

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:857  
ANSWERED ON:01.03.2013  
ROAD SHOW TO ATTRACT TOURISTS  
Rane Dr. Nilesh Narayan

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

- (a) whether there has been marginal growth in the tourism sector;
- (b) if so, the details thereof;
- (c) whether road shows are being organised by the Government to attract domestic tourists in different parts of the country;
- (d) if so, the details thereof, State/UT-wise; and
- (e) the extent to which these road shows are helpful in improving the tourism sector?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) and (b): The number of Foreign Tourist Arrivals in India during 2012 were 6.65 million (Provisional) registering a growth of 5.4% over 2011.

The number of domestic tourist visits in India during 2011 were 851 million (provisional) registering a growth of 13.8% over 2010.

(c) and (d): Ministry of Tourism organizes road shows in different regions of the country in collaboration of the other stakeholders for promotion of domestic tourism. Three road shows were organised at Guwahati, Gangtok and Kolkata during March - April 2012.

(e): The road shows, besides providing an opportunity to States/UTs to showcase their wide variety of tourism products, aim at showcasing the variety of tourism experiences available to the domestic and international travelers, the media, consumers, etc. These road shows also provide platform for one to one business meetings between travel and trade partners of the region with other regions of the country.