

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2702

ANSWERED ON:12.12.2005

USE OF FOREIGN EMBASSIES BY MINISTRIES TO PROMOTE TOURISM

Singh Shri Rakesh

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any scheme to promote tourism through Indian embassies; and
- (b) if so, the manner in which the Government proposes to make use of these embassies and to boost tourism in the country?

Answer

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

(a) and (b): Though there is no specific scheme for promoting tourism through Indian Embassies, promotional activities undertaken by the Indiatourism Offices overseas are in coordination with the Indian Missions abroad. Joint promotional efforts are initiated with the Embassies from time to time and support is extended to the Indian Embassies in their promotional activities related to tourism which include advertising, participation in fairs and exhibitions, organizing India seminars, workshops, food festivals and road shows, publication of brochures, joint advertising support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.