

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:5590
ANSWERED ON:02.05.2005
PROMOTION OF TOURISM
Vallabbhaneni Shri Balashowry

Will the Minister of TOURISM be pleased to state:

- (a) whether India is now the fifth top tourist destination;
- (b) if so, the attributed to achieve this task;
- (c) the steps proposed to be taken to further promotion of tourism industry;
- (d) whether his Ministry has any tie up with the Ministry of Culture in this regard; and
- (e) if so, the details thereof?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM(SMT. RENUKA CHOWDHURY)

- (a): No, Sir.
- (b): Does not arise.
- (c): Promotion of tourism to further augment the inflow of tourists is being undertaken on a regular basis, through an integrated marketing and promotional strategy and a synergized campaign in association with the travel trade and State Governments.
- (d) & (e): The Ministry of Tourism works in close coordination with the Ministry of Culture for the promotion of cultural tourism.