

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.\*170  
ANSWERED ON 30.07.2018**

**RANKING IN TOURISM INDEX**

**\*170. SHRI SUNIL KUMAR MONDAL:  
SHRI C. MAHENDRAN:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether India's travel and tourism sector ranks amongst the top ten in the world in terms of its total contribution to the country's Gross Domestic Product, according to a recent report of the World Travel and Tourism Council;**
- (b) if so, the details thereof;**
- (c) whether the Government has launched/proposes to launch several schemes or initiatives on the lines of Incredible India to better its place in the tourism index and to improve the country's international ranking; and**
- (d) if so, the details thereof and the steps taken by the Government in this regard?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) to (d): A Statement is laid on the table of the House.**

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**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA  
STARRED QUESTION NO.\*170 ANSWERED ON 30.07.2018  
REGARDING RANKING IN TOURISM INDEX.**

**(a) and (b):** According to the report of Travel & Tourism Economic Impact 2018, released by the World Travel & Tourism Council, the rank of India was seventh in the world, in terms of the total contribution of travel and tourism in absolute terms, in India's Gross Domestic Production 2017.

**(c) and (d):** The "Incredible India 2.0" campaign of the Ministry of Tourism was launched by the Hon'ble President on 27<sup>th</sup> September, 2017 i.e. on the World Tourism Day, during the National Tourism Awards function.

The "Incredible India 2.0 " campaign marks a shift from the 'generic' promotions being undertaken across the world to 'market specific' promotional plans and content creation. The campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential. Thematic creatives on different Niche products being produced are being used in the Campaign. The television is being used for the high reach offered by this medium, whereas in the print media, publications directly targeting potential travellers would be used for the campaign. However, there is a greater focus on the digital media and enhanced presence on social media platforms.

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