

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3384

ANSWERED ON:30.08.2013

TOURISTS INFLOW IN HILLY AREAS STATES

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Will the Minister of TOURISM be pleased to state:

- (a) whether in view of recent havoc in Uttarakhand and Himachal Pradesh, the tourists inflow to hilly States has been largely affected;
- (b) if so, whether the tourism and travel industry has reported cancellation of tickets by foreign tourists for hilly areas;
- (c) if so, the details thereof;
- (d) whether the Government has assessed the loss to the tourism and travel industry as a result thereof;
- (e) if so, the details thereof, State/UTwise; and
- (f) the steps taken by the Government to revive the tourism and travel industry in the country as a whole and hilly areas in particular?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a): In view of the recent havoc in Uttarakhand and Himachal Pradesh the tourists inflow has been affected.

(b) & (c): No such information has been received by the Ministry of Tourism, Government of India.

(d) & (e): The Ministry of Tourism has not made any assessment for the loss to the tourism & travel industry. However, according to the State Government of Uttarakhand, the study was undertaken to assess the loss to the tourism industry in Uttarakhand by the PHD Chamber of Commerce of India (PHDCCI). The study reveals an estimated loss to the economy to the State is about Rs.12,000 Crore. Loss of Government tourism properties has been assessed to be approximately Rs.102.00 Crore. Due to lack of access to the affected areas the loss to private tourism assets has not been assessed so far.

(f): The development & promotion of destination/circuits is primarily undertaken by the State Governments/Union Territory Administrations themselves. The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including the lesser known destinations which have tourism potential. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organizing road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programmes of the Ministry.