

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:270
ANSWERED ON:20.12.2004
NEW TOURISM SCHEMES
Meghwal Shri Kailash;Rawale Shri Mohan

Will the Minister of TOURISM be pleased to state:

- (a) whether only a few States have been able to tap the immense tourism potential in the country;
- (b) if so, the details thereof;
- (c) whether the Government has announced new tourism schemes to attract domestic/foreign tourists;
- (d) if so, the details thereof, State-wise; and
- (e) the steps taken by the Government to raise the standard of tourism to World class?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a),(b),(c),(d) and (e) : A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO. 270 TO BE ANSWERED ON 20.12.2004 REGARDING NEW TOURISM SCHEMES

(a) and (b): State-wise Domestic and Foreign Tourist visits for the last three years are at Annexure.

(c) and (d): Various Steps taken by the Ministry of Tourism to attract more foreign tourists to the country include:-

1. Direct approach to the consumers through Electronic and print media through the Incredible India Campaign.
 2. Creation of World Class Collaterals.
 3. Centralized Electronic Media Campaign.
 4. Direct co-operative marketing with tour operators and wholesalers overseas
 5. Greater focus in the emerging markets particularly in the region of China , North East Asia and South East Asia. 6. Participation in Trade Fairs & Exhibitions.
 - 7 Optimizing Editorial PR and Publicity.
 8. Generating Tourist Publications.
 9. Reinforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products. 10. Organising of Road Shows in key source markets. 11. Focusing on growth of hotel infrastructure particularly budget hotels. 12. Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions. 13. Use of internet and web marketing. 14. Promoting and Marketing India as a year – round destination.
- (e) The double pronged strategy pursued by the Ministry of Tourism for upgrading tourism infrastructure in the country through the Central Financial Assistance to the States/UT Administrations and other schemes along with strategic marketing initiatives are aimed at positioning India as a desirable tourism destination in the world.