

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

UNSTARRED QUESTION NO:3066
ANSWERED ON:11.05.2006
INVITATION TO MEDIA REPRESENTATIVES OF FOREIGN COUNTRIES
Paraste Shri Dalpat Singh

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

- (a) whether the Ministry of Tourism invite media representatives from abroad under its hospitality programme to visit various places of tourist importance located in the country;
- (b) if so, the number of media representatives invited during each of the last three years and the important places where they were taken for visit;
- (c) the total expenditure by the Government thereon during the said period; and
- (d) the extent upto which this has helped in promoting tourism in the country?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a): Yes, sir.

(b) and (c): Number of media representatives invited and the approximate expenditure incurred on their visit, during the last three years is given below:

	2003-04	2004-05	2005-06
Number of Media Representatives	166	211	302
Expdt. Incurred	Rs.130.96 lakh	Rs.119.63 lakh	Rs.188.14 lakh

These Media Representatives visited important tourist centres in the country including Delhi, Agra, Varanasi, Rajasthan, Madhya Pradesh, Gujarat, Uttaranchal, Goa, Kerala, the North Eastern region, Daman & Diu, Andaman & Nicobar Islands, Leh, Dharamshala, Mumbai, Aurangabad – Ajanta – Ellora, Karnataka, Andhra Pradesh, Tamil Nadu and various other tourist places throughout India.

(d): These Media persons write a number of articles in various newspapers, consumer and travel trade magazines and produce television documentaries after their visit to India, for the benefit of their readers / audience. This helps in promoting India as a preferred tourist destination in the overseas markets.

It is a cost effective scheme for promoting tourism to India.