

vacancies from open market by following a transparent criteria based on marks obtained in 10+2 examinations after giving due publicity.

Through the process of open admission, 177 seats consisting of General: 87; Scheduled Caste (SC): 32; Scheduled Tribe (ST): 14; and Other Backward Classes (OBC): 44 were filled in the Central IHMs; 2 seats (General: 1 and SC: 1) were filled in State IHMs and 171 (all General category) seats were filled in Private IHMs.

The eligibility criteria for admission in B.Sc. (Hospitality and Hotel Administration) in the Institutes of Hotel Management, was not changed for direct admissions and this provided opportunity to those candidates also, who for some reason did not participate in the JEE.

#### **Representation of MPs in NCHMCT**

3305. SHRI KALRAJ MISHRA:  
SHRI O.T. LEPCHA:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the constitution of National Council for Hotel Management and Catering Technology (NCHMCT) doesn't have a provision which provides for representation of Member of Parliament in the Council especially in view of the fact that bodies like All India Council for Technical Education do have representation of MPs;

(b) if so, the reasons therefor;

(c) whether NCHMCT proposes to have a provision incorporated in the constitution to give representations to MPs in the Council; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) to (d) The National Council for Hotel Management and Catering Technology (NCHMCT) is an autonomous body registered under Societies Act 1860 under Ministry of Tourism, Government of India comprising of *ex-officio* members, two experts in hotel and food management, catering and nutrition and four persons from hotel and catering industry to be nominated by the Government. This constitution is responsive to the achievement of its mandate and there is no proposal to re-constitute it.

#### **Impact of Incredible India campaign**

3306. SHRI PIYUSH GOYAL: Will the Minister of TOURISM be pleased to state:

(a) the impact of Incredible India campaign on tourism and whether it is as successful as address by Government;

(b) the details of funds sanctioned, utilized and expenditure incurred by State Governments on this campaign during last three years, year-wise and State-wise;

(c) whether Government proposes to continue with the said campaign in coming years as a new theme is being planned; and

(d) the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) The Ministry of Tourism as part of its on-going activity, releases campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of India, to increase foreign tourist arrivals and promote domestic tourism in the country. From the year 2002, the year in which Incredible India brand line was launched, to 2009, 'Foreign Tourist Arrivals (FTAs)' to the country have increased from 2.38 million to 5.11 million (provisional). During the same period Foreign Exchange Earnings (FEE) have increased from Rs. 15064 crore to Rs. 54960 crore (advance estimates). The domestic visits during the same period have increased from 269.60 million to 650.04 million (provisional).

(b) Incredible India campaigns are undertaken centrally by the Ministry of Tourism and no funds are released to the State Governments/Union Territory Administrations for the purpose.

(c) and (d) At present, there is no proposal to discontinue the centralized 'Incredible India' campaigns.

#### **Golden and Diamond Triangles tourist circuits**

3307. DR. JANARDHAN WAGHMARE: Will the Minister of TOURISM be pleased to state:

(a) whether Government has christened some tourist places as Golden Triangle and Diamond Triangle in the country;

(b) if so, the details thereof; and

(c) the steps taken by Government to popularise these places as well as attract domestic and foreign tourists alongwith the funds allocated for this purpose?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) to (c) Development and promotion of tourist places is primarily undertaken by the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism provides financial assistance for tourism projects based on proposals received from them subject to availability of funds, *inter-se* priority and adherence to Scheme Guidelines. State-wise details of projects sanctioned during the Eleventh Five Year Plan upto 30.6.2010 are at Statement (See below).

The Ministry of Tourism also promotes India as a holistic destination in the domestic and international markets through print and electronic media campaigns, tourist literature and publicity collaterals.