

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2232
ANSWERED ON:07.12.2006
GROWTH IN GDP & PER CAPITA INCOME
Saradgi Shri Iqbal Ahmed

Will the Minister of TOURISM be pleased to state:

- (a) Whether better awareness about tourist destinations, facilities, proper connectivity and affordability is likely to have a positive impact on tourism development ;
- (b) If so, whether the first Tourism Satellite Account (TSA) developed by India for 2002-03 has been prepared following international recommendations ;
- (c) If so, the details thereof ;
- (d) Whether the direct and indirect impact brings the contribution of tourism to 5.83% of the total GDP and in terms of employment and tourism sector's contribution is quite substantial ;
- (e) If so, the details thereof ;
- (f) The estimated jobs likely to be generated as a result thereof; and
- (g) The other steps proposed to be taken to improve the position further ?

Answer

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

(a) : Yes, Sir.

(b) and (c): Yes, Sir. The first Tourism Satellite Account (TSA) developed by India for 2002-03 has been prepared as per the Recommended Methodological Framework for TSA, approved by the United Nations Statistical Commission and established jointly by United Nations Statistical Division, Organization for Economic Cooperation & Development and World Tourism Organization.

(d),(e)and (f) : As per the TSA for 2002-03, the direct and indirect contribution of tourism to GDP was estimated at 5.83%. In respect of employment, the direct and indirect contribution of tourism was estimated at 38.6 million jobs, which is around

8.3% of total estimated jobs in the country. For the year 2003-04, contribution of tourism to GDP is estimated at 5.90% and tourism employment is estimated at 41.85 million jobs which is around 8.8% of total number of jobs.

(g) : The steps being taken by the Ministry of Tourism for promoting tourism in the country and increase tourism's contribution to the GDP and employment are :-

positioning and maintaining tourism development as a national priority ;

enhancing India's competitiveness as a tourist destination in the international market;

improving and expanding existing products and their development such as cultural & heritage tourism, rural tourism, adventure tourism, health & healing tourism, fairs & festivals, etc. ;

creation of tourism infrastructure by providing Central Financial Assistance to the State/UT Governments under its various schemes; and

effective modern and competitive marketing strategy to position India as a unique destination through Incredible India Campaign in the electronic & print media, participation in fairs & exhibitions, organising seminars, workshops & road shows, printing and distributing brochures and collaterals, etc. ;

follow up with the Ministries concerned and State Governments to improve air, rail and road connectivity to the destinations and to adopt a proactive land allotment policy and create Single Window Clearance facilities for allotment of land and speedy implementation of hotel projects.

