

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:882
ANSWERED ON:08.12.2003
VISIT OF FOREIGN TOURISTS
BISHNU PADA RAY;SRIPRAKASH JAISWAL;TUFANI SAROJ

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the number of foreign tourists visiting India has increased;
- (b) if so, the number of foreign tourists visited India during each of the last three years, month-wise; and
- (c) the steps taken by the Government to attract more foreign tourists in the country particularly in Andaman and Lakshadweep Islands?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Estimated number of foreign tourists who visited India during the period January- November 2003 are 23,92,275 as compared to 20,87,890 during the same period of previous year showing a growth rate of 14.6 per cent.

(b): The month-wise number of foreign tourists visited India during the last three years are as follows:-

Month	Foreign Tourist Arrivals		
	2000	2001	2002
January	253666	283750	228150
February	257403	262306	241133
March	234606	248965	216839
April	188132	185338	159789
May	139575	151098	144571
June	161613	176716	134566
July	212949	224432	178231
August	186843	196517	162594
September	180070	162326	163089
October	230978	181605	213267
November	290201	209685	245661
December	313342	254544	296474

(c): The Department of Tourism, Government of India has initiated the following short-term and long-term Plans to provide a major impetus to tourism and thereby attracting foreign tourists to the country including in Andaman and Lakshadweep Islands:-

- Positioning and maintaining tourism development as a National priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination;
- Improving India's existing tourism products and expanding these to meet new market requirements;
- Creation of world class infrastructure;
- Special thrust to rural and small segment tourism;
- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.

In addition the Government is also implementing the following measures to attract tourists to India:

- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East

Asia and South East Asia.

- Participation in Trade Fairs & Exhibitions
- Optimize Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.