

1	2	3
2002-03		
1.	SEL Show at Kumbhalgarh	195.00
2.	SEL Show at Chittorgarh	206.10
3.	General Lighting at Kumbhalgarh	33.60
4.	Lok Rang Festival	5.00
5.	Jaipur Heritage Week	15.00
6.	Integrated development of Jaipur-Jodhpur-Jaisalmer-Bikaner-Shekhawati Tourist Circuit	644.00

Arrival of foreign tourists

†1769. DR. PRABHA THAKUR: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the States which are visited by maximum number of foreign tourists;

(b) whether there has been a decline in the number of foreign tourists during the last three years;

(c) if so, the reasons therefor; and

(d) the scheme worked out by Government to improve the situation?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) A fairly good number of foreign tourists visited Andhra Pradesh, Delhi, Goa, Kerala, Maharashtra, Rajasthan, Tamil Nadu and West Bengal in the year 2002.

(b) The foreign tourist arrivals to India during the years 2000, 2001 and 2002 are 2.65 million, 2.54 million and 2.36 million respectively. However, a growth rate of 12.5% has been recorded during the period October, 2002 to June, 2003 as compared to the same period of the previous years.

(c) The tourist traffic in the year 2001 and 2002 declined due to a number of reasons including overall global economic downtrend, September 11 incident in the USA, war in Afghanistan, terrorist attack on Indian Parliament, tension on Indo-Pak border and the travel advisories issued by a number of foreign Governments.

†Original notice of the question was received in Hindi.

(d) Various steps taken by the Government to undo the decline in the tourist traffic include:

- Direct approach to the consumers through Electronic and Print media through new and catchy messages.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- To attach greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.
- Participation in Trade Fairs and Exhibitions.
- Optimization of Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

In addition to the above, the Deptt. of tourism, Govt. of India has the following short-term and long-term Plans to promote tourism in the country.

- Positioning and maintaining tourism development as a National priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination;
- Improving India's existing tourism products and expanding these to meet new market requirements;
- Creation of world class infrastructure;
- Special thrust to rural and small segment tourism;

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RAJYA SABHA

- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.

Development of Pushkar and Dargah of Ajmer in Rajasthan

1770. DR. PRABHA THAKUR: Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether Government have formulated any special scheme for development of the Dargah area of Ajmer and Pushkar in Rajasthan;
- (b) if so, the outline of the scheme; and
- (c) by when the work on this scheme is likely to start?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN):
(a) to (c) A tentative scheme has been formulated. This scheme includes provision of suitable accommodation and public conveniences and development and protection of Pushkar Lake and Ghats under the Ancient Monuments and Archaeological Sites and Remains Act, 1958.

Development of places related to Mahatma Buddha and Lord Mahavir in Bihar

†1771. SHRIMATI KUM KUM RAI: Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether any proposal regarding developing the places related to Mahatma Buddha and Lord Mahavir as tourist places in Vaishali, District of Bihar is under consideration or is being implemented;
- (b) if so, the details thereof; and
- (c) if not, the reasons therefor?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN):
(a) and (b) The Government of India has provided a sum of Rs. 587.31 lakhs for developmental activities in and around the Jain Temple at Vaishali (Vasokund) in Bihar. Further, a sum of Rs. 370.00 lakhs has been sanctioned for the development of tourist facilities at Rajgir, Nalanda and Bodhgaya.

†Original notice of the question was received in Hindi.