

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

UNSTARRED QUESTION NO:3332
ANSWERED ON:18.08.2003
SCHEME TO ATTRACT TOURISTS
RAMDAS RUPALA GAVIT;Y.G. MAHAJAN

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

- (a) whether the Government propose to formulate any scheme for attracting foreign and domestic tourists towards tourists places in the country;
- (b) if so, the details thereof, State-wise; and
- (c) the funds allocated/released, if any, to the State Governments for implementation of the scheme, State-wise?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a),(b)&(c) Promotion of India`s tourism products is an on going process. This is done through various marketing tools which include advertising in the print and electronic media, participation in fairs and exhibitions, organising of seminars and workshops, inviting of media personalities, tour operators and openion makers under the hospitality programme, dissemination of information through brochures, CD Roms etc.

The above activities are undertaken directly by the Department of Tourism and no funds are allocated to the State Governments for this purpose.