

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3305
ANSWERED ON:06.09.2007
REVENUE EARNED FROM TOURISM INDUSTRY
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Will the Minister of TOURISM be pleased to state:

- (a) the revenue earned on account of tourism during the last three years along with the year-wise details thereof;
- (b) whether earning from the tourism sector is satisfactory;
- (c) if not, the reasons therefor;
- (d) the steps taken by the Government to further promote tourism in order to increase revenue therefrom; and
- (e) the extent of success achieved by the Government following these steps?

Answer

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

(a): The foreign exchange earnings from tourism during 2004, 2005 and 2006 are estimated at 4769, 5731 and 6569 million US\$ respectively.

(b) and (c): Although the foreign exchange earnings from tourism have been growing continuously in the recent years, it is felt that with India's vast bounties of nature, its great treasures of art, architecture and philosophical thought, its rich cultural heritage, its varied rural countryside and wildlife, and age-old practices of Yoga, Siddha, etc. spread across different States/UTs, there is immense tourism potential to tap, which can lead to further increase in the earnings from tourism.

(d): The steps being taken by the Government to promote tourism and increase revenue therefrom include:

- # Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;
- # Focusing on growth of hotel infrastructure, particularly that for 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;
- # Direct co-operative marketing with the airlines, tour operators and wholesalers in overseas markets;
- # According greater focus to the emerging markets, particularly of China, North East Asia and South East Asia;
- # Participation in Trade Fairs and Exhibitions;
- # Use of internet and web marketing;
- # Generating Tourist Publications; and
- # Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.

(e): As a result of the steps taken by the Government, foreign tourist arrivals and foreign exchange earnings registered healthy average annual growth rates of 17.9% and 23.3% respectively during the period 2003 to 2006.