

- (b) the following steps have been taken/proposed to be taken:
- (i) Aggressive promotional measures to focus on cultural heritage as well as pilgrim tourism.
  - (ii) Extensive use of Information Technology measures to improve tourist information.
  - (iii) Use of direct promotional methods like mailers, etc.
  - (iv) New strategies to bring about focus in the marketing campaign such as:
    - (a) Laying stress on new market segments like NRI/ethnic etc.
    - (b) Special promotional campaign promoting India in Summer/Monsoon months.
    - (c) Aggressive promotion of Yoga/Ayurveda for mental and spiritual health on the pattern of SPAS in Europe.
    - (d) Promotion of Explore India Millennium Year and Khajuraho Millennium celebration.
  - (v) Formation of Society called 'Destination India' in co-ordination with Travel and Tourism industry to promote India in Overseas Markets.

#### **Development of Adventure and Eco-Tourism in Orissa**

763. SHRI ANANTA SETHI: Will the Minister of TOURISM be pleased to state:

- (a) whether the State of Orissa has vast potential for the development of adventure and eco-tourism;
- (b) if so, the steps taken by Government during last three years to develop adventure and eco-tourism;
- (c) the proposals mooted in that regard for Ninth Five Year Plan; and
- (d) the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) Yes, Sir.

(b) to (d) The development of tourism including adventure and eco-tourism is mainly the responsibility of the State Government. However, Ministry of Tourism extends financial assistance for projects/schemes which are prioritised every year for each State and Union Territory in consultation with them. During the last three years 45 projects for an amount of Rs. 1492.00 lakhs have been prioritised for the State of Orissa. The prioritisation of the projects is done on a year to year basis and not for the entire plan period. The projects prioritised for Orissa include the following:

1. Adventure Tourism Base Centre, Mahendragiri.
2. Development and Illumination of Sea Beach Beautification of Chandipur.
3. Development of Chandrabhaga Beach.
4. Integrated Development of Puri Sanitation facilities.
5. Trekking Base Camp at Kuldiha in Balasore District.
6. Water Sports equipment, Satpada, Distt. Puri.

#### **Development of Tourist Offices Abroad**

764. SHRI K. KALAVENKATA RAO: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that tourist offices abroad do not even bother to collect the tourist promotion material from Air India offices as reported in the Indian Express dated 21st September, 1999;

(b) if so, the details thereof; and

(c) the measures proposed to invigorate the tourist offices abroad to work diligently to promote tourism?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (KUMARI UMA BHARTI): (a) and (b) No, Sir. Tourist publicity material despatched on Air India Services to Government of India Tourist Offices overseas is collected regularly without delay.