

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:5862
ANSWERED ON:30.04.2010
PROMOTION OF TOURISM
Kumar Shri Kaushalendra

Will the Minister of TOURISM be pleased to state:

- (a) whether backwaters, kathakali dance, sceneries of beautiful places and cultures of Kerala have been depicted on 120 tourist taxis in Kerala attract British tourists;
- (b) if so, the details thereof and the extend to which this scheme has helped in promoting tourism in the State;
- (c) whether any such schemes have been launched in Bihar to attract the followers of Buddhism from Burma, Nepal, China, Sri Lanka, Thailand, Vietnam, Japan and Korea;
- (d) if so, the details thereof and the action taken by the Government in this regard so far; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF TOURISM(SHRI SULTAN AHMED)

(a) and (b): The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets. In addition, the respective State Governments/Union Territory Administrations can also undertake their own branding exercise. The Department of Tourism, Government of Kerala had undertaken a project to brand a total number of 120 taxi cars in several cities in UK during March-April, 2010 with images of tourist attractions of the State.

(c) to (e): With a view to promoting Buddhist tourism in the country and to attract followers of Buddhism, the Ministry of Tourism in collaboration with the State Government of Bihar, had organized an International Buddhist Conclave - 'Experience Buddhism in the Land of Origin' in Nalanda, Bihar in February 2010.

The Ministry of Tourism also promotes tourism under the Marketing Development Assistance (MDA) scheme and the Hospitality scheme, to attract tourists from source markets including the Buddhist markets.