

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:35
ANSWERED ON:22.02.2013
MOVEMENT OF TOURISTS IN N.E. STATES
Angadi Shri Suresh Chanabasappa

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has recently relaxed the rules to permit free movement of foreign tourists in North-Eastern region of the country;
- (b) if so, the details thereof;and
- (c) the steps taken/being taken by the Ministry to attract more foreign tourists in North-Eastern region of the country in view of the said relaxation?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) & (b) Yes, Madam. The Government of India has decided to exclude the entire area of the States of Manipur, Mizoram and Nagaland from the Protected Areas regime notified under the Foreigners (Protected Areas) Order, 1958, for a further period of one year beyond 31.12.2012, subject to certain conditions.

(c) The Ministry of Tourism, Government of India, as a part of its on-going activities releases print, electronic and online media campaigns, under the 'Incredible India' brand-line, to promote India as a holistic destination in the domestic and international markets. The holistic promotion includes promotion of various Indian tourism products and destinations, including the North Eastern Region. Besides, the Ministry promotes North Eastern Region through its overseas offices by organizing Road Shows, Know India Seminars and Workshops etc. Free space is provided at major international travel fairs such as ITB in Berlin, WTM in London and domestic fairs like SATTE to North Eastern States for promoting their destinations and products. The Ministry also extends Central Financial Assistance to all States/Union Territories including North Eastern States for production of publicity material, joint advertising in the print media and organization of fairs/ festivals and tourism related events.

Recently the Ministry of Tourism organized an International Tourism Mart with the objective of showcasing the tourism potential of the North Eastern region in the domestic and international markets from 18-20 January 2013 in Guwahati.79 International Buyers and media delegates from 23 countries and domestic tour operators from different regions of the country participated in the Mart and were engaged in one-to-one meetings with sellers from the North Eastern Region and West Bengal. In addition, familiarization tours to the Eastern & North Eastern Region were arranged for travel and media representatives from overseas.