

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3409
ANSWERED ON:13.08.2010
SHOWCASING TOURISM POTENTIAL ABROAD
Danve Shri Raosaheb Patil

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any programme to showcase the tourism potential of various States in the country including Maharashtra abroad;
- (b) if so, the details thereof alongwith the tourist spots selected in this regard, State-wise; and
- (c) the details of the countries selected by the Government for the purpose?

Answer

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

(a) to (c): The Ministry of Tourism, Government of India, through its 14 India Tourism offices overseas undertakes series of promotional & marketing activities in all important tourist generating markets overseas with the objective of showcasing India's various destinations and products including that of the State of Maharashtra.

The promotional and marketing activities include dissemination of tourism information through brochures and other printed material, advertising in the print, electronic and online media, outdoor branding, participation in travel fairs and exhibitions, organizing and supporting road shows, India evenings, seminars and workshops, Indian Food and Cultural festivals, publication of brochures, offering joint advertising and brochure support to the Travel Trade and inviting media personalities, tour operators and opinion makers to visit the country under the hospitality programme of the Ministry.