

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

UNSTARRED QUESTION NO:878  
ANSWERED ON:08.12.2003  
ARRIVAL OF TOURISTS  
ASHOK NAMDEORAO MOHOL

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

- (a) whether the Government have identified the areas where arrival of tourists has declined during the last two years;
- (b) if so, the details thereof alongwith reasons therefor;
- (c) whether the Government have also identified the areas where arrival of the tourists has been increased; and
- (d) if so, the details thereof and the steps taken by the Government to develop tourism sector to attract more tourists in the country?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a), (b), (c) and (d): On the basis of the information provided by the State Governments/UT Administrations regarding the flow of tourists, majority of States/Union Territories have registered a positive growth except the States of Jammu & Kashmir, Delhi, Gujarat, Arunachal Pradesh and Karnataka. The decline in these States maybe due to the preference of tourists to one destination over the other. The Department of Tourism, Government of India has initiated the following short- term and long-term plans to provide a major impetus to tourism and thereby attracting foreign tourists to the country:-

- Positioning and maintaining tourism development as a National priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination;
- Improving India's existing tourism products and expanding these to meet new market requirements;
- Creation of world class infrastructure;
- Special thrust to rural and small segment tourism;
- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.

In addition the Government is also implementing the following measures to attract tourists to India:

- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- Participation in Trade Fairs & Exhibitions
- Optimize Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.