

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

STARRED QUESTION NO:183
ANSWERED ON:02.12.2002
PUBLICITY ON INDIAN TOURISM
RAMDAS RUPALA GAVIT

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

- (a) whether there is any proposal to publicise the positive features of Indian Tourism in foreign countries;
- (b) if so, the details thereof and the expenditure proposed to be incurred thereon; and
- (c) the countries identified for the purpose?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b) & (c): Promotion of various features of Indian Tourism is an on going process and is undertaken through the Indiatourism offices located in various countries. The marketing strategy is to promote the country's Tourism products in ken markets through advertising in print and electronic media, participation in fairs and exhibitions, dissemination of information through brochures, CD-Roms, inviting of media personalities under the hospitality programme, web marketing, organization of workshops and seminars etc. A plan Budget provision of Rs.51 crores is available for undertaking these activities during the year 2002-03.