

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:6518
ANSWERED ON:09.05.2005
TOURISM PROMOTION IN CHINA
Owaisi Shri Asaduddin

Will the Minister of TOURISM be pleased to state:

- (a) whether Indian Tourism industry is all set to explore possibilities of tourism in China;
- (b) if so, whether India is going to open a tourists representative office in the capital of China to woo tourists towards Indian destinations;
- (c) if so, the details thereof;
- (d) whether any publicity campaign has been carried out by Indian Government in Chinese newspapers in this regard;
- (e) if so, the details thereof; and
- (f) the number of Chinese tourists visited India during the last year and strategy chalked out by the Government keeping in view the increased scope of Chinese tourists in the country?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SMT. RENUKA CHOWDHURY)

(a): Yes, Sir.

(b) and (c): The Govt. has initiated the process to open a representative office in China to further augment the tourist arrivals from this potential market.

(d) and (e): A publicity campaign was carried out in the South China Morning Post newspaper in Hong Kong, in August 2004.

(f): The number of tourists visiting India from China (including Taiwan and Hong Kong) was 34,907 during 2003 and 17,275 in just four months during the period January to April 2004.

The strategy for promoting India as a destination in China focuses on participation in important travel fairs and exhibitions in mainland China, Hong Kong and Taiwan, organizing road shows and India Seminars, brochure support to travel agents, joint advertising with travel agents, fam tours to India for Travel Agents and Media, promotion through the print media and websites and printing of brochures in the local languages.