

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1676  
ANSWERED ON:14.03.2005  
CRUISE TOURISM  
Yaskhi Shri Madhu Goud

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

- (a) whether the Government has any plan to start cruise tourism between India and neighbouring countries;
- (b) if so, the details thereof; and
- (c) the measures taken by the Government to attract foreign tourists from abroad?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(SMT. RENUKA CHOWDHURY)

(a) and (b): No, Sir.

(c): Ministry of Tourism endeavors to position India in the tourism generating markets as a desirable tourism destination through an integrated marketing and promotional strategy and a synergized campaign in association with the travel trade and State Governments. A multi pronged promotional campaign has also been launched by the Ministry in all key markets across the world under the banner of 'Incredible India'. This includes a wide ranging advertising campaign in prime print publications, a global television campaign and an innovative online campaign. The Ministry has also taken a conscious decision in all major travel industry fairs and exhibitions internationally.