

(c) The measures for improvement include:—

- Aggressive marketing efforts.
- Modernisation/improvement of product.
- Entering into new business of flight/railways/outdoor catering.
- Exercising economy in expenditure.

Task Force on Problem Faced by Foreign Tourists

4699. SHRI KUSHOK THIKSEY: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that despite having rich cultural and geographical heritage the foreign tourists inflow to the country is abysmally low as compared to its neighbour China, which attracts approximately 25 million tourists a year;

(b) whether Government have formed a task force to study the problems and to find out remedial measures; and

(c) if so, what are the contents of the report of the task force?

THE MINISTER OF TOURISM AND MINISTER OF CULTURE (SHRI ANANTH KUMAR): (a) The percentage share of tourist arrivals during the year 1999 in India and China when compared to the total foreign tourists movement all over the world is 0.38 and 4.12 respectively.

(b) and (c) Though the Ministry of Tourism has not formed any task force exclusively to study the problem of low share, it is taking all steps to increase the share of India in the world tourist arrivals. Various measures to increase the share of India in the world tourist arrivals include development and improvement of infrastructure facilities, publicity and marketing efforts in the overseas markets, strengthening institutions of human resources development and use of information technology.