

21025 respectively. The State Government does not maintain any records regarding the income earned from foreign tourists visiting Darjeeling.

As may be seen from the above figures, there is no significant decrease in the number of foreign tourists visiting Darjeeling as a result of the ongoing Jan Mukti Morcha movement.

Darjeeling as world class tourist place

‡4577. SHRI SAMAN PATHAK: Will the Minister of TOURISM be pleased to state:

- (a) the norms for inclusion in the world class tourist place;
- (b) whether Government is contemplating to declare Darjeeling as a world class tourist place also;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) to (d) The Ministry of Tourism grants Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for the development of tourist infrastructure. To create World Class Tourism Infrastructure in the country, the Ministry of Tourism in 2009 allowed State Governments/Union Territory Administrations to spend upto 2% of CFA project cost on the architect's fee. At present the Ministry of tourism has not evolved any norm-based system for designating a tourist place as world class.

Incredible India campaign

4578. SHRIMATI KANIMOZHI : Will the Minister of TOURISM be pleased to state:

- (a) the total expenditure of the Incredible India campaign for the last financial year and details thereof;
- (b) whether the campaign has had the expected impact in promoting India as a premier tourism destination;
- (c) the services provided for foreign tourists at railway stations and bus terminuses and details thereof; and
- (d) the impact of the 'Athithi Devo Bhavah' campaign and details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) to (d) The Ministry of Tourism releases campaigns in the international and domestic markets, under the Incredible India brandline, to promote the varied tourism products and destinations of India and to increase foreign tourist arrivals to the country. During the year 2009-10, approximately Rs. 298 crore was spent on domestic and international promotion of Incredible India.

‡Original notice of the question was received in Hindi.