

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

STARRED QUESTION NO:180
ANSWERED ON:02.03.2006
IMPACT OF TERRORIST ACTIVITIES ON TOURISM
Jindal Shri Naveen

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

- (a) whether any study/survey has been made to assess the impact of terrorist activities on tourism growth;
- (b) if so, the findings thereof;
- (c) the sectors worst effected by terrorist activities; and
- (d) the steps taken or being taken to ensure the growth of tourism in these sectors?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a), (b), (c) and (d): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION No180 ANSWERED ON 02.03.2006 REGARDING IMPACT OF TERRORIST ACTIVITIES ON TOURISM

(a) and (b): No study/survey has been conducted to assess the impact of terrorist activities on tourism growth by the Department of Tourism. However, as per the analysis of tourist arrivals to India, major incidents of terrorism such as, the 9/11 incident at World Trade Centre in New York in 2001, attack on Indian Parliament in December 2001 (coupled with Afghan conflict in 2002 and Indo-Pak border tension during the period) had an adverse impact on tourism resulting in decline in foreign tourist arrivals by 4.2% in 2001 and further decline by 6.0% in 2002 in the country.

The analysis has also revealed that sporadic incidents of terrorism may have immediate and localized adverse impact on tourism, and after the immediate impact is over, the tourist traffic picks up again as observed from the recent foreign tourist arrival figures which reached a level of 3.92 million in 2005 against 3.46 million in 2004 showing a growth of 13.2%. The year 2004 also recorded a growth of 26.8% over the year 2003.

(c): Tourism being an amalgam of various sectors like hotels, food & beverages, transport, travel agencies, etc., any growth or decline in tourist arrivals has its impact on these sectors.

(d): Number of steps taken by Government in recent time to boost tourism includes:-

- # Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;
- # Focusing on growth of hotel infrastructure particularly budget hotels;
- # Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;.
- # Direct approach to the consumers through Electronic and Print media through the `Incredible India` Campaign;
- # Creation of World Class Collaterals;
- # Centralized Electronic Media Campaign;
- # Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;
- # 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;

Generating Tourist Publications; and

Re-inforced 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.

Further, in order to take care of any negative publicity and adverse impact on tourist arrivals due to terrorist attacks, the Department of Tourism takes up from time to time the matter with the Ministry of External Affairs, Domestic and Overseas Indiatourism offices, and trade associations to counteract such publicity.