

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1392

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FOREIGN EXCHANGE EARNED FROM TOURISM

Deora Shri Milind Murl;Reddy Shri Mekapati Rajamohan;Scindia Shri Jyotiraditya Madhavrao

Will the Minister of TOURISM be pleased to state:

- (a) The amount of foreign exchange earned by the Government from tourism during each of the last three years ;
- (b) The number of foreign tourists visited India during the first half of the current year and how the figure compared with the corresponding period of the previous year; and
- (c) The steps being taken by the Government to attract foreign tourists ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) : The estimated foreign exchange earnings from tourism during the years 2003, 2004 and 2005 are as follows :

(In Million US\$)			
Year	Foreign Exchange	Earnings	% change over previous Year
2003	3533	20.9	
2004	4769	35.0	
2005	5731	20.2	

(b): During the period January-June 2006 an estimated 20.84 lakh foreign tourists arrived in India as compared to 18.29 lakh in the corresponding period of the previous year, showing a growth of 13.9%.

(c) : The steps being taken by the Government to attract more foreign tourists to India include:-

Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations ;

Focusing on growth of hotel infrastructure particularly budget hotels;

Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions ;

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; and

Re-inforced 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.

