

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2011
ANSWERED ON:08.03.2013
RESEARCH AND DEVELOPMENT FOR TOURISM SECTOR
Pangi Shri Jayaram

Will the Minister of TOURISM be pleased to state:

- (a) whether the Indian tourism sector is just following western tourism models and the research sector for the development of tourism in the country;
- (b) if so, the details thereof;
- (c) whether the Government proposes to develop indigenous model for the development of tourism in the country;
- (d) if so, the details thereof; and
- (e) the other steps taken/being taken by the Government to improve Research and Development (R&D) in the tourism sector?

Answer

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

(a) to (e): Ministry of Tourism (MoT) has been undertaking development of tourism in the country through implementation of various plan schemes involving inter alia the following:

- i. Development of tourism infrastructure;
- ii. Promotion and marketing in overseas and domestic markets;
- iii. Capacity Building of Service Providers in tourism and hospitality sector;
- iv. Developing and promoting niche tourism products;
- v. Undertaking market research.

MoT regularly compiles statistics on Foreign Tourist Arrivals, Foreign Exchange Earnings through tourism, and Domestic Tourist Visits. Besides this, MoT also undertakes various surveys and studies in domestic and overseas markets on various aspects of tourism, like profile of tourists, factors which motivate tourists, experiences during visits, etc. These inputs facilitate policy formulation and effective implementation.