

**Declaring 2015 as year for Chinese tourists**

2378. SHRI TARUN VIJAY: Will the Minister of TOURISM be pleased to state:

(a) whether Government has declared 2015 as visit India year for the Chinese tourists;

(b) if so, whether there is any special scheme or plan to make this initiative a success;

(c) how many Chinese tourists have visited in the last two years; and

(d) whether hotels, restaurants and tourist spots have been identified as safe and clean, comfortable for the visitors from China and such Buddhist circuit countries, if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) and (b) The year 2015 is being observed as the “Visit India Year” in China. Various promotional activities are being organized to showcase and promote the varied tourism destinations and products of India in China, with the objective of increasing foreign tourist arrivals from China to India. These include advertising in the local print, online and outdoor media, participation in travel fairs and exhibition; organising Road Shows, ‘Know India’ seminars and workshops; 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.

(c) The number of Chinese tourists who have visited India during 2012 and 2013 is as under:

Year	Number of Chinese tourists
2012	168952
2013	174712

(d) The Ministry of Tourism has taken the initiative of launching the Campaign Clean India with a vision to ensure an acceptable level of cleanliness and hygiene at tourist destinations in the country.

The Ministry of Tourism has also taken various steps to ensure the safety and security of tourists including foreign tourists. These are given as under:

- (i) The Ministry of Tourism has set up an 'Incredible India Help Line' on a pilot basis, to guide tourists.
- (ii) A code of conduct for Safe and Hon'ble Tourism has been adopted which contains a set of guidelines to encourage tourism activities to be undertaken with respect to basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular women and children.
- (iii) All the Chief Ministers of the State Governments and Administrators of Union Territory Administrations have been asked to take immediate effective steps for ensuring a conducive and friendly environment for all tourists and also request them to publicize the steps being taken/proposed to be taken to increase the sense of security amongst the present/prospective visitors and also to counter the negative publicity, if any.
- vi) In the wake of some unfortunate incidents involving foreign tourists, Ministry of Tourism has also posted an advisory on its website [www.incredibleindia.org](http://www.incredibleindia.org).
- v) Guidelines on Safety and Security of Tourists for State Governments/ Union Territories and Tips for Travellers were formulated in August, 2014 and circulated to all State Governments and Union Territories. These guidelines have been issued with an objective to help/provide direction to the State Governments and Union Territory Administrations in formulating guidelines for tourists' safety and security. The guidelines also include 'tips for travellers' visiting India.

#### **New tourist places in Himachal Pradesh**

†2379. SHRIMATI BIMLA KASHYAP SOOD: Will the Minister of TOURISM be pleased to state:

(a) whether Government have identified some of the new tourist places for development in Himachal Pradesh;

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

(c) the details of the new steps taken by Government to provide better infrastructure, especially development of new tourist places in Himachal Pradesh and bringing them on the national and international tourist map?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) Identification and development of new tourist places is primarily undertaken by State Governments/Union Territory Administrations.

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†Original notice of the question was received in Hindi.