

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2682  
ANSWERED ON:21.03.2005  
DEVELOPMENT OF TOURISM  
Sonowal Shri Sarbananda

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

- (a) whether the Government proposes to develop tourism in the country;
- (b) if so, the details thereof, state-wise;
- (c) whether World Travel and Tourism Council has revealed that India is the second fastest growing travel and tourism economy in the World;
- (d) if so, whether tourist arrivals in India are on the increase over the previous year; and
- (e) if so, the concrete steps the Government proposes to take to improve the tourism sector?

**Answer**

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

(a) and (b): Development and promotion of tourism is primarily the responsibility of State Governments/UTs. Ministry of Tourism, Government of India extends financial assistance for the tourism related projects which are identified in consultation with the State Governments based on their inter-se priority, merit subject to availability of funds in a particular financial year.

(c): As per the 2004 report of World Travel & Tourism Council (WTTC) for India called 'India - Travel & Tourism Forging Ahead' India's Travel & Tourism Economy is expected to generate 4.9% of GDP and 24,456,600 jobs during 2004.

(d): An estimated 3.37 million foreign tourists visited India during the year 2004 as against 2.73 million during 2003 showing a growth of about 23.5%.

(e): Various steps taken by the Government to improve the tourism sector and flow of foreign tourists into the country include:-

- ? Development of tourist spots under its various schemes of infrastructure development of tourist circuits and destinations;
- ? Direct approach to the consumers through Electronic and print media through the 'Incredible India' Campaign;
- ? Creation of World Class Collaterals;
- ? Centralized Electronic Media Campaign;
- ? Direct co-operative marketing with tour operators and wholesalers overseas;
- ? Greater focus in the emerging markets, particularly in the region of China, North East Asia and South East Asia;
- ? Participation in Trade Fairs & Exhibitions;
- ? Optimizing Editorial PR and Publicity;
- ? Use of Internet and web marketing;
- ? Generating Tourist Publications;
- ? Re-inforcing 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;
- ? Launching of Road Shows in key source markets of Europe;
- ? Focusing on growth of hotel infrastructure particularly budget hotels; and
- ? Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.