

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

UNSTARRED QUESTION NO:3567

ANSWERED ON:07.04.2003

IMPROVEMENT IN TOURISM

BIR SING MAHATO;DHANI RAM SHANDIL;HARIBHAI PARTHIBHAI CHAUDHARY

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

(a) whether the Government have launched any programme for promoting India as a tourist destination in the world;

(b) if so, the funds proposed to be spent for the purpose during 2003-2004?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Promotion of India's tourism products in the overseas markets is an on going process and this is done through various marketing tools which includes advertising in the print and electronic media, participation in fairs and exhibitions, organising of seminars and workshops, inviting of media personalities, tour operators and opinion makers under the hospitality programme, dissemination of information through brochures, CD Roms etc.

(b): As per Budget Estimates 2003-04, Rs. 56.00 Crores have been allocated for Overseas Promotion and Publicity.