

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

UNSTARRED QUESTION NO:932
ANSWERED ON:25.11.2002
DECLINE IN FOREIGN TOURISTS
MANIKRAO HODLYA GAVIT

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

- (a) whether attention of the Government has been drawn to the news-item captioned `Ab Poorab ke paryatakon ke liye bahein pasarega Bharat` appearing in `Navbharat Times` dated November 3, 2002;
- (b) if so, the reasons for decline in tourists from Western countries alongwith extent of decline that has taken place during the last two years and the loss of foreign exchange as a result thereof; and
- (c) the steps proposed by the Government to attract foreign tourists from eastern countries?

Answer

MINISTER OF TOURISM AND CULTURE. (SHRI JAGMOHAN)

(a): Yes, Sir.

(b): The tourist traffic declined due to number of reasons including overall global economic downturn, September 11 incidents in the USA, war in Afghanistan, terrorists` attack on Indian Parliament, tension on Indo Pak borders and the travel advisories issued by a number of foreign Governments.

The tourist traffic had increased in the year 2000 by 6.7%. Due to above mentioned factors, it declined by 4.2% in 2001. However, the foreign exchange earnings marginally increased by 0.7%. During the period January-October, 2002, the tourist traffic declined by 11.8%. There are however, positive signs of recovery as the tourist traffic has increased by 16.8% in October this year as compared to same month last year.

(c): The Government has embarked on an aggressive plan to promote Indian tourism products in major tourism generating markets including those in Eastern countries. The plan focuses on reassurance campaign, advertising through print and electronic media, participation in fairs & exhibitions, organising workshops & seminars, web marketing, dissemination of information through brochures, CD Roms, etc.