

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

UNSTARRED QUESTION NO:2831
ANSWERED ON:09.08.2001
DEVELOPMENT OF TOURISM
VILAS BABURAO MUTTEMWAR

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

- (a) whether a meeting of the leaders of South Asian Countries was held in April with a view to discuss ways and means to overcome image hurdles and sell the region as a common tourist destination and also to provide some competition to regions in South East Asia;
- (b) if so, the names of the countries which participated in the meeting; and
- (c) the concrete proposals emerged in the meeting and the steps taken or being taken up to implement these proposals?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a): Yes, Sir. World Tourism Organisation organised South Asia Tourism Ministerial Summit on Joint Marketing and Promotion in New Delhi (India) on 23.4.2001. This Summit was aimed at designing a South Asia Joint Marketing and Promotion Action Plan its strategy, administrative structure and requirements, activities to be carried out over the short, medium and long-terms, financing, and, monitoring.

(b): India, Bangladesh, Bhutan, Iran, Maldives, Nepal, Pakistan and Sri Lanka.

(c): The Summit adopted New Delhi Declaration on Joint Marketing and Promotion of Tourism in South Asia. Recommended that the overarching goal for the South Asia regional tourism marketing and promotional initiative be to convince a wide cross-section of the travel trade and consumers of main tourist generating markets that the countries of the Region offer an abundance of attractive, complementary and high quality tourist resources and facilities which can be accessed and enjoyed comfortably and safely. The focus of marketing activities will be on practical guidance in designing and undertaking trips to and within the Region, with special attention to multi-destination travel;

Endorse the strategy of the initiative of regional collaboration to be centered on the Visit South Asia Year 2003, the focal point to bring the countries together;

Further request WTO's assistance in the formulation of a time bound Action Plan providing details of activities and their scheduling, financing methods, and review and monitoring mechanisms.