

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1891
ANSWERED ON:17.07.2009
SHOWCASING OF INDIA S TOURISM POTENTIAL ABROAD
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Will the Minister of TOURISM be pleased to state:

- (a) whether any efforts are being made to showcase India's tourism potential abroad during the current year;
- (b) if so, the details thereof alongwith the countries selected therefor;
- (c) the new features likely to be highlighted during this exercise; and
- (d) the additions being made to tourism infrastructure to meet the needs of tourists?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (KUMARI SELJA)

(a) to (c): The Ministry of Tourism, Govt.of India,through the Indiatourism offices overseas is undertaking a series of promotional activities in all important and potential tourist generating markets overseas with the objective of showcasing India's tourism potential and its varied tourism products including culture, heritage, adventure, wildlife,wellness, rural tourism, etc. The promotional activities include advertising in the print,electronic, on-line and outdoor media, participation in travel fairs and exhibitions; organising road shows,India evenings, seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

In addition, a "Visit India 2009" Scheme has been announced by the Ministry of Tourism, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India during the current year.

(d): Development of tourism infrastructure is primarily undertaken by the State Governments/ Union Territory Administrations. However, the Ministry of Tourism provides financial assistance to States / Union Territories on the basis of project proposals received from them subject to availability of funds and inter-se priority, under the following schemes:

- (i) Product / Infrastructure Development for Destinations and Circuits
- (ii) Assistance for Large Revenue Generating Projects
- (iii) Computerization and Information Technology
- (iv) Fairs, Festivals & Events
- (v) Rural Tourism – Infrastructure and Capacity Building for Service Providers