

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

UNSTARRED QUESTION NO:1674
ANSWERED ON:03.03.2003
NATIONAL TOURISM DAY
MONI KUMAR SUBBA

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

- (a) whether January 25, 2003 was observed as National Tourism Day in North-East with special reference to the North Eastern Region as a major tourist attraction;
- (b) if so, the salient feature thereof along with the details of tourist attractions highlighted on the Tourism Day; and
- (c) the steps the Government propose to take to develop these places to attract domestic/foreign tourists?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Yes, Sir.

(b): The salient features of the activities by North East States on the National Tourism Day are:-

- Mass awareness campaign by way of advertisements in media to publicise the major tourist spots.
- Cultural programmes to enhance awareness about the State.
- Painting Competition and Photo Exhibition.
- Decoration and illumination of tourist lodges/spots.
- Banners and traditional welcome of foreign tourists at the airport.
- Distribution of literature about the major tourist attractions to tourists

(c): The Government proposes to take the following steps in North East area for development of tourism:-.

- An eco-tourism circuit namely Shilling-Guwahati-Kaziranga-Tezpur-Bhalakpung-Tawang-Majuli- Sibsagar-Kohima has been identified for integrated development in the North East region. Besides this, it has been decided to take up one major destination in each North East State for development.
- A meeting was held with all the North East States to review the sanctioned projects.