

[21 December, 2004]

RAJYA SABHA

1	2	3	4	5
23.	Sikkim	26	1606.16	1020.68
24.	Tamil Nadu	39	2432.49	1333.89
25.	Tripura	16	780.70	267.81
26.	Uttaranchal	10	843.95	662.64
27.	Uttar Pradesh	15	1466.54	1258.13
28.	West Bengal	32	1148.39	542.97
29.	Andaman & Nicobar	0	0	0
30.	Chandigarh	7	25.75	21.75
31.	Dadar&Nagar Haveli	3	11.77	8.31
32.	Delhi	37	3875.29	3708.45
33.	Daman & Diu	5	319.57	256.96
34.	Lakshadweep	1	17.00	5.10
35.	Pondicherry	6	331.65	135.83
TOTAL		628	40916.29	30073.64

Participation of private sector in boosting tourism industry

2032. SHRIMATI HEMA MALINI: Will the Minister of TOURISM be pleased to state:

(a) whether government have any concrete time-bound action plan to made India among the preferred destination of international tourists;

(b) if so, the details thereof;

(c) what is the extent of private sector participation in boosting the country's tourism prospect of investment made in the preceding financial year; and

(d) what are the road blocks on way to India as the international tourism hub and measures to remove the same?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM
(SHRIMATI RENUKA CHOWDHURY): (a) and (b) Marketing and promotion

of India as a preferred tourist destination is an ongoing activity of the Ministry of Tourism. A double pronged strategy adopted by the Ministry of Tourism for upgrading tourism infrastructure in the country along with strategic marketing initiatives, is aimed at positioning India as a preferred tourism destination in the world.

(c) Tourism comprises a range of sectors like hotels, tourist transport, travel agencies, tour operators, guides, etc., which are primarily run by the private sector. Most of the investment in tourism is, therefore, in the private sector.

(d) The Government has initiated various steps to accelerate growth of tourism in the country. These include augmenting of international air seat capacity and provision of incentives for expanding hotel accommodation.

World Tourism

2033. SHRI M.A.M. RAMASWAMY: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that the country's share in the world tourism is very meagre despite having the vast potential for development;

(b) if so, the steps being taken by the Central Government to increase the country's share in the world tourism;

(c) whether a large number of proposals of the State Government relating to tourism are pending with the Central Government;

(d) if so, the details of proposals from the State Governments awaiting clearance from the Central Government; and

(e) the steps taken by the Central Government to clear these proposals?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The share of India in world tourist arrivals during the year 2003 was 0.39 per cent. Various steps taken by the Government to improve the flow of foreign tourists into the country and thereby increasing the country share in the world tourism include:-

* Direct approach to the consumers through electronic and print media through the "Incredible India" campaign.