

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3141
ANSWERED ON:18.12.2008
PROMOTION OF TOURISM
Chowdhury Shri Adhir Ranjan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate a special scheme for promoting the tourism in the country;
- (b) if so, the details thereof;
- (c) the funds allocated for this purpose; and
- (d) the time by which it is likely to be implemented?

Answer

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

(a), (b), (c) & (d): Ministry of Tourism has been promoting tourism within the country as part of its ongoing publicity activities. The outlay under the scheme of Domestic Promotion and Publicity including Hospitality for the year 2008-09, is Rs. 72.00 Crores which includes Rs. 7.00 Crores allocated for Advertising & Publicity of North- Eastern Region.

Ministry of Tourism also promotes domestic tourism through its website, production of various collaterals like brochures, posters etc., participation at the major travel marts in the country and through its domestic Indiatourism offices.