

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1061
ANSWERED ON:28.07.2000
NRI INVESTMENT IN TOURISM DESTINATIONS
ANNA SAHEB M.K. PATIL

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether the Government have formulated any plan to attract non-resident Indians to visit India and invest in the various tourism destinations;
- (b) if so, the details thereof;
- (c) whether the issues will be focussed during Pacific Area Travel Association Conference in India during 2002;
- (d) if so, the details thereof; and
- (e) the other measures adopted to promote India as an international tourism Destination ?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR)

(a), (b), (c) & (d) Yes, Sir. The Department of Tourism has formulated plans to attract Non- Resident Indians and Persons of Indian Origin to visit India through its overseas offices, Airlines and the Indian Missions abroad. India Tourism Development Corporation has also produced a special package called `Come Rediscover India` to attract NRI's particularly from U.K, U.S.A, Canada, Australia, South Africa, Fiji, Gulf, Malaysia, Singapore, Mauritius etc. A high level delegation of the Department of Tourism through its overseas offices in association with the Indian travel trade has proposed to undertake Road Shows in the major NRI markets. Department of Tourism will also promote investment opportunities in India as the Government of India has allowed 100% NRI investment in the Tourism Sector. Agenda for the PATA Conference in India during 2002 is being formulated.

(e) The measures adopted to promote India as an International Tourism Destination are through advertising in the print and electronic media, participation in travel exhibitions & fairs overseas, providing information through brochures, through the Internet in the India Tourism Website, production of CD ROMs etc. The Ministry is also all set to launch tourism Portal for the benefit of all tourists including NRIs and PIO's