

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:612
ANSWERED ON:15.07.2014
IMPACT OF NAXALISM ON TOURISM
Yadav Shri Om Prakash

Will the Minister of TOURISM be pleased to state:

- (a) the impact of naxalism on tourist visits/arrivals in the naxalism affected States, including Jharkhand during each of the last three years, State/UT-wise;
- (b) the steps taken by the Government to combat and counter the downward trend, if any and boost tourism in these States;
- (c) whether the Government has launched any international media/publicity campaign to market the affected States including Jharkhand as safe tourist destination; and
- (d) if so, the funds utilised in this regard till July, 2011?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) and (b):The number of Domestic Tourist Visits (DTV's) and Foreign Tourist Visits (FTV's) to the Left Wing Extremism (LWE) affected States during 2011, 2012 and 2013 are given in Annexure.

The extent of impact of naxalism on DTV's/FTV's in the State of Jharkhand is, however, not prominent. Development and promotion of tourism, including new tourism spots, is primarily the responsibility of the State Governments/UTs.

(c) and (d):The Ministry of Tourism promotes India, including Jharkhand, as a holistic destination in the domestic and international markets, including the various tourism destinations and products in the different States/Union Territories of the country through media campaigns, tourist literature and publicity material.

The Ministry of Tourism as part of its promotional activities releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of India.

An expenditure of Rs.249.02 Crore was made by Ministry of Tourism during 2011-12 under the plan scheme of Overseas Promotion and Publicity including Market Development Assistance.