

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:438  
ANSWERED ON:18.12.2009  
DEVELOPMENT OF TOURISM THROUGH COMMONWEALTH GAMES  
Rai Shri Prem Das

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government has crafted any plan for promoting tourism during the Commonwealth Games next year;
- (b) if so, the details thereof;
- (c) whether North-Eastern States have also been co-opted in this regard; and
- (d) if so, the details thereof and the budget earmarked for the purpose?

**Answer**

THE MINISTER OF TOURISM (KUMARI SELJA)

(a) to (d): A statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.438 ANSWERED ON 18-12-2009 REGARDING DEVELOPMENT OF TOURISM THROUGH COMMONWEALTH GAMES.

(a) to (d): The Ministry of Tourism, Government of India undertakes various promotional activities in the overseas markets to promote tourist destinations throughout the country, including the North East Region, from the budget allocated to the Ministry for overseas promotion and publicity.

The Commonwealth Games 2010 is among the focus areas in the promotional activities being undertaken in Commonwealth countries. These promotional activities include Road Shows, participation in Travel Fairs and Exhibitions such as the World Travel Market (WTM) in London, advertising in the print, electronic and outdoor media, organizing familiarization tours for trade and media representatives, etc.