Trends in Tourism Statistics
Foreign Tourist Arrivals in India

Year | Arrivals in million
--- | ---
2010 | 5.78
2011 | 6.31
2012 | 6.58
2013 | 6.97
2014 | 7.68
2015 | 8.03
2016 | 8.80
Foreign Exchange Earnings through tourism in India

Year | Rs. Crore
--- | ---
2010 | [VALUE]
2011 | [VALUE]
2012 | [VALUE]
2013 | [VALUE]
2014 | [VALUE]
2015 | 1,35,193
2016 | 1,55,650

Rs. Crore Range:
- 20,000
- 40,000
- 60,000
- 80,000
- 1,00,000
- 1,20,000
- 1,40,000
- 1,60,000

Year Range:
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016
Domestic Tourist Visits to States / UTs of India

Year | Domestic Tourist Visits to States / UTs of India (In Crore)
--- | ---
2010 | 74.77
2011 | 86.45
2012 | 104.50
2013 | 114.25
2014 | 128.28
2015 | 143.20
Organisational Set up
• Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism.

• Ministry of Tourism is headed by Dr. Mahesh Sharma, Hon’ble Minister of State (Independent Charge).

• Secretary (Tourism), who is also the ex-officio Director General (DG) of Tourism, is the executive chief of the Ministry. The Ministry has its Head Quarters at New Delhi.

• The Directorate General of Tourism has 20 Domestic field offices within the country. They play a vital role for promotion of tourism sector in the country and are also involved in monitoring the progress of implementation of projects sanctioned by the Ministry.

• There are 14 overseas offices. The overseas offices promote Indian tourism in the market abroad.

• The domestic and overseas offices are known as India Tourism Offices.
Ministry of Tourism - Head Quarters

Hon'ble Minister of State (Tourism) - Independent Charge

Secretary

Additional Secretary

Joint Secretary  ADG (T)  ADG (MR)  Economic Advisor  JS & FA
# India Tourism Offices in India

## Regional Offices
1. Chennai  
2. Guwahati  
3. Kolkata  
4. Mumbai  
5. New Delhi  
6. Goa  
7. Hyderabad  
8. Indore  
9. Jaipur  
10. Kochi  
11. Naharlagun

## Other Offices
1. Agra  
2. Aurangabad  
3. Bengaluru  
4. Bhubaneswar  
5. Patna  
6. Port Blair  
7. Shillong  
8. Varanasi
## India Tourism Offices Abroad

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Operation/Station</th>
<th>Countries Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>(I)</strong></td>
<td><strong>America</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>New York</td>
<td>All States on the East Coast of USA, South America up to Columbia/Venezuela</td>
</tr>
<tr>
<td>2.</td>
<td>Los Angeles</td>
<td>All States on the West Coast of USA up to Panama</td>
</tr>
<tr>
<td>3.</td>
<td>Toronto</td>
<td>Canada and Greenland</td>
</tr>
<tr>
<td><strong>(II)</strong></td>
<td><strong>Australasia</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Sydney</td>
<td>Australia, New Zealand, Fiji and The Pacific</td>
</tr>
<tr>
<td>2.</td>
<td>Singapore</td>
<td>Singapore, Malaysia, Thailand, Brunei, Indonesia, Vietnam</td>
</tr>
<tr>
<td><strong>(III)</strong></td>
<td><strong>East Asia</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Tokyo</td>
<td>Japan, South &amp; North Korea, The Philippines</td>
</tr>
<tr>
<td>2.</td>
<td>Beijing</td>
<td>Mainland China, Taiwan, Hong Kong, Laos, Mongolia and Macau</td>
</tr>
<tr>
<td><strong>(IV)</strong></td>
<td><strong>Europe</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Frankfurt</td>
<td>Germany, Poland, Czech Republic, Slovakia, Austria, Romania, Bulgaria, CIS countries, Israel</td>
</tr>
<tr>
<td>2.</td>
<td>Paris</td>
<td>France, Switzerland, Spain, Portugal</td>
</tr>
<tr>
<td>3.</td>
<td>Amsterdam</td>
<td>Netherlands, Luxembourg, Belgium, Scandinavian countries</td>
</tr>
<tr>
<td>4.</td>
<td>Milan</td>
<td>Italy, Greece, Malta</td>
</tr>
<tr>
<td><strong>(V)</strong></td>
<td><strong>UK</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>London</td>
<td>UK, Ireland and Iceland</td>
</tr>
<tr>
<td><strong>(VI)</strong></td>
<td><strong>West Asia</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Dubai</td>
<td>KSA, UAE, Iran, Syria, Kuwait, Qatar, Bahrain, Jordan, Yemen, Lebanon, Iraq, Egypt, Turkey</td>
</tr>
<tr>
<td>2.</td>
<td>Johannesburg</td>
<td>South Africa, Kenya, Mozambique, Tanzania, Zimbabwe, Mauritius, Madagascar</td>
</tr>
</tbody>
</table>
Roles and Responsibilities
• The Ministry of tourism has the main objective of increasing and facilitating tourism in India.

• The activities of this Ministry revolve around promoting internal tourism, i.e. both inbound and domestic tourism, in India.

• Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, etc. are some of the responsibilities of the Ministry.

• The other major objectives of the Ministry pertain projecting the country as a 365 days’ tourist destination, promoting tourism in a sustainable manner by active participation of all segments of the society, effective partnership with various stakeholders.
Focus Areas
1. Augmenting of tourism infrastructure
2. Ease of travel
3. Promotion and Publicity
4. Niche Tourism Products
5. Human Resource Development
6. Promoting service quality standards
7. International Cooperation
8. Research Promotion
9. Swachh Paryatan
10. Other key initiatives
1: Augmenting tourism infrastructure

• Augmentation of infrastructure is the key to the expansion of tourism sector. The major portion of the Ministry's plan expenditure goes into the development of quality infrastructure relating to tourism at various tourist destinations and circuits spread around the States/UTs. At present the following Plan Schemes, for Tourism Infrastructure creation are operative in the Ministry of Tourism.

• For creation of tourism infrastructure, the Ministry of Tourism has two major plan schemes viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive for development of tourism infrastructure in the country including historical places and heritage cities.
1.1: Swadesh Darshan

- Swadesh Darshan scheme has a vision to develop theme based tourist circuits on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities. Under the scheme thirteen thematic circuits have been identified for development, namely: North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit & Heritage Circuit.

- During 2016-17 Ministry of Tourism sanctioned an amount of Rs.3191.38 crores and released Rs. 659.53 crores under Swadesh Darshan Scheme.
1.2: PRASAD

• Under PRASAD scheme, 25 sites of religious significance have been identified for development in India namely Amaravati (Andhra Pradesh), Amritsar (Punjab), Ajmer (Rajasthan), Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Dwarka (Gujarat), Deoghar (Jharkhand), Belur (West Bengal), Gaya (Bihar), Guruvayoor (Kerala), Hazratbal (Jammu & Kashmir), Kamakhya (Assam), Kanchipuram (Tamil Nadu), Katra (Jammu & Kashmir), Kedarnath (Uttarakhand), Mathura (Uttar Pradesh), Patna (Bihar), Puri (Odisha), Srisailam (Andhra Pradesh), Somnath (Gujarat), Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra), Omkareshwar (Madhya Pradesh), Varanasi (Uttar Pradesh) and Vellankani (Tamil Nadu).

• During 2016-17 Ministry of Tourism sanctioned an amount of Rs. 203.94 crores and released an amount of Rs. 96.32 crores for various projects under PRASAD Scheme.
2: Ease of Travel: Facilitative visa regime

• The Ministry of Tourism has been working very closely with Ministry of Home Affairs and Ministry of External Affairs for easing of the Visa Regime in the country over a period of time.

• As per, Ministry of Home Affairs/Foreigners Divisions’ Circular No. 482 dated 29th December, 2016, ‘e-visa’ is allowed under three sub-categories:

  • e-Tourist Visa: Recreation, sightseeing, casual visit to meet friends or relatives, and attending a short term yoga programme.

  • e-Business Visa: All activities permitted under normal Business Visa as per the Visa Manual

  • e-Medical Visa: Medical treatment, including treatment under Indian systems of medicine.
• As on 12th April, 2017, E-Visa is available for entry through 3 seaports, viz. Cochin, New Mangalore and Marmagao seaport and 24 airports, viz. Delhi, Mumbai, Bangalore, Chennai, Goa, Kolkata, Cochin, Hyderabad, Ahmedabad, Trivandrum, Calicut, Lucknow, Amritsar, Trichy, Jaipur, Mangalore, Pune, Nagpur, Coimbatore, Gaya, Bagdogra, Guwahati, Varanasi and Chandigarh to 161 countries.

• 2 seaports of Mumbai and Chennai are also likely to be added, subsequently.
• The window for application under e-Visa stands increased from the existing 30 days to 120 days. Duration of stay in India under e-Visa has been increased from the existing 30 days to 60 days. In the case of e-Medical Visa, extension may be granted up to 6 months on case to case basis on merits of each case by the Foreigners Regional Registration Officer (FRRO)/ Foreigners Registration Officer (FRO) concerned.

• On e-Tourist Visa and e-Business Visa, a foreign national will be permitted double entry as against single entry at present. In the case of those availing e-Medical Visa, triple entry will be permitted as against single entry at present.
3: Promotion and Publicity

- The Ministry of Tourism, promotes India in a holistic manner. As part of its marketing/promotional activities, the Ministry of Tourism runs campaigns in the print, electronic, online and outdoor media in domestic and overseas markets; organizes, supports and participates in tourism related events, produces brochures, maps, posters, creatives, promotional films, on various tourism destinations & products, provides financial assistance to tourism service providers for undertaking promotional activities, etc.
A Media Campaign has been launched globally during the year 2016-17. The Campaign was launched on leading Television Channels including CNN, BBC, Discovery & TLC, Euro News, History, CNBC, Travel Channel, CBS (USA), Tabi (Japan) and Al Jazeera (Middle East). Global Print Campaign was launched in leading publications, including inflight magazines, in USA, UK, Russia, Germany, France, China, Australia, Middle East & South East Asia. The Global Online Campaign was launched on CNN, BBC, Google, Washington Post, New York Times, Lonely Planet, Forbes, National Geographic, Bloomberg, Travel Port.
3.1: Major Events

An *Incredible India Tourism Investors Summit* was organized at the Vigyan Bhavan, Delhi from the 21st to 23rd September 2016 with the objective positioning the Indian Tourism Sector for attracting large investments.

The *5th International Buddhist Conclave* was organized in Delhi, Varanasi, Sarnath and Bodhgaya from 2nd to 06th October, 2016 by the Ministry of Tourism, Government of India, in collaboration with the State Governments of Uttar Pradesh and Bihar.

The *5th International Tourism Mart* was organized from 23rd -25th November, 2016 in Imphal, Manipur.
International Buddhist Conclave 2016

Tourism Investors Summit 2016
3.2: Bharat Parv

Bharat Parv is organised as part of the Republic Day and Independence Day celebrations with the objective of promoting national integration and to showcase the rich cultural heritage and diversity of the country to the people of our nation. Two editions of Bharat Parv were organised during 2016-17, from 12th to 18th August, 2016 at the Rajpath Lawns, India Gate and from 26th to 31st January, 2017 at the Red Fort.
Bharat Parv: Republic Day, January, 2017
3.3: Promotion of North Eastern Region

The North East region of India is being promoted by the Ministry of Tourism through several media campaigns. A one month television campaign promoting North East on Doordarshan network was launched in June 2016 and the second phase of the campaign was launched in November 2016. The Ministry of Tourism in partnership with the Discovery Channel has produced documentary series ‘Go North East’ on the eight states of North East.

The region is also being promoted through organising the annual International Tourism Mart which is attended by global buyers besides others.
5th International travel mart for the North Eastern Region 2016
4: Promotion of Niche Tourism Products

• To overcome the aspect of ‘seasonality’, to promote India as a 365 days destination, to attract tourists with specific interests and to ensure repeat visits for the unique products in which India has comparative advantage, some Niche Products have been identified by the Ministry for development and promotion of tourism which include Cruise, Adventure, Medical, Wellness, Golf, Polo, MICE, etc.
4.1: Medical and Wellness Tourism

• A National Medical and Wellness Tourism Board was formed under the chairmanship of Hon’ble Minister for Tourism in order to provide dedicated institutional framework to take forward the cause of promotion of Medical Tourism, Wellness Tourism and Yoga, Ayurveda Tourism and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH). The Board will work as an umbrella organization that governs and promotes this segment of tourism in an organized manner. The 2nd meeting of the Board was held on 28th March, 2017.

• The Ministry has guidelines for promotion of Medical and Wellness Tourism and provides support for organizing exhibitions, seminars, etc., for production of publicity material and Market Development Assistance to approved medical and wellness tourism service providers for participation in trade fairs overseas.
2nd Meeting of the National Medical and Wellness Tourism Board
4.2: Cruise Tourism

• For promoting cruise tourism a Task Force with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman has been constituted.

• The Hon’ble Minister of State for Tourism & Culture (IC) has chaired a meeting of the Task Force on Cruise Tourism on 7th April 2016.

• The Seventh meeting of the Task Force on Cruise Tourism was held under the Chairmanship of the Secretary (Tourism) on 16th December 2016.

• The Task Force formulated Standard Operating Procedure (SOP) to be followed by the various agencies for handling of cruise ships. This has been accepted by all the stakeholder agencies and is being followed. On the recommendation of the Task Force, Ministry of Shipping in conjunction with the Ministry of Tourism, has appointed a consultant to study for preparation of an Action Plan for development of Cruise Tourism in India.
4.3: Golf Tourism

• Meeting of the Stakeholders of Golf Tourism: A meeting of the stakeholders was held on 24\textsuperscript{th} October, 2016 to discuss the way forward for popularizing Golf Tourism in the Country.

• The meeting was attended by office bearers of the Indian Golf Union, representatives of major Golf Courses, Golf journalists, representatives of the various Travel Trade and Hospitality associations, etc..

• The objective of the meeting was to discuss various issues related to development of Golf Tourism in India, promotional strategies and policy interventions required for the same.

• The Ministry has formed the India Golf Tourism Committee under the chairmanship of Secretary (Tourism) for promotion of Golf Tourism in the country.
4.4: Other products

• The Sustainable Tourism Criteria for India (STCI) has been developed for the accommodation, tour operators and beaches, backwaters and lakes sectors of the tourism industry and accepted by the stakeholders and launched in 2014. An MoU has been signed with the Eco Tourism Society of India (ESOI) for implementation of the STCI.

• The Ministry of Tourism supports the India Convention Promotion Bureau (ICPB), an organization formed under the patronage of Ministry of Tourism for the promotion of the Meetings, Incentives, Conventions and Exhibitions (MICE) sector in the country.
• Ministry of Tourism has an MoU with Ministry of Information and Broadcasting to support Film tourism in the country. As per the MoU, Ministry of Tourism supports participation in the Cannes Film Festival as well as at the Film Bazaar during the International Film Festival of India (IFFI) to promote India as a destination for films.

• The Ministry also promotes Adventure Tourism for which a task force has been formed under the chairmanship of Secretary (T) to study the various issues facing the development of Adventure Tourism in the country and suggest the way forward.
5: Human Resource Development

- Setting in place the framework for supply of trained manpower is a challenge facing the hospitality education. It has been the endeavour of the Ministry of Tourism to put in place a system of training and professional education, with necessary infrastructure support, capable of generating manpower sufficient to meet the needs of the tourism and hospitality industry, both quantitatively and qualitatively.

- As of now, there are 42 Institutes of Hotel Management (IHMs), comprising 21 Central IHMs and 21 State IHMs, and 10 Food Craft Institutes (FCIs), which have come up with the support of the Ministry.
• These institutes were set up as autonomous societies with the specific mandate to impart hospitality education / conduct training in hospitality skills. While the IHMs mainly impart degree level hospitality education, the FCIs are concerned with skill level education. National Council for Hotel Management & Catering Technology (NCHMCT) steers and regulates the academic efforts of the IHMs and FCIs.

• Apart from this the Indian Institute of Tourism and Travel Management (IITTM) an autonomous body under the Ministry of Tourism with its Headquarter at Gwalior has centres at Bhubaneswar, Nellore, Noida and Goa (by name National Institute of Water Sports).
• IITTM is a pioneer in the field of travel and tourism education and training. It provides specialized training and education for tourism and travel industry.

• The Ministry of Tourism has set up the Indian Culinary Institute (ICI) at Tirupati, Andhra Pradesh. The first of its kind in India, the Institute has commenced its academic session from August, 2016. The Ministry is also expanding the ICI, by opening its Northern Chapter at Noida.

• The Ministry also has runs the Indian Institute of Skiing and Mountaineering at Gulmarg.
6: Promotion of Service quality standards

6.1: Hotel Classification:

• To conform to the expected standards for different classes of tourists, especially from the point of view of suitability for international tourists, this Ministry classifies hotels under the star rating system. This is a voluntary scheme. Under this system, hotels are given a rating, from One Star to Three Star, Four and Five Star with or without alcohol, Five Star Deluxe, and ‘Heritage’, ‘Heritage (Classic)’ and ‘Heritage (Grand)’.
• The classification is done on the basis of inspection of hotels which is undertaken by the Hotel and Restaurant Approval and Classification Committee (HRACC), set up by this Ministry.

• With a view to bring in more transparency and accountability, this Ministry has introduced online system of receiving, processing and conveying/granting approvals for hotel project, Hotel classification / re-classification status to functioning hotels and project level approval for hotel under construction.
Home Page of Online Portal for Classification, Approval and Occupancy of Hotels
6.2: Approval of Travel Trade Service Providers

- This Ministry has a scheme of approving Travel Agents, Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators and Tourist Transport Operators. The aims and objectives of this scheme are to encourage quality, standard and service in these categories. This is a voluntary scheme open to all bonafide agencies.

- Ministry of Tourism has set up a Web-based Public Delivery System for recognition of the Travel Trade Service Providers. The objective of the system is to ease the process of filing applications by the Travel Trade Service Providers seeking recognition from this Ministry and also to bring in transparency in granting the approvals.
Home page of e-portal for recognition of Travel and Trade Service Providers
7: International Cooperation

- For development and promotion of tourism, the Ministry of Tourism engages in various consultations and negotiations with the international organizations such as United Nations World Tourism Organization (UNWTO); Economic and Social Commission for Asia and the Pacific (ESCAP); Association of South East Asian Nations (ASEAN) and South Asian Association for Regional Co-operation (SAARC) etc. Consultations and negotiations with other countries are held for signing of Agreements / Memorandum of Understanding (MoU) for bilateral/multilateral cooperation in the field of tourism.
MoUs were signed between the Government of Republic of India and the following countries in the field of tourism cooperation:

- Ministry of Tourism, Government of the Republic of Maldives on 10\textsuperscript{th} April 2016
- Government of the State of Qatar for strengthening cooperation on 5\textsuperscript{th} June 2016
- The Republic of South Africa on 8\textsuperscript{th} July 2016
- The Government of the Kyrgyz Republic represented by the Ministry of Cultural, Information and Tourism Cooperation on 20\textsuperscript{th} December 2016
The 1st India- Cambodia Joint Working Group Meeting on Tourism Cooperation was held in New Delhi on 28th April 2016. Both sides exchanged views for establishing a mechanism to encourage exchange of information and data related to tourism resources and tourist arrivals to understand the dynamics of the tourism sector in each other’s country, as well as the requirements and expectations of overseas travellers from both countries.
The 2nd India – Sri Lanka Joint Working Group Meeting took place in Colombo, Sri Lanka, on 23rd June 2016. Both sides exchanged views on possibilities of technical and professional cooperation which could be further explored for exchange of experience in the areas of promotion, marketing, Human Resource Development in the tourism field and also discussed promotion of Ramayana Trail and Buddhist Circuit for strengthening tourism in both countries.

8: Promotion of Tourism Research

• With the goal of promoting Market Research and Statistics collection in the field of Tourism, the Ministry of Tourism operates the Plan Scheme of Market Research Professional Services. The scheme also envisages providing data based policy inputs to the Ministry as well as States / UTs, promoting research and streamlining sub-nationals statistics collection in the field of Tourism.
• The scheme was revised in August, 2016 and under the newly introduced component of CFA to reputed Institutes/ Central Universities for organizing Meetings/conferences/ Seminars/workshops and bringing out journals for getting inputs on tourism, CFAs were sanctioned to Central Universities / Institutes for 15 projects during 2016-17.
8.1: Major supported research projects (2016 -17)


• University of Hyderabad: International Conference on “Changing Paradigms in Marketing of Services with special reference to Tourism & Hospitality Management” held from 10th to 12th January, 2017.

• IHM Ahmedabad”: Workshop on “Vegetarianism – a practice in life” held on 15th February, 2017.

• IITTM, Bhubaneswar: Tourism Conclave (International) on “Re-engineering the Religious Tourism in India” held from 3rd to 5th March, 2017.

• Vishwa Bharati: International Conference on “Heritage Tourism in and around Shantiniketan” held from 23rd to 25th March, 2017.
6th Euro Asia Conference in Tourism, Hospitality and Gastronomy at Gwalior

International Seminar on Indian Art, Heritage in Changing World: Challenges and Prospects
International Tourism Conclave on Re-engineering religious tourism in India
9: Swachh Paryatan

• Swachhta Pakhwada 16th - 30th May, 2016: Fortnightly cleaning activities were taken up under the Swachh Bharat Mission. All staff members have taken a Mass pledge reinforcing the commitment for cleanliness, to keep our office neat and clean. Further, all staff members participated in the cleaning activities of the Ministry’s premises of the Transport Bhawan and C-1 Hutments.

• Swachhta Pakhwada 16th - 30th September, 2016: Cleanliness activities were done at India Gate, Jantar Mantar, Nizamuddin Dargah, Red Fort, Qutab Minar, Mehrauli Archaeological Park, Sai Mandir, Purana Qila, Lotus Temple, Laxmi Narayan Mandir during Pakhwada. State Govt.
• Celebration of World Tourism Day on 27th September, 2016: On the occasion of the World Tourism Day the Ministry has organized a “Swachhta Run” which was participated by all its officers and staff and a large no. of students from IHM, Pusa, New Delhi. The Run, which started at Transport Bhawan passed through Rail Bhawan, Boat club, Rajpath and culminated at India Gate, covering a distance of around 2 KM. At the end of the Run the participants were given certificates.
Cleanliness Drive at Archaeological Park, Mehrauli

Cleanliness Drive at Nizamuddin Dargah
10: Other key initiatives

10.1: A tripartite Memorandum of Understanding (MoU) for implementation of Tourism projects in Jammu & Kashmir between Ministry of Tourism, M/s NPCC & NBCC and Government of Jammu & Kashmir, was signed in New Delhi on February 06, 2017.
10.2: A National Conference of Central and State/UT Ministers and Secretaries of Tourism, Culture and Sports, was organised at the Rann of Kutch, Gujarat from the 20th to 22nd January, 2017.
Success stories
1. India’s improved rank in the Travel and Tourism Competitiveness Index

India’s ranking in the Travel and Tourism Competitive Index (TTCI) of World Economic Forum moved from 65\textsuperscript{rd} position to 52\textsuperscript{nd} position in 2015. Now India has moved up by another 12 positions and ranked at 40\textsuperscript{th} position in 2017. In all, in last three years India has cumulatively improved its ranking by 25 places which is a significant achievement.
2. Welcome kit for tourists

- The Ministry of Tourism provides a ‘Welcome Booklet’ with information on Do’s and Don’ts for tourists, contact details of India Tourism domestic offices and Tourist Helpline Number for distribution at immigration counters to tourists arriving at international airports.

- Pre-loaded SIM cards are also provided along with the welcome booklet to foreign tourists arriving in India on e-visa. This initiative was launched on February 15th, 2017 in association with Bharat Sanchar Nigam Limited (BSNL) to enable foreign tourists to stay connected with their families and to contact Multi Lingual helpline for assistance/guidance.
Launch of initiative of pre loaded sim cards
3. Multilingual Tourist Infoline

The Ministry of Tourism has setup of the Tourist Infoline/ contact centre to provide information services and also guide the tourists during any emergencies such as medical, crime, natural calamities or on being stranded etc. This service is available as toll free on telephone 1800111363 or on a short code 1363. The Tourist infoline service will provide a sense of security to the tourists who can contact the Government for guidance/information during emergencies while travelling in India and also seek tourist information etc. This facility is available in Hindi, English and 10 other languages namely Arabic, French, German, Italian, Japanese, Korean, Chinese, Portuguese, Russian, Spanish.
4. Swachh Paryatan Mobile App

• “Swachh Paryatan Mobile App” operated by the Ministry of Tourism for 25 Adarsh Smarak Monuments has been also made available for Windows Phones and iPhone. Earlier it was available for Android Phones only. This mobile app is being monitored by the Project Monitoring Unit of Swachh Bharat Mission in Ministry of Tourism.

• Extending this facility for further list of 75 more Adarsh monuments is under consideration.
FINANCIAL PERFORMANCE DURING – 2016-17
<table>
<thead>
<tr>
<th>S. No.</th>
<th>Scheme/ Head (Revenue)</th>
<th>B.E. (Rs. Crore)</th>
<th>R.E. (Rs. Crore)</th>
<th>Actual Expenditure (Rs. Crore)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Information Technology</td>
<td>30.00</td>
<td>19.98</td>
<td>18.09</td>
</tr>
<tr>
<td>2</td>
<td>Capacity Building for Service Providers</td>
<td>65.00</td>
<td>30.00</td>
<td>29.93</td>
</tr>
<tr>
<td>3</td>
<td>Domestic Promotion &amp; Publicity Including Hospitality</td>
<td>110.00</td>
<td>75.00</td>
<td>78.84</td>
</tr>
<tr>
<td>4</td>
<td>Restructured Scheme of Overseas Promotion and Publicity</td>
<td>300.00</td>
<td>223.00</td>
<td>192.24</td>
</tr>
<tr>
<td>5</td>
<td>Tourism Circuits/ SWADESH DARSHAN</td>
<td>706.35</td>
<td>972.40</td>
<td>971.23</td>
</tr>
<tr>
<td>6</td>
<td>National Mission for Beautifying Pilgrimage Centre/PRASAD</td>
<td>100.00</td>
<td>100.00</td>
<td>97.71</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
<td>188.65</td>
<td>178.65</td>
<td>173</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>1500.00</strong></td>
<td><strong>1599.03</strong></td>
<td><strong>1561.04</strong></td>
</tr>
</tbody>
</table>