

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:221
ANSWERED ON:03.07.2009
VISIT INDIA YEAR
Ramasubbu Shri S.

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has declared 'Year 2009' as 'Visit India Year';
- (b) if so, the details thereof; and
- (c) the steps taken to boost tourism in the country?

Answer

THE MINISTER OF TOURISM(KUMARI SELJA)

(a) and (b): 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. The incentives offered by the stakeholders include complimentary air tickets, hotel rooms, local tours, etc.

(c): Development and promotion of tourism 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

In addition to the above, domestic and international media campaigns in the print, electronic, outdoor and on-line media are launched by the Ministry of Tourism and dissemination of tourist information is undertaken by the Ministry, through its 20 Domestic and 14 Overseas Offices to boost tourism in the country.