

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:161

ANSWERED ON:02.12.2011

PROMOTION OF TOURISM

Deka Shri Ramen; Hussain Shri Syed Shahnawaz

Will the Minister of TOURISM be pleased to state:

- (a) whether India has been able to showcase her rich and diverse culture and able to promote tourism, both within the country and abroad and if so, the details thereof;
- (b) the number of proposals received, sanctioned/approved, held in abeyance and rejected for providing central financial assistance for the promotion and development of tourism infrastructure, State-wise and project-wise during the last two years and the current year;
- (c) the amount sanctioned, State-wise and project-wise during the above period;
- (d) whether the Union Government has any monitoring mechanism to ensure proper and timely utilization of funds by the State Governments in this regard; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a) to (e): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.161 ANSWERED ON 02.12.2011 REGARDING PROMOTION OF TOURISM

(a): The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including its rich and diverse culture. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's culture, heritage and the tourism potential of the country. These promotional activities include participation in Travel Fairs and Exhibitions; organising Road Shows, Know India Seminars & Workshops; organizing and supporting Indian Food and Cultural Festivals, etc.

(b) & (c): Development and promotion of tourism infrastructure is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism, however, provides Central Financial Assistance to States / Union Territories for tourism projects which are prioritized based on discussions held with them, subject to availability of funds, inter- se priority and adherence to scheme guidelines. Details of the projects and amount sanctioned during the last two financial years and the current financial year (up to 30.9.2011) are enclosed at Annexure.

(d) & (e): Timely completion of tourism projects is the responsibility of the State Governments/Union Territory Administrations. States / Union Territories are required to submit reports of the State Level Monitoring Committees to the Ministry of Tourism periodically. The Ministry of Tourism also monitors the implementation of projects through Regional Conferences, field inspections by the officers of the Ministry and periodical review meetings with the State/Union Territory officers.