

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:3023  
ANSWERED ON:24.07.2009  
CARAVAN AND HELIPORT TOURISM  
Kalmadi Shri Suresh

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

- (a) whether any target has been set for foreign tourists arrivals in the country for the next three years;
- (b) if so, the details thereof alongwith new schemes under consideration of the Government to meet the said target;
- (c) whether the Government has announced launching of Caravan and Heliport tourism in the country; and
- (d) if so, the salient features of the scheme alongwith the funds earmarked and tourists places selected in this regard, State-wise?

**Answer**

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

(a) and (b): Though no specific yearwise targets of foreign tourist arrivals in India have been fixed for next three years,the Working Group on Tourism for the 11th Five Year Plan has set a target of 10 million international visitors by 2011.

Ministry of Tourism, through its Indiatourism offices overseas is undertaking a series of promotional activities with the objective of increasing foreign tourist arrivals.These activities include, advertising, participation in travel fairs, exhibitions,road shows,India evenings,seminars & workshops,Indian food and cultural festivals; publication of brochures,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.

Further, the Marketing Development Assistance (MDA) Scheme of the Ministry of Tourism has been expanded so as to provide financial assistance to service providers for the promotion of Medical and Convention & Conference Tourism in the country.

(c) and (d): Yes, Madam. Ministry of Tourism has recently initiated steps for focused development of Caravan Tourism and Heliport Tourism in the country. For development of Heliport Tourism, it has been decided to provide central financial assistance upto Rs.75 lakh to States/ UTs for construction of heliports in hilly/ remote areas under the scheme of Product/ Infrastructure Development for Destinations and Circuits.