

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

UNSTARRED QUESTION NO:975
ANSWERED ON:28.07.2000
EXPLOITATION OF TOURISM POTENTIAL
A. VENKATESH NAIK

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

- (a) whether the Government have decided to review the functioning of its 18 overseas offices and decided for their restructuring for exploiting the country's tourism potential;
- (b) if so, the details thereof; and
- (c) the other steps proposed to be taken to increase the tourist traffic in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR)

(a)&(b): Review of the functioning of its Overseas Offices is an on-going process. Their functions are assessed based on trends in Tourist Arrivals from particular regions, state of economy and per capita income, air connectivity, etc.

(c): The steps include:

(i) Aggressive promotion of India through its 18 overseas offices by advertising, public relations, participation in Travel fairs & Exhibitions, etc.

(ii) Aggressive Promotional measures with increased use of Information Technology.

(iii) Focussed Marketing efforts.

(iv) Promoting spiritual and cultural tourism.

(v) Launching special packages for Non-Resident Indians and Persons of Indian Origin.

(vi) Increased participation of the private sector in decision making and promotion.