

Decline in foreign tourists arrival

†1685. SHRI Y.P. TRIVEDI: Will the Minister of TOURISM be pleased to state:

(a) whether due to increase in terrorist attacks, there has been an adverse impact on the tourism sector in the country and the number of foreign tourists visiting India has decreased; and

(b) if so, the details of steps being taken by Government to deal with this issue and make up the loss of the foreign exchange as a result thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRIMATI KANTI SINGH): (a) and (b) The number of Foreign Tourist Arrivals (FTAs) in India during January-November 2008 is estimated at 4.84 million, which is higher than the FTAs of 4.48 million during January-November 2007. However, the growth rate in FTAs during January-November 2008 over the corresponding period of 2007 is only 8% as compared to growth rate of 14.8% in FTAs during January-November 2007 over the corresponding period of 2006. The lower growth rate in 2008 may be due to various reasons including the global financial meltdown and terrorist activities. To minimize the negative impact of recent terrorist attacks on tourism in the country, the Ministry of Tourism has undertaken the following confidence building measures:

- All States have been requested to beef up security measures in hotels and at tourist sites in their respective States;
- India tourism offices overseas are in regular contact with the international media and travel trade to keep them updated on the ground situation in the country.

Global tourism industry

1686. SHRIMATI SUPRIYA SULE: Will the Minister of TOURISM be pleased to state:

(a) whether the global tourism industry has witnessed a notable shift towards emerging markets including India which featured as one of the most sought after destination and has been named as a "rising star";

(b) whether Indian tourism has been improving for the last several years;

(c) whether Government has also considered project for Kulu tourism;

(d) what are the concrete steps and measures Government proposes to take to improve tourist sports in the country so that more and more tourists are attracted to visit India;

(e) whether any concrete policy in this regard has been prepared by Government; and

(f) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRIMATI KANTI SINGH): (a) As per "Country Brand Index 2008" report of the consultancy organization Future Brand, USA, the markets in Africa, Asia Pacific and Middle East are experiencing higher growth rates than the world average in terms of total travel and tourism demand, while the markets in Americas and Europe are falling below the world average.

The report has identified top 10 countries in 30 different categories. Of these categories, India features in 6 categories namely authenticity, history, art & culture, value for money, most impressive

†Original notice of the question was received in Hindi