

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:799  
ANSWERED ON:06.12.2004  
INCREASE IN TOURIST TRAFFIC TO KERALA  
Khairi Shri Chandrakant Bhaurao

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government is aware of increasing tourist traffic to Kerala;
- (b) if so, whether the Government has studied the reasons for such heavy traffic within a short span of three to four years;
- (c) if so, whether the Government is also aware of illegal massage parlours operating there to attract foreigners; and
- (d) if so, the steps proposed to be taken to ban such massage parlours?

**Answer**

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

(a): Yes, Sir.

(b): Tourist traffic to Kerala is increasing owing to the sustained and intensive marketing campaign in India and abroad.

(c) and (d): Government of Kerala has not received complaints on operation of illegal massage parlours in the State of Kerala to attract tourists. It has a scheme to approve Ayurveda Centers as 'Green Leaf and Olive Leaf' on the basis of facilities available.