

और कार्यशालाओं का भी आयोजन किया जा रहा है ताकि कर्मचारियों को हिन्दी के प्रयोग का ज्ञान करवाया जाए।

इण्डियन इंस्टीट्यूट आफ बैंकर्स ने 1985 से उसके द्वारा आयोजित की जाने वाली परीक्षाओं में प्रत्याशियों को हिन्दी के वैकल्पिक प्रयोग की अनुमति देने का अस्थायी रूप से फैसला किया है। लिपिक संवर्ग के लिए सीधी भरती के प्रयोजन के वास्ते प्रत्येक राज्य/संघ राज्य क्षेत्र को एक एक अलग भरती क्षेत्र माना जाता है और उस क्षेत्र के अन्दर परीक्षायें बैठने वाले प्रत्याशियों को उस भरती क्षेत्र के अन्दर खाली स्थानों पर नियुक्त किया जाता है इसके अलावा इण्टरव्यू के समय स्थानीय भाषा के ज्ञान को भी परखा जाता है इसलिए उन्हें ग्रामीण अथवा अर्ध शहरी क्षेत्रों में अपने ग्राहकों के साथ बातचीत करने में कोई कठिनाई नहीं होती। यहां तक अधिकारियों के मामले में भी बैंक यह सुनिश्चित करने का प्रयास करते हैं कि जहां तक सम्भव हो सके ग्रामीण अर्ध-शहरी शाखाओं में नियुक्त किये जाने वाले अधिकारी क्षेत्र की स्थानीय भाषा से भली-भाँति परिचित हों।

Evaluation of Performance of Heads of Tourist Offices in Marketing Efforts for Attracting Tourists

2312. SHRI G. BHOOPATHY : Will the Minister of TOURISM & CIVIL AVIATION be pleased to state :

(a) the conversion ratio of India for getting a tourist during the last three years as compared to other countries of South and South East Asia ;

(b) how the performance of heads of tourists Offices, Advertising agencies and marketing efforts for attracting tourists are evaluated by his Ministry ;

(c) whether the approval of Ministry is given to advertising campaign including

selection of media, frequency and visuals, etc ; and

(d) if so, the norms followed for the purpose ?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM AND CIVIL AVIATION (SHRI KHURSHEED ALAM KHAN) : (a) It is not possible to measure the conversion ratio in the context of tourism since there are a large number of input variables most of which are non-quantifiable.

(b) The performance of tourist offices abroad is measured on the basis of their effores in the various areas of operation, such as, liaison with the trade, media coverage in newspapers, magazines, television, consumer and special interest groups and professional agencies. The normal indicator i. e. growth of tourist arrivals is not always applicable due to a large number of factors and variables affecting the growth of tourist traffic which lie outside the control of the tourist offices.

(c) and (d) The Department of Tourism approves the promotional programme of overseas offices including their advertising campaign. The actual selection of media, frequency and visuals is left to the heads of the regional offices to be determined on the basis of market feed back and the best deployment of our limited resources.

Approval of Rates for Different Types of Accommodation in Hotels

2313. SHRI G. BHOOPATHY : Will the Minister of TOURISM AND CIVIL AVIATION be pleased to state :

(a) the category and class of hotels whose rates are fixed and/or approved by the Tourism Department and the norms adopted for the purpose ;

(b) the prevailing rates for different types of accommodation in different hotels and when these rates were fixed or approved ; and

(c) the present scale of mark-up allowed to travel agencies by different categories of hotels ?