

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

UNSTARRED QUESTION NO:2119
ANSWERED ON:02.12.2002
ROAD SHOW IN FOREIGN COUNTRIES
CHADA SURESH REDDY

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

- (a) whether the Government propose to hold Road Shows in the United Kingdom, South East Asia, Europe and America to assure Foreign tourists that India is a safe destination;
- (b) if so, by when these shows are likely to be held ; and
- (c) the other steps proposed by the Government to attract foreign tourists?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b) & (c): There is no proposal for holding road shows at present. However, promotion of India's tourism products in the tourism generating markets is an ongoing process and the strategy includes advertising in print and electronic media, participation in fairs and exhibitions, dissemination of information through brochures, CD-Roms, inviting of media personalities under the hospitality programme, web marketing, organization of workshops and seminars etc.