

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3238
ANSWERED ON:14.12.2006
PROMOTION OF TOURISM
Francis George Shri K.

Will the Minister of TOURISM be pleased to state:

- (a) Whether the thrust of the current years tourism campaign has been on Kerala on the theme of 'Wellness Tourism' ;
- (b) If so, the details of the campaign chalked out and implemented in Kerala so far ;
- (c) Whether the Government is considering to take up such focused campaigns connected with each State in future; and
- (d) If so, the details thereof ?

Answer

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

(a) and (b): One of the themes of the domestic campaign launched by the Ministry of Tourism during the current year is Yoga and Wellness which covers the entire country including Kerala.

(c) and (d) : Campaigns launched by the Ministry of Tourism are mainly thematic, such as Campaigns on World Heritage Sites, Rural Tourism, Social Awareness Campaign against Garbage and Graffiti, Celebration of 2550th Anniversary of Mahaparinirvana of Lord Buddha etc. States/Region focused campaigns have also been undertaken by Ministry of Tourism for promotion of tourism to North Eastern region and Jammu and Kashmir.