

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1038

ANSWERED ON:10.07.2009

IMPACT OF TERRORIST ON TOURISM

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Will the Minister of TOURISM be pleased to state:

- (a) what has been the impact of the terrorist outrage in Mumbai called 26/11 on tourism arrivals in the country between 1-2-08 and 1-7-09;
- (b) the steps taken by the Government to combat and counter the downward trend,if any;
- (c) whether there is any international media/publicity campaign that the Ministry of Tourism has run to market India as a safe destination;
- (d) if so, the funds spent on it till 01-07-09;
- (e) whether any internal/external audit has been conducted to benchmark its efficacy; and
- (f) if so, the details thereof?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (KUMARI SELJA)

(a) to (f): Subsequent to the terrorist attack in Mumbai, there was a decline in foreign tourist arrivals to the country till the month of May 2009. A statement showing foreign tourist arrivals to the country between 1-2-08 and 1-7-09 is at Annexure.

The Ministry of Tourism has taken several steps to counter the downward trend and to promote tourism to the country. These include liberalizing the Marketing Development Assistance Scheme for service providers promoting India, organizing Road Shows in important tourist generating markets overseas, arranging familiarisation tours to India for international travel trade and media representatives to keep them updated on safety/security conditions in the country, media campaigns in the print, electronic, online and outdoor media and a "Visit India 2009" scheme, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India.

The expenditure involved has been incurred by the Ministry from funds allocated for Overseas Promotion and Publicity, amounting to Rs. 220 crore, during the financial year 2008-09 and is being incurred from the allocation of Rs. 250 crore during the current financial year 2009-10.

Due to these initiatives, the downward trend in foreign tourist arrivals to the country has shown marked improvement with the month of June 2009 registering an increase of 0.2% in foreign tourist arrivals to the country as compared to the corresponding month of the previous year.