

SHRI AMAL DATTA : Are you not concerned ?

SHRI JANARDHANA POOJARY
Monitoring is theirs.

**Promotion of Japanese Tourist Traffic
to India**

*891. **SHRIMATI MADHUREE SINGH** : Will the Minister of PARLIAMMENTARY AFFAIRS AND TOURISM be pleased to state :

(a) whether a Symposium on promotion of Japanese tourist to India held recently in New Delhi suggested measures for improvement in tourist flow;

(b) the present flow of the Japanese tourists to India;

(c) whether any target has been fixed for the coming year in this regard;

(d) the steps Government propose to take to promote Japanese tourist traffic to India;

(e) whether the constraints in the way of promotion of Japanese tourist traffic to India have been identified; and

(f) if so, the details thereof ?

THE MINISTER OF PARLIAMMENTARY AFFAIRS AND TOURISM (SHRI H. K. L. BHAGAT) : (a) to (f). A statement is given below.

Statement

(a) The Federation of Indian Chambers of Commerce and Industry in association with the Chamber of Commerce of Japan had organised a symposium in New Delhi on 2.4.1986 for promotion and Development of Tourist Traffic from Japan to India. This symposium had put forth a number of suggestions which are under examination by the Department.

(b) Between January to November 1985, 26,585 Japanese tourists visited India in comparison to 26,253 who had

visited in the corresponding period in 1984, thereby showing an increase of 1.3%.

(c) The target fixed for Operation East Asia including Japan is 52,000 by 1990 as per the draft 7th Five Year Plan.

(e) The major constraints in the way of stepping up Japanese tourist traffic to India are inadequate airlines capacity between Japan and India, high cost of air travel and the absence of any promotional fares or cheap group fare, Japanese' complaint of the standard of cleanliness and hygienic conditions in India; infrastructural inadequacies such as absence of clean accommodation and wayside amenities in the Buddhist circuit which attracts a sizeable number of Japanese travellers, non-availability of a sufficient number of Japanese speaking staff and guides in India and Japanese language difficulty and uncertainty and difficulty of obtaining reservation on the domestic flights and in the railways

(d) and (f). The Department of Tourism has been attaching considerable importance to Japan as a market of great potential. The specific promotional measures being undertaken are :

(i) Launching of a more effective publicity campaign for visiting India during the off season, promoting specific destinations such as Kashmir, Goa and the Buddhist circuit in Eastern India.

(ii) Inviting Japanese travel agents, travel writers, film units, photographers and TV programmers on familiarisation tours to India under the Department's Hospitality Scheme.

(iii) Sending promotional tours of officials and travel trade representatives to hold promotional programmes at various important tourist centres in Japan.

(iv) In order to evoke further interest in India Quiz programmes were organised by the Regional Director which proved popular and successful.

- (v) Production of tourist publicity material including literature, films, audio visuals in Japanese language.
- (vi) Mounting of exhibitions related to the life of Buddha.
- (vii) Organising of multi-media presentation and Discover India programmes
- (viii) Development of infrastructural facilities at Buddhist sites and places of interest to travellers from Japan.

[Translation]

SHRIMATI MADHUREE SINGH : Mr. Speaker, Sir, the hon Minister has himself admitted that very few Japanese tourists visit India due to inadequate airlines service and high cost of air travel. Japan is a friendly country. Therefore, when the air fare for Europe and the U S A. is comparatively lower than for Japan, why do the Government not think of reducing the air fare for Japan ?

At the same time, I would like to ask another question. There are a number of Buddhist Centres in India which are places of attraction for the Japanese tourists. Some of these are Rajgir, Bodh Gaya, Sarnath and Sanchi. Due to inadequate transport facilities, the tourists face a lot of inconvenience. Therefore, my humble request to the Government is why permission is not granted to foreign chartered planes for landing at Patna which is the major Centre of Buddhism particularly when suitable customs arrangements are available there. I would like to know whether Government would consider providing international airport facilities at Patna ?

SHRI H. K. L. BHAGAT : Mr. Speaker, Sir, as stated by the hon. Lady Member, it is true that the Japanese people have a great attraction for India—the land of Lord Buddha. At the same time, it is also true that through Japanese are keen tourists, yet they rarely visit India. Their number is not as high as it should have been. There are many types of tourists there—some tourists are quite rich and

some are middle class tourists. Thus, they have different categories of tourists and they travel in groups. Japan has the maximum number of tourists in the world, but our share therein is just negligible. The Japanese people spend about 10 billion U S. dollars on tourism, but not even a fraction thereof comes to us. They very rarely visit India. Some suggestions were given in the seminar referred to by the hon. lady Member and some of them are under consideration of the Government. One of the suggestions is that the air fares are not rational and there is need to reduce them. Besides, other suggestions are also under consideration. So far as the question of Buddhist Centres is concerned, the Government are taking and would continue to take steps for their development. I myself had visited some of the places two—three weeks ago. So far as the question of building international airport at Patna is concerned, I cannot say anything right now, but I shall talk to the hon Minister of Transport.

SHRIMATI MADHUREE SINGH : A large number of tourists from Japan visit Africa for Safari. Forests and games sanctuaries are there in India also to which Japanese tourists can be attracted. I would like to suggest to the hon. Minister that arrangements should be made to bring Japanese tourists to India so that they could be shown our forests, our natural and our wild life. This will attract them to visit India regularly.

SHRI H. K. L. BHAGAT : There are many places in India which can be a source of attraction for the Japanese tourists to which the hon. lady Member has also referred. In this connections, I have also held consultations with the State Government including the Chief Minister of that State. I have asked him to give us some suggestions about these places. The Central Government on their part will consider what assistance they can provide for this purpose.

[English]

SHRI PARAG CHALIHA : Will Government consider relaxing the presently existing total restriction of entry permits to foreign tourists into Assam where, among others exist the Kaziranga National Park ?

SHRI H. K. L. BHAGAT : This question relates to...

MR. SPEAKER : Something else.

SHRI H. K. L. BHAGAT : Anyway, I will answer this question. This question related to the seminar on tourism, but...

MR. SPEAKER : No.

SHRI H. K. L. BHAGAT : I will answer his question.

MR. SPEAKER : Why do you answer irrelevant questions ?

SHRI H. K. L. BHAGAT : We have received some...the hon. Speaker has allowed it.

MR. SPEAKER : I have disallowed him.

SHRI H. K. L. BHAGAT : That is all right. The Assam Government...

MR. SPEAKER : Now Prof. Narain Chand Parashar.

PROF. NARAIN CHAND PARASHAR : In the statement, infra-structural difficulties have also been pointed out as one of the difficulties for Japanese tourists visiting India. Earlier, there was a special train known as the Great Indian Rover which started from Calcutta and went round places like Patna, Bodh Gaya, Rajgir, Sarnath and Gorakhpur. Now, that has been discontinued. May I know whether the train would be reintroduced; and places of Buddhist interest like Riwalasar in Himachal Pradesh, Sanghol in Ludhiana district of Punjab, Ladakh in Jammu and Kashmir as also Ajanta and Ellora in Maharashtra Nagarjun Kadna of Andhra Pradesh would also be covered by the provision of these facilities for these Japanese tourists, because ordinarily only places in the States of U.P. and Bihar are considered suitable, for these tourists, for the purpose of provision of these facilities ? May I know if the places I have suggested in States other than these two States would also be included for this purpose ?

SHRI H. K. L. BHAGAT : We would very much like the Japanese tourists not only to come to places connected with Lord Buddha or with Buddhism. We would like them to visit almost all the attractive places in India, as many as possible, and as much as they can... That is our intention. We would like them not to confine themselves to those places.

As far as this particular train is concerned, it was mentioned to me. So far, I have not made any enquiry. Now that the hon. Member has mentioned it too, I shall make enquiries and find out from the Ministry concerned.

Incentives for Cotton Export

*892 **SHRI DIGVIJAY SINH :** Will the Minister of TEXTILES be pleased to state :

(a) whether it is a fact that largely due to the replacement of natural cotton fibre by man-made fibres there is a gult in the production of cotton crop in India often bringing the price below support price levels;

(b) whether competition in World market is difficult despite ex-port controls having been relaxed by Government; and

(c) whether Government are contemplating to give export incentives for effectively competing in the World market to procure better price for the cotton producers ?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI KHURSHID ALAM KHAN) : (a) to (c). A statement is given below.

Statement

(a) to (c). No, Sir. The fall in the prices of cotton during the current cotton seasons is due to the shortfall of demand over supply of cotton in the country. The production of cotton during this year is now estimated at about 107.00 lakh bales as against the production estimates of 101.5 lakh bales during the last cotton season.