

(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.

(c) New initiatives to re-invigorate Tourist Offices abroad to promote in bound tourism are:—

- (1) Aggressive promotional measures through Print and Television Media to focus on cultural heritage and pilgrimage tourism.
- (2) Extensive use of information technology to improve tourist information & facilitation.
- (3) Use of direct promotional methods like mailers, coupon response etc.
- (4) New segmented strategies to bring focus in their marketing campaigns such as tapping of NRIs/Ethnic Markets/ Promotion of India during lean season/promotion of Yoga and Ayurveda systems of healing for mental, spiritual and physical health etc.
- (5) Aggressive promotion of Explore India in the Millennium Year activities.

Auditing of Tourist Offices Abroad

765. SHRI RAMACHANDRAIAH RUMANDLA: Will the Minister of TOURISM be pleased to state:

- (a) whether tourist offices abroad are audited;
- (b) if so, the results of such audit of Argentina tourist offices; and

(c) if not, the steps proposed to get all tourist offices audited?

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

(b) and (c) The office of the Comptroller and Auditor General of India as well as the Internal Audit Wing of the Ministry of Tourism conduct audits of the Govt. of India Tourist Offices abroad. Govt. of India Tourist Office in Buenos Aires, Argentina was opened in 1998 only and its audit is yet to be conducted.