

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

UNSTARRED QUESTION NO:3025
ANSWERED ON:11.05.2006
TOURISM SPOTS
Gadhavi Shri Pushpdan Shambhudan

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

- (a) whether the Government plans to regenerate tourism as viable activity and a revenue earner for both public and private sectors;
- (b) if so, the details thereof;
- (c) whether the Government proposes to identify more tourist spots in the country and to promote them abroad through their tourist offices; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) & (b): Tourism is a viable activity and a revenue earner for both public and private sectors. Ministry of Tourism and Culture has adopted a multi-pronged approach to facilitate the multiplier effect of tourism sector by strengthening tourism infrastructure, enhancing hospitality related services and marketing of tourism products in a focused manner along with a branding exercise and positioning India in the key source and emerging markets.

(c) & (d): Development of tourism is primarily the responsibility of the concerned State/UT Governments. The Department of Tourism extends central financial assistance to the State/UT Governments for development of tourism projects, prioritized in consultation with them. The existing 13 Indiatourism offices abroad are actively involved in promoting the tourist destinations of India in the overseas travel markets.