

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1089
ANSWERED ON 10.02.2022

PROMOTION OF TOURISM IN ANDHRA PRADESH AND TELANGANA

1089. SHRI Y. S. CHOWDARY:

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

- (a) the steps taken by Government to promote tourism in the country post COVID-19 pandemic, the details thereof;
- (b) the initiatives taken under the Dekho Apna Desh Scheme for promoting tourism in the country, including in the States of Andhra Pradesh and Telangana; and
- (c) whether inflow of foreign tourists have picked up in the country, if so, the details thereof, State-wise?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner, including Andhra Pradesh and Telangana. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country, through its Scheme of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion and Publicity including Market Development assistance" (OPMD). Promotions are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media accounts of the Ministry. Post Covid-19 pandemic, the Ministry has effectively used its social media handles to raise Social Awareness through its messages, sensitizing social distance, safe and responsible travel, use of mask while travelling, downloading of Arogya Setu App, promoting the initiatives undertaken for the industry etc. In order to promote India as a destination overseas, the Ministry adopts integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions and includes participation in international Fairs & Exhibitions, organizing Know India Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents/Tour Operators, organizing and supporting Indian Food and Cultural Festivals, publication of brochures and inviting the tour operators, media personalities, opinion makers etc. to visit the country under the Hospitality Programme of the Ministry.

(b): The Ministry had launched the Dekho Apna Desh initiative in January 2020, which is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative, Ministry has been organizing webinars, quiz, pledge, discussions, road shows to keep connected with the stake-holders and to encourage citizens to travel within the country. A total of 116 Webinars so far under the Dekho Apna Desh brand line have been organized by the Ministry, since its launch including topics like "Visakhapatnam the City of Destiny" and "Cultural Heritage of Hyderabad" from Andhra Pradesh and Telangana respectively covered.

(c): The Foreign Tourist Arrivals (FTAs) and FTAs on e-Tourist Visa in India during 2021 with comparative figures of 2020 and 2019 is given in Annexure. Ministry of Tourism however does not maintain State-wise data on Foreign Tourist Arrivals (FTAs).

ANNEXURE

STATEMENT IN REPLY TO PART (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1089 ANSWERED ON 10.02.2022 REGARDING PROMOTION OF TOURISM IN ANDHRA PRADESH AND TELANGANA.

Foreign Tourist Arrivals (FTAs) and FTAs on e-Tourist Visa in India during 2021 with comparative figures of 2020 and 2019.

Month	Foreign Tourist Arrivals				
	2019	2020	2021 @	2020/19	2021/20 @
January	11,11,040	11,19,250	83,822	0.7%	-92.5%
February	10,90,516	10,18,440	99,640	-6.6%	-90.2%
March	9,78,236	3,28,304	1,23,179	-66.4%	-62.5%
April	7,74,651	2,820	69,442	-99.6%	2362.5%
May	6,15,136	3,764	13,307	-99.4%	253.5%
June	7,26,446	8,590	29,397	-98.8%	242.2%
July	8,18,125	12,655	64,566	-98.5%	410.2%
August	8,00,837	19,761	84,955	-97.5%	329.9%
September	7,51,513	28,167	1,06,704	-96.3%	278.8%
October	9,45,017	41,494	1,81,325	-95.6%	337.0%
November	10,92,440	70,977	2,51,993	-93.5%	255.0%
December	12,26,398	90,544	3,03,799	-92.6%	235.5%
Total (Jan-Dec)	1,09,30,355	27,44,766	14,12,129	-74.9%	-48.6%

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