

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3740
ANSWERED ON 19.03.2018**

ADVENTURE TOURISM

3740. SHRI JOSE K. MANI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has conducted any study to assess the scope and prospects for adventure tourism in the country;**
- (b) if so, the details of the findings thereof;**
- (c) the steps taken by the Government to promote adventure tourism in the country and the achievements thereunder;**
- (d) whether the Government has come across instances of violation of safety norms at adventure parks in the country; and**
- (e) if so, the details thereof and the action taken against the offenders and steps being taken to ensure better implementation of safety guidelines for safety of the tourists?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) & (b): The Ministry of Tourism conducted a Study titled 'Adventure Tourism Market Study' in the year 2015. The key findings of the Study were that the estimated numbers of adventure tourist visits during 2015 were approximately 34.6 Lakh; the revenue generated from the Adventure Tourism market was approximately Rs 1815.21 Crore out of which Rs 477.235 Crore was from foreign visitors and that there were 2,784 Adventure Tour Operators in India of which 1,086 were organized.

(c): The Ministry of Tourism has recognised 'Adventure Tourism' as a 'Niche Tourism' product to promote India as a 365 days'

destination and attract tourists with specific interest. A Task Force on Adventure Tourism has been set up in October 2016 to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. It has also been decided to promote 2018 as the 'Year of Adventure in India'. Apart from the above, Adventure Tourism is regularly highlighted for promotion as part of the Incredible India Campaign in the print, electronic, online and outdoor media in India and abroad as well as at the various travel trade exhibitions overseas.

(d) & (e): The Ministry of Tourism does not maintain data regarding instances of violation of safety norms at adventure parks in the country and no such cases have been reported to the Ministry. However, the Ministry has released 'Basic Minimum Standards for Adventure Tourism' which are to be followed by all approved Adventure Tour Operators in order to minimise the risk associated with such activities and for the safety of the tourists.
