

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

UNSTARRED QUESTION NO:2915
ANSWERED ON:22.12.2003
INFORMATION TECHNOLOGY FOR TOURISTS
CHARAN DAS MAHANT;SHYAMA SINGH

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

- (a) whether the Union Government has taken any initiative to use Information Technology as a tool to boost tourism and benefit the tourist;
- (b) if so, the details thereof; and
- (c) the total expenditure incurred by the Government during the last three years in this regard?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Yes, Sir.

(b): In order to boost tourism, the Department of Tourism has taken the following initiatives in the field of Information Technology:

- Online Campaign in the major international and domestic web sites.
- Development of Handy Audio Reach Kit (HARK) at Bodh Gaya.
- Virtual Reality Recreation of Heritage sites at Ajanta and Hampi.
- Tourist Information Kiosks at places frequented by tourists.
- Interactive Voice Response System (IVRS) installed at four Regional Offices in India.
- Production of CDs/VCDs promoting the destinations.
- Central Financial Assistance to States/UTs for developing similar projects.

(c): Rs.17.72 crores was spent during the last three years in this regard.