

Development of Indian Tourist Places

1886. DR. PRABHAKAR KORE: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the Indian tourism sector is growing faster than the expected and is expected to provide employment to millions of people directly or indirectly;

(b) whether the growth in the Indian travel and tourism sector has largely been driven by domestic tourist than foreign tourists;

(c) if so, the number of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits for the last three years;

(d) the steps taken by Government to improve foreign tourist visits and development of Indian tourist places with priority to cleanliness; and

(e) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI PRAHALAD SINGH PATEL): (a) to (c) Assessment of number of tourists at different destinations in States/UTs is made in terms of visits in the States/UTs during a calendar year. Ministry of Tourism, Government of India compiles the State/UT-wise figures of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) on the basis of information provided by State Governments/UT Administrations. The DTVs and FTVs during 2016, 2017 and 2018 are given in the table below:—

(Figures in million)		
Year	DTVs	FTVs
2016	1615.39	24.71
2017 (Provisional)	1652.49	26.89
2018 (Estimated)	1852.38	27.39

The estimated share (direct+indirect) of jobs due to tourism was 12.38% during 2017-18.

(d) and (e) Development and promotion of tourist places is primarily the responsibility of concerned State Government/UT Administration. However, the Ministry of Tourism promotes India as a holistic destination covering its various tourism destinations and products across different States/Union Territories in the country.

Ministry has taken several initiatives to boost tourism in the country with the

objective of increasing tourist arrivals, which *inter alia* include:—

- Central Financial Assistance to States/UTs under the schemes of Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for the development of tourism related infrastructure in the country. Various Swachhta components are included under Swadesh Darshan and PRASHAD schemes.
- Extension of e-visa facility to citizens of 167 countries.
- Launch of the Incredible India 2.0 campaign with market specific promotional plans and content creation.
- Revamping of Incredible India website with the aim to provide more information about India as a tourist destination.
- Launch of 24x7 toll free multi-lingual tourist helpline in 12 International languages including Hindi and English.
- Organisation of annual Global Tourism Mart for India in line with major international travel marts being held in countries across the world. It provides a platform for all stakeholders in tourism and hospitality industries to interact and transact business opportunities.
- Organisation of biennial International Buddhist Conclave.
- Organisation of Annual International Tourism Mart for promotion of tourism in North Eastern States.
- Promotional activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in travel fairs and exhibitions; organising Road Shows, “Know India” seminars and workshops.
- Implementation of the Swachhta Action Plan activities in States/UTs to create awareness among tourists, School/college students and stake-holders on importance of cleanliness and hygiene.
- Organisation of Swachhta Pakhwada and Swachhta hi Sewa campaigns.

Measures to attract foreign tourists in the country

1887. SHRI BHUBANESWAR KALITA: Will the Minister of TOURISM be pleased to state:

- (a) whether inflow of foreign tourists have not been steadily increasing;
- (b) if so, the details of arrival of foreign tourists in India during the last three years;