

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

STARRED QUESTION NO:218  
ANSWERED ON:04.08.2003  
ARRIVAL OF FOREIGN TOURISTS  
RAMSHETH THAKUR

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

- (a) whether the Government have targeted an increase in the growth rate of inflow of foreign tourists in the country during Tenth Plan;
- (b) if so, whether the Government have identified various sectors for getting special funding in the Tenth Plan to meet such targets;
- (c) if so, whether the Steering Committee and Working Group on Tourism has emphasised on tourism development during the Tenth Plan; and
- (d) if so, the steps taken by the Government in this regard?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO PART (a) TO (d) OF STARRED QUESTION NO. 218 FOR 4.8.2003 REGARDING ARRIVAL OF FOREIGN TOURISTS.

(a), (b) and (c) Yes, Sir.

(d) The Department of Tourism has introduced schemes of Integrated Development of Tourist Circuits, Product/Infrastructure and Destination Development and Assistance for Large Revenue Generating Projects during the 10th Plan to improve tourist infrastructure in the country. It has been decided to develop tourism hubs which synthesize elements of tourism, culture and civic governance.

To upgrade human resources in tourism sector, the Government has embarked on a plan to strengthen the existing Institutes for Human Resources Development as well as setting up new Food Craft Institutes of Hotel Management. Capacity Building for Service Providers scheme has been introduced which entails training programmes for workers in the tourism sector including those in the unorganised sector. A comprehensive scheme of training of tourist guides is also underway.

To position India as an attractive tourist destination in various markets overseas, the Department of Tourism has embarked on an aggressive Action Plan which includes an integrated electronic campaign on the leading T.V. Channels across the globe supplemented by the print advertisement campaign. The plan also includes participation in the select Travel Shows and Fairs, road shows and seminars, press and travel trade briefings, direct mailing, web marketing and production of publicity and information material, including CD ROMs and collaterals and synergised promotions with Indian Missions, Travel Trade and Airlines. In order to provide first hand knowledge of Indian Tourism Products and Services, international tour operators, media personalities and opinion makers are invited on familiarization trips to India to help promotion of tourism to India.