

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

UNSTARRED QUESTION NO:136
ANSWERED ON:15.07.2002
PROMOTION OF TOURISM IN U.P.
RAVI PRAKASH VERMA

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

(a) the details of monuments/sites of historical importance in the country including Uttar Pradesh which attract a large number of tourists; and

(b) the steps taken by the Government for the promotion of domestic/international tourism in the States?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): A large number of monuments/sites of historical importance in the country including Taj Mahal and Red Fort of Agra, Buddhist sites of Sarnath and Kashinagar, ancient ghats of Varanasi etc. in Uttar Pradesh attract both domestic and foreign tourists.

(b): The Department of Tourism, Government of India has formulated the following shortterm and long term plans to attract the foreign as well as domestic tourists:-

- 1) Positioning and maintaining tourism development as a National priority activity.
- 2) Enhancing and maintaining the competitiveness of India as a tourism destination.
- 3) Improving India's existing tourism products and expanding these to meet new market requirements.
- 4) Creation of world class infrastructure.
- 5) Developing sustained and effective market plans and programmes.
- 6) Special thrust to rural and small segment tourism.
- 7) Attention to civilizational issues and issues pertaining to civic administration and good governance and also of social and cultural values.