

**GOVERNMENT OF INDIA**  
**MINISTRY OF EXTERNAL AFFAIRS**  
**LOK SABHA**

**UNSTARRED QUESTION NO- 1021**

**ANSWERED ON - 25/07/2025**

**PROMOTION OF INTERNATIONAL TOURISM**

**1021. SMT. RACHNA BANERJEE**

**Will the Minister of EXTERNAL AFFAIRS be pleased to state:**

- (a) whether the Government has adequately leveraged India's substantial potential for international tourism; and**
- (b) if so, the concrete measures in place, or planned, to further capitalize on this for economic growth and global positioning?**

**ANSWER**

**THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS**

**(SHRI KIRTI VARDHAN SINGH )**

**(a) & (b). The Government of India acknowledges the potential of international tourism as a contributor to economic growth, employment generation, and enhancing India's global profile. While the Ministry of Tourism is the nodal agency for tourism promotion and development, the Ministry of External Affairs (MEA) plays a proactive role through its network of Indian Missions and Posts abroad, for promotion of India as a tourist destination in key international markets. These include supporting participation of Central and State Governments, tourism boards, and industry stakeholders in major overseas tourism trade fairs and exhibitions; organisation of Tourism Roadshows; engagements with local tour operators and other industry stakeholders; organisation of B2B meetings & familiarization (FAM) trips; and India tourism publicity campaigns, including through the social media. International air connectivity has improved through bilateral arrangements for direct flights that support foreign tourist arrivals (FTAs).**

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