

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

UNSTARRED QUESTION NO:6041
ANSWERED ON:06.05.2002
TOURISM CAMPAIGN
S. SAIDUZZAMAN

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

- (a) whether the Government propose to launch a tourism campaign taking the lead from PATA;
- (b) if so, the details thereof;
- (c) if so, whether the Government have identified Pangong Lake in Laddakh as one of the tourist destinations;
- (d) if so, whether sufficient infrastructure has been created including adequate air services;
- (e) if so, the details thereof;
- (f) whether adequate security is proposed to be provided to the tourists; and
- (g) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): Yes, Sir. As a follow up of the excellent publicity received during the PATA Annual Conference, 2002 at New Delhi from 14th to 18th April, 2002, the Department of Tourism is proposing to launch a focused marketing campaign to maximise the number of tourist arrivals to India.

(c), (d) and (e): Development of tourist infrastructure is primarily the responsibility of the State Governments/U.T. Administrations. However, Department of Tourism, Government of India extends Central financial assistance to selected projects identified in consultation with the State Governments/U.T. Administration. For Pangong Lake in Laddakh the following projects have been sanctioned:-

(a) Tourist bungalow at Durbag (Pangong Village) - 1993-94 (b) Tented colony in Pangong Lake - 1994-95

(f) and (g): To provide security and safety to the tourists, Department of Tourism, Government of India has addressed all the States/UTs to introduce suitable legislation and deploy Special Tourists Assistance Force which could assist tourists and provide security to them. Some of the States like Goa, Kerala, Jammu & Kashmir, Himachal Pradesh, Maharashtra and Andhra Pradesh have already set up Tourist Police.