

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

UNSTARRED QUESTION NO:1042
ANSWERED ON:08.12.2003
DEVELOPMENT OF TOURISM
GANGASANDRA SIDDAPPA BASAVARAJ

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

- (a) whether the Government have emphasised the need for a holistic and integrated approach towards development of tourism in the country;
- (b) if so, whether the Government have prepared 'Tourism Development Plans' to boost the tourism industry; and
- (c) if so, the steps the Government propose to take to implement these plans to develop the tourism sector?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): Yes, Sir. The new approach is to synthesize the elements of tourism, culture, clean civil life and healthy environment at important tourist places.

(b): The Five Year Plan and the Annual Plans of Department of Tourism are prepared to boost tourism in the country.

The National Tourism Policy 2002 attempts to achieve the following:-

- Position tourism as a major engine of economic growth;
- Harness the direct and multiplier effects of tourism for employment generation and economic development;
- Focus on domestic tourism as a major driver of tourism growth;
- Position India as a global brand;
- Acknowledges the critical role of private sector;
- Create and develop integrated tourism circuits;
- Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

(c): The Annual Plans for development and promotion of tourism are implemented with the budgetary provisions made available to the Department of Tourism.