

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 3115
ANSWERED ON 06.08.2018**

PROMOTION OF ADVENTURE TOURISM

3115. SHRI DUSHYANT SINGH:

SHRI KUNWAR PUSHPENDRA SINGH CHANDEL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to promote adventure tourism exclusively across identified spots in the country and if so, the details thereof and if not, the reasons therefor;**
- (b) whether the Government has any plan to ensure health and safety alongside all adventure tourism activities in view of increasing number of reported accidents and if so, the details thereof and if not, the reasons therefor;**
- (c) the number of tourists visited country for adventure tourism during the last three years, year-wise;**
- (d) whether the Government proposes to set up Adventure Tourism Board and if so, the details thereof; and**
- (e) whether the Government proposes to develop Adventure Tourism in the Himalayan region and ravines and forests of Bundelkhand and if so, the details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (e): 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 Indian Adventure'. 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.

Development and promotion of tourism is primarily the responsibility of the State Governments/UTs Administration. However, Ministry of Tourism provides Central Financial Assistance to State Governments/UT Administrations for development of tourism infrastructure which also include Adventure Tourism destinations in the country including Himalayan and Bundelkhand regions under the Swadesh Darshan scheme for Integrated Development of Tourism circuits.

The Ministry of Tourism along with the Adventure Tour Operators Association of India (ATOAI) has launched the “Indian Adventure Tourism Guidelines (Version 2.0) – 2018” on 'Safety and Quality Norms for Adventure Tourism in India'. The guidelines list the basic minimum standards for adventure tourism and cover the land, air and water-based activities. All the State Governments/UT Administrations have been advised to adopt and implement these Guidelines in order to minimize the risk associated with such activities and provide a system of search and rescue for tourism activities.

The figures regarding Foreign Tourist Arrivals (FTA) in India for adventure tourism purpose is not available in the Ministry of Tourism. However, the total Foreign Tourist Arrivals (FTAs) to India during 2015, 2016 and 2017 are as under:

(In Millions)

Sr. No.	Year	Foreign Tourist Arrivals (FTAs)
1	2015	8.03
2	2016	8.80
3	2017	10.04

Presently, there is no proposal in the Ministry of Tourism for setting up of Adventure Tourism Board.
