

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

STARRED QUESTION NO:201  
ANSWERED ON:04.08.2003  
ARRIVAL OF TOURISTS FROM WEST ASIA  
GADDE RAMAMOCHAN;IQBAL AHMED SARADGI

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

- (a) whether the Government are focussing on Gulf and West Asian market for attracting tourists;
- (b) if so, whether aggressive marketing and a slew of budgetary allocations and concessions had led to a dramatic recovery in tourist traffic in latter part of 2002 and early 2003;
- (c) if so, the other steps being considered to improve foreign tourist traffic to India specially from the East;
- (d) the present position of foreign tourist from West Asia and Arabian countries;
- (e) whether a recent Indo-China agreement grants India approved destination status, a pre-requisite for Chinese travel; and
- (f) if so, the extent to which India has been able to achieve the target of tourist inflow from this agreement?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) to (f): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO STARRED QUESTION NO. 201 FOR 4.8.2003 REGARDING ARRIVAL OF TOURISTS FROM ASIA.

(a) Yes, Sir.

(b) During the period of October, 2002 to June, 2003, the international tourists arrivals to India have increased from 17,70,882 to 19,92,362 which is a growth rate of 12.5%.

(c) The considered actions include:-

- 1 Proposed opening of India Tourism Office in China, Malaysia and Thailand.
- 2 Enhanced publicity through print and electronic media.
- 3 Web Marketing.
- 4 Road Shows, Seminars, Press Conferences
- 5 Production of language brochures and other information materials.
- 6 Familiarisation visits of media and travel trade under the hospitality Programme.
- 7 Participation in tourism fairs/marts and buyer-seller meets.
- 8 Joint promotions with and support to the tour operators.
- 9 Consumer promotions, direct mail etc.

(d) The tourist arrivals from West Asia are estimated to be 101,012 in the year 2002 as against 96,424 arrivals in the year 2001.

(e) Yes, Sir.

(f) It is too early to quantify post-agreement achievements. However, the feedback indicates a growing interest for Chinese travel to India in the period ahead.