

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1932
ANSWERED ON:11.12.2008
TOURISM AND EMPLOYMENT GENERATION
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Will the Minister of TOURISM be pleased to state:

- (a) whether tourism accounting for 5.83% of the Gross Domestic Product and 8.27% of the employment in the country;
- (b) if so, the scope of tourism potential as a source of employment;
- (c) the number of people employed directly or indirectly with the tourism industry in the country, State-wise;
- (d) whether the Government proposes to develop tourism as an employment intensive sector; and
- (e) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE (SMT.KANTI SINGH)

(a) to (c): As per Tourism Satellite Account (TSA) for India, tourism contributed 5.83% of total Gross Domestic Product and 8.27% of total employment in the country during 2002-03. Travel and Tourism industry directly caters to services for hospitality, transport, accommodation, catering, entertainment, recreation and other travel related areas. There are also other sectors in the economy which are indirectly associated with the travel and tourism industry. All these services generate considerable employment. As per TSA, the number of jobs generated by tourism in the country in 2002-03 was 38.6 million. However, estimates of State-wise employment in the tourism industry are not available.

(d) and (e): Employment potential of the tourism sector is well recognized. The steps being taken by the Government to develop tourism in the country, and consequently enhance the employment opportunities in the tourism sector, include:-

- # Development of tourism infrastructure at tourist sites with the cooperation of other Ministries/ Departments and State/ UT Governments;
- # Focusing on growth of hotel infrastructure, particularly that for 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;
- # Production and distribution of publicity material;
- # Direct co-operative marketing with the airlines, tour operators and wholesalers in overseas markets;
- # According greater focus to the emerging markets, particularly of China, North East Asia and South East Asia;
- # Participation in Trade Fairs and Exhibitions;
- # Use of internet and web marketing; and
- # Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.