

**Statement - II***List of Tentatively identified Tourism Circuits for the North Eastern Region*

Sl. No.	State	Tentatively identified Tourism Circuit
1.	Arunachal Pradesh	Guwahati-Bomdilla-Tawang-Tezpur/Guwahati
2.	Assam	Dibrugarh-Sibasagar-Jorhat-Majuli-Kaziranga-Guwahati
3.	Manipur	Silchar-Imphal-Loktak-Imphal-Moreh-Imphal
4.	Nagaland	Dimapur-Kohima-Wokha-Mokukchung-Mom-Jorhat
5.	Meghalaya	Guwahati-Tura-Balpakram-Tura-Manas-Guwahati
6.	Mizoram	Silchar-Aizawl and surroundings (including Reiek)- Champhai-zohkawthar-Aizawl.
7.	Sikkim	Gangtok(Buddhist Cultural interpretation Center)
8.	Tripura	Agartala-Udaipur-Agartala-Jampui hills-Aizawl

**Development of tourism circuits in India**

282. SHRIMATI RENUKA CHOWDHURY: Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry has been initiating for the development of tourism circuits in India;
- (b) if so, the details thereof;
- (c) the action plan envisaged by the Ministry to attract more foreign and domestic tourists;
- (d) the details of the locations identified for upgrading in each State; and
- (e) the details of suggestions sought from the respective State Governments in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED): (a) and (b) The Ministry of Tourism has appointed a National Level

Consultant (NLC) to identify Tourism Circuits in each State (except North Eastern States) and Union Territory (UT) for integrated development in association with the States/UTs, during the 12th Plan period.

For identification/ development of Tourism Circuits in the North-East Region (NER) a study has been conducted By Tata Consultancy Services commissioned by North Eastern Council, Ministry of Development of North Eastern Region.

(c) The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

(d) and (e) The list of Tourism Circuits identified, in consultation with State/ UT, by NLC for each State and UT (except North Eastern States), including Jharkhand, is given in the Statement-I

[Refer to the Statement Appended to the Answer to USQ No. 281 (Part a to e)]

The list of tentatively identified Tourism Circuits for the States in the NER is given in the Statement - II

[Refer to the Statement Appended to the Answer to USQ No. 281 (Part a to e)]

#### **Increase of tourists in the country**

283. SHRI RAJIV PRATAP RUDY: Will the Minister of TOURISM be pleased to state:

(a) whether there has been an increase in the number of domestic tourists *vis-a-vis* foreign tourists in the country;

(b) if so, the details thereof, State-wise;

(c) whether any measures are being undertaken by Government to boost tourism in the country; and