Tourism has advised all the State Governments/Union Territory Administrations to deploy Tourist Police in the States/Union Territories. The State Governments/Union Territory Administrations of Andhra Pradesh, Delhi, Goa, Himachal Pradesh, Jammu and Kashmir, Karnataka, Kerala, Maharashtra,

Madhya Pradesh, Odisha, Punjab, Rajasthan and Uttar Pradesh have deployed Tourist Police, in one form or the other.

4. Issue of Guidelines on Safety and Security of Tourist including Tips for Travellers to States and UTs. which covers the aspects like Precautions to be taken during pre-travel arrangements, Travel information on calamities/situations by the State Government, Identifying, locating tourists in times of emergency, Government communication and inter agency coordination, Regulations of service providers (Transport Services, Accommodation Sector), Regulating leisure and recreational services including adventure sports, Address insolvencies and dispute settlement, Enforcement.
5. Issue of Welcome Card to all international tourists arriving at 9 e-tourist visa designated international airports in the country.
6. Launched the 'Incredible India' mobile application to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers and receive quality and reliable services from them.
7. Launch of multilingual Tourist Help Line which is accessible 24x7 and 365 days to provide authentic information to tourists and also guide them during emergencies. This help line supports 12 languages namely English, Hindi, Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian and Spanish.

The Foreign Tourist Arrivals (FTAs) in India has shown continuous increase in the last five years. The number of FTAs during 2011, 2012, 2013, 2014 and 2015 are as follows:

Year	FTAs
2011	6309222
2012	6577745
2013	6967601
2014	7679099
2015	8027133

Out bound tourists

1423. SHRI K.N. BALAGOPAL: Will the Minister of TOURISM be pleased to state the year-wise number of out bound tourists from the country to different foreign countries during the last three years?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH