

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

UNSTARRED QUESTION NO:7007
ANSWERED ON:13.05.2002
PROMOTION OF TOURISM
S. SAIDUZZAMAN

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

- (a) whether attention of the Government has been drawn to the news-item captioned 'Reviving tourism the British way' appearing in the 'Economic Times' dated April 16, 2002;
- (b) if so, the facts of the matter reported therein;
- (c) whether the Government propose to adopt the British way to push ahead tourism as has been done by Kerala and Rajasthan in India and by Singapore, Thailand and Malaysia in Asia Pacific; and
- (d) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Yes, Sir.

(b), (c) and (d): Promotion of India Tourism Product in the Overseas market is a continuous process which is done through advertising in the print and electronic media, participation in fairs and exhibitions, organising of seminars and departmental store promotion, advertising support, inviting of media and trade representative under the Hospitality Programme, dissemination of information through website and brochures etc. Presently, the marketing strategy is to position India's various tourism product vis-à-vis the demographic profile and the needs of each market. The Government also has developed a Crisis management Plan, to address unforeseen events which may hamper tourist arrivals to India.