

it has been Government of India's consistent policy that genuine normalisation of India-China relations can only be achieved when a just and comprehensive settlement of the boundary question is reached.

Promotion of Tourism

344. SHRI SURESH PACHOURI: Will the Minister of TOURISM be pleased to state:

(a) whether Government had taken certain measures in the recent past to attract greater number of tourists;

(b) if so, the particulars of measures taken and with what results;

(c) whether there is any proposal under Government's consideration to constitute a high level monitoring cell to oversee and monitor implementation of various schemes for promotion of tourism; and

(d) if so, what are the details thereof and what steps the cell is likely to take to solve the problem faced by tourists like over-charging and cheating?

THE MINISTER OF TOURISM (SHRI MUFTI MOHD. SYED): (a) and (b) Apart from the normal promotional measures undertaken by the various operations in collaboration with Air India, Government have taken a specific strategy to attract larger number³ of overseas visitors. The overall emphasis in the general marketing strategy has been to highlight India as a Holiday destination, a destination for fun and adventure. A destination which has a rich cultural heritage, but is at the same time young.

The major strategy in the marketing thrust in over the last 2 years was to go in for direct consumer advertising—both, in the electronic and print media. In U.K. the resurgence of interest in the 'Raj' was capitalised by both Travel agents and Tour Operators.

In USA the interest generated by the Festival of India celebrations was caused in by organising promotional evenings and seminars. This year the Government is

launching a special campaign with the byeline "Have the Festival of your life—In India it is wonderful" which will be in the media from September onwards.

In Europe a campaign to attract visitors during the Lean Session was launched under the byeline 'Affordable India'. Both Airlines, Hoteliers and the Travel Trade joined hands to give a 20 per cent discount to all those who visited the country between 15th April to 30th June and from September 1 to 30, 1986.

In East Asia, a special drive to invite visitors during the summer was launched, which is being followed-up by a quiz in the current financial year.

All these activities were supported by special Promotional Delegations, led by the Director General, who was accompanied by Members of the Airlines and Travel Trade. These were to the Gulf, Russia, Europe and to Australia from mid 84. 85 to mid 86.

(c) The monitoring of on-going schemes in the various States is a continuous exercise, in which Union and State Ministers and officials of the Ministry and also of the State Government take part. Meetings are held periodically, and the progress of implementation of the schemes and promotional measures reviewed.

There is a monitoring cell in the Department of Tourism to deal with all these matters.

(d) There is also a Complaint Cell in the Travel Trade and Tourism Services Division of the Department. This cell forwards all complaints received from the tourists to the concerned State Governments for prompt enquiry and remedial action. It also gets enquiries made through the Department's own field offices. Some of the States have legislatures to regulate Travel Trade. Others have been advised to consider passing appropriate laws.