

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

UNSTARRED QUESTION NO:4256

ANSWERED ON:12.08.2002

ALLOCATION IN TOURISM SECTOR

ANANDRAO ADSUL;IQBAL AHMED SARADGI;SRIKANTA DATTA NARASIMHARAJA WADIYAR

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

- (a) whether during the Tenth Plan the Union Government have allocated Rs.2900 crore for development of tourism;
- (b) if so, whether any concrete proposals in this regard have been chalked out;
- (c) if so, the details thereof;
- (d) whether his Ministry has acknowledged the weakness on two fronts i.e. product development and market promotion; and
- (e) if so, the remedial measures being considered by the Union Government during the Tenth Plan?

Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) : Yes, Sir.

(b) and (c) : During the 10th Plan, the Department of Tourism has broadly proposed schemes namely Development of Tourist Infrastructure, Human Resource Development, Promotion & Publicity, Computerisation & Information Technology etc. This includes four new schemes viz. Integrated Development of Tourist Circuits, Product/Infrastructure and Destination Development, Large Revenue Generating Projects and Capacity Building for Service Providers which have been proposed for development and promotion of tourism in the country.

(d) and (e) : During the 10th Plan the focus will be on integrated development of tourism circuits and destinations in the country instead of spreading the resources on small projects as was done earlier. Market Promotion is an ongoing process and is carried out with the available funds allocated. Remedial measures include a well concerted Market Promotion Plan, Use of the print and visual media, Events, Fairs & Festivals and use of Information Technology.