

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1124

ANSWERED ON:30.07.2010

SHOWCASING INDIA'S TOURISM POTENTIAL ABROAD

Adhalrao Patil Shri Shivaji;Sivakumar Alias J.K. Ritheesh Shri K.

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

- (a) the details of promotional activities undertaken by the Government during each of the last three years and the current year to showcase India's tourism potential abroad;
- (b) the countries selected for this purpose;
- (c) the new features being highlighted during this exercise;
- (d) the measures taken by the Government to expand tourism infrastructure in this context; and
- (e) the target achieved so far in this direction?

**Answer**

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

(a) to (c): The Ministry of Tourism has taken several steps to promote inbound tourism. These include participation in the major travel fairs by different India tourism offices located in 14 cities abroad, organizing Road Shows in Europe/USA/Canada/Russia/China/Singapore/Tokyo/South Africa/Srilanka/Australia and in important tourist generating markets overseas, arranging familiarization tours to India for international travel trade and media representatives, liberalizing the Market Development scheme for service providers promoting India, media campaigns in the print, electronic, online and outdoor media. Special events were held in the major tourist markets which include Incredible India @60 at Singapore and New York in 2008, India Calling event 'Hollywood Bowl' at Los Angeles in September, 2009.

The Road Shows emphasize upon the latest events happening in the country like the Visit India year, Queen's Baton Relay, Commonwealth Games. Recently, Government of India introduced Visa on Arrival scheme for tourists from five countries namely Singapore, Finland, New Zealand, Luxembourg and Japan on a pilot basis for a period of one year. Road Shows were held with the tour operators and Media in Japan and Singapore for the purpose.

New initiatives to promote niche tourism areas and new products is an ongoing process and The Ministry of Tourism through the India Tourism offices in India and abroad disseminate information to the general public through the Incredible India website.

(d) & (e): Development of infrastructure in the country is primarily undertaken by the State Governments/Union Territory Administrations. However, the Ministry of Tourism provides financial assistance to the 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
- (vi) Capacity Building for Service Providers

Development of infrastructure is an ongoing process and the progress is monitored by the Ministry of Tourism from time to time. During the Eleventh Plan up to 30.6.2010, Ministry of Tourism has sanctioned 796 projects for different States/Union Territories at a cost of Rs.2305.02 crores.