

## CHAPTER 26

### TOURISM

The Ministry of Tourism is making concerted efforts of development of nationally and internationally important destinations and circuits through Mega tourism projects. These projects are a judicious mix of cultural, heritage, spiritual and eco tourism in order to give tourists a holistic experience.

The Visa-on-Arrival (VoA) scheme was started in the country from January 2010 on pilot basis for nationals of five countries, namely Finland, Japan, Luxembourg, New Zealand, and Singapore. A total of 5644 VoAs were issued during January-November 2010. The scheme is being extended to nationals of five more countries, namely Cambodia, Laos, Philippines, Myanmar, and Vietnam from January 2011.

The Ministry of Tourism continued promotional efforts under the 'Incredible India' campaign in overseas and domestic markets. Emphasis was also laid on social awareness campaigns in the domestic market to sensitize the masses and various stakeholders to the importance of tourism.

The Ministry of Tourism, the nodal agency for the formulation of national policies and programmes and for the co-ordination of activities of various Central Government Agencies, State Governments/UTs and the Private Sector for the development and promotion of tourism in the country releases data on Tourism.

The data on Tourism statistics is based on the administrative records of the various agencies involved in the Tourism.

**Domestic Tourist Visits (DTVs)** Ministry of Tourism compiles data on DTVs based on the information received from the States/ UTs. However, no uniform methodology is adopted by the States/ UTs in collection of these figures. Some of the States/UTs collect data from Tourist Destinations based on the ticket sales, while some of the States/ UTs collect data from Accommodation Units. However, coverage of Tourist Destinations / Hotels is not complete.

However, National Sample Survey Organisation of Ministry of Statistics and Programme Implementation also conducted ad-hoc surveys on Domestic Tourism. The latest survey on Tourism was "Domestic Tourism in India 2008-09". The survey presents the magnitude of the domestic tourism activity as revealed by estimates of number of households and persons making overnight and same day trip during the year. The survey gives findings on (i) incidence and characteristics of trips (ii) Participation of various population groups in various domestic tourism activities (iii) Occurrence of domestic tourism activities among households and persons in a one-year period.(iv) Expenditure related to trips **Foreign Tourist Arrivals (FTAs)**: According to the World Bank, International inbound tourists (overnight visitors) are the number of tourists who

travel to a country other than that in which they have their usual residence, but outside their usual environment, for a period not exceeding 12 months and whose main purpose in visiting is other than an activity remunerated from within the country visited. Ministry of Tourism (MOT) releases the monthly figures of Foreign Tourist Arrivals (FTAs) in India with a time lag of one week.

The figures of FTAs are based on the coverage of immigration data from 8 airports and 1 land check post. Figures of FTAs from these 9 ports for the current month is taken and based upon their contribution in total FTAs during the last year the figure is inflated to get an overall estimate for the current month. These are the advance estimates of FTAs. The Advance Estimates of FTAs are revised once the final figures are available from the Bureau of Immigration, Ministry of Home Affairs.

## Highlights

Though the overall FTAs declined by 2.2% in 2009 over 2008, FTAs from some regions of world observed positive growth; Africa (16%), Central and South America (7.1%) and South East Asia (8.2%)

The share of top 15 countries was (73.2%) in 2009 as compared to 72.6% in 2008.

The ranks of top 8 countries remains the same (number one being USA, followed by UK, Bangladesh, Sri Lanka, etc.). The rank of Sri Lanka has improved from 5 in 2008 to 4 in 2009 and Canada has lost rank from 4 to 5 in 2009. There has been changes in the ranks of the countries from 9 to 15. Nepal is the new entry to top 15 in place of Republic of Korea. While Malaysia has gained in the rank, Japan and Italy have lost rank.

- ÿ The share of USA has marginally increased from 15.2% in 2008 to 16% in 2009.
- ÿ The share of United Kingdom has also marginally increased from 14.7% in 2008 to 14.9% in 2009.
- ÿ The share of Sri Lanka and Australia has marginally increased from 4.1% in 2008 to 4.7% in 2009 and 2.8% in 2008 to 2.9% in 2009 respectively.
- ÿ The share of other top 15 countries have seen only marginal changes in 2009 as compared to 2008.
- ÿ The largest decline in the share from 10.3% in 2008 to 9.1% in 2009 is for Bangladesh (rank 3).
- ÿ Out of the total decline of 1.15 lakh in the FTAs in 2009 as compared to 2008, top 15 countries accounts for 46% of the decline.
- ÿ The largest decline of 63.5% was observed for Bangladesh followed by Japan (17.9%), Germany (11.1%) and France (9.9%).

- ÿ USA, Sri Lanka, Malaysia and Russian Federation have even seen an increase in the FTAs of 19.3%, 18.4%, 17.0% and 3.3% respectively in 2009 over 2008.
- ÿ Among other countries largest positive growth during 2009 over 2008 was observed for Afghanistan (55.5%) followed by Kenya (52.%), Nigeria (31%), Philippines (27.7%), Brazil (21.1%) and Argentina (18.2%). However, the individual share of these countries in total FTAs was very small.
- ÿ As regards, the decline among other countries in FTAs in 2009 over 2008, it was highest for Pakistan (37.9%) followed by Sweden (26.5%), UAE (25.6%), China (Taiwan) (18.9%) and Poland (16.4%). Again these countries contributed quite less in the overall FTAs of the country.
- ÿ Growth in Foreign exchange earnings from tourism in 2010 (`64889 Crores) over 2009 is more than 18%. This is the maximum growth since 2001
- ÿ Maximum growth in Foreign exchange earnings from tourism is observed in the month of Feb,2010 over Feb,2009 i.e. (46%) followed by May,2010 over May 2009 (34.1%), June 2010 over June 2009 ( 24.9%), March 2010 over June 2009 (24.1%).

**This chapter contains the following tables:**

**Table-26.1-** Number of foreign tourists to India up to 2009

**Table-26.2-**Foreign Tourist Arrivals in India from Top 15 Source Countries up to 2009

**Table-26.3-**Foreign Exchange Earning From Tourism up to 2010