

**GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA**

UNSTARRED QUESTION NO:3373
ANSWERED ON:31.08.2012
PROMOTION OF TOURISM
Dhanaplan Shri K. P.;Gaddigoudar Shri P.C.

Will the Minister of CIVIL AVIATION be pleased to state:

- (a) whether the Ministry of Civil Aviation and Ministry of Tourism have jointly developed any plan for the promotion of tourism in the country;
- (b) if so, the details thereof;
- (c) whether the Government proposes to increase the number of air strips in the country to give boost to tourism;
- (d) if so, the details thereof and the locations identified for the purpose, location-wise along with the steps taken by the Government in this regard; and
- (e) if not, the reasons therefor?

Answer

MINISTER OF CIVIL AVIATION (SHRI AJIT SINGH)

(a) and (b): Ministry of Civil aviation and Ministry of Tourism had on 21.03.2012 signed a MoU to cooperate with each other, so as to promote and market India as a preferred tourism destination and position 'Incredible India' as a recognized brand worldwide. The salient components of the MoU are as given below:

- (i) The Airports Authority of India will provide space at various airports for 'Incredible India' branding by MoT, at nominal cost.
 - (ii) Instruction will be issued by MoCA to Foreign/Indian Carriers for screening Incredible India promotional films on their inbound and outbound flights after take off and before landing.
 - (iii) MoT and MoCA will participate in the Road shows and Events organized by each other on mutually agreed terms.
 - (iv) Both Ministries will work together for developing remote and new destinations by encouraging airline operators to provide connectivity. Development of infrastructure will include airstrips, helipads and heliports.
- (c) to (e) Development of airports is a continuous process which is undertaken after taking into account the commercial viability, strategic importance, traffic potential/ demands, commitment of airlines to operate through the specific airports etc. Airports Authority of India (AAI) has proposals to develop 13 non-operational airports. List of these airports are annexed.