

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:4106
ANSWERED ON:14.12.2000
PERFORMANCE OF TOURIST OFFICES ABROAD
DUKHA BHAGAT;HARIBHAI PARTHIBHAI CHAUDHARY;SUBODH MOHITE

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) the achievements of Tourism Offices abroad during the last three years, till date;
- (b) whether the performance of these Offices has been satisfactory;
- (c) if so, the details thereof;
- (d) if not, the reasons therefor and the steps taken to improve their performance;
- (e) whether the Government have decided to open more such offices abroad;
- (f) if so, the details thereof, location-wise;
- (g) whether the Government proposed to close down some of Tourism Offices abroad;
- (h) if so, the details thereof along with the reasons therefor; and
- (i) the measures adopted by the Government to increase its publicity through Internet and Electronic Media?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a) to (d) India Tourist Offices abroad promote India as an attractive tourist destination in very competitive environment. Their performance has been satisfactory. Details of foreign tourist arrivals and foreign exchange earning during the last three years are as under:

YEAR	FOREIGN TOURIST ARRIVALS	FOREIGN EXCHANGE EARNING (MILLION US \$)
1997	2374094	2913.5
1998	2358629	2935.2
1999	2481928	3035.7

(e) No, Sir.

(f) Does not arise.

(g) No, Sir.

(h) Does not arise.

(i) To increase the publicity through Internet and Electronic media, Govt. has hosted Indian Tourism Web-sites and set up Information Kiosks, apart from producing various CD-ROMS, etc. All Tourist Offices also can be accessed through internet. Television and Radios along with conventional promotional tools are utilized for the purpose of information about the Indian Tourism product.