

**GOVERNMENT OF INDIA  
TOURISM AND CULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:79  
ANSWERED ON:21.07.2003  
IMPACT OF TERRORISM ON TOURISM  
RATTAN LAL KATARIA

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

- (a) whether tourism industry has been adversely affected due to terrorist activities in various parts of the world during the last year;
- (b) if so, the steps taken by the Government to boost tourism industry thereafter; and
- (c) the scenario of tourism industry during the last three years in comparison to Japan, Singapore, Thailand, China, America and England?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Countries which had negative growth in International tourist arrivals during the year 2002 as compared to the year 2001 include Indonesia, India, Israel, Kenya, Cyprus, Mexico, Morocco, Norway, Peru, Poland, Portugal, Switzerland and U.S.A.

(b): Various steps taken by the Government to boost tourism industry include:-

- ? Direct approach to the consumers through Electronic and Print media through new and catchy messages.
- ? Creation of World Class Collaterals.
- ? Centralized Electronic Media Campaign.
- ? Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- ? To attach greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- ? Participation in Trade Fairs & Exhibitions
- ? Optimize Editorial PR and Publicity.
- ? Use of Internet and web marketing.
- ? Generate Tourist Publications.
- ? Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

In addition to the above, the Deptt. of Tourism, Govt. of India has the following short-term and long-term Plans to boost tourism industry:

- ? Positioning and maintaining tourism development as a National priority activity;
- ? Enhancing and maintaining the competitiveness of India as a tourism destination;
- ? Improving India's existing tourism products and expanding these to meet new market requirements;
- ? Creation of world class infrastructure;
- ? Special thrust to rural and small segment tourism;
- ? Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- ? Development of tourism circuits and tourism-cum-cultural hubs.

(c): The number of International tourists who visited Japan, Singapore, Thailand, China, U.S.A, U.K. & India during the last three years are as follows:-

Countries Number of International tourists (in Million)

	2000	2001	2002
Japan	4.76	4.77	5.24
Singapore	6.92	6.73	N.A
Thailand	9.58	10.10	10.90
China	31.23	33.17	36.80
U.S.A	50.95	45.49	41.89
U.K.	25.21	22.83	23.94
India	2.65	2.54	2.36