

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†5884  
ANSWERED ON 10.04.2017**

**SETTING UP OF TOURIST CENTRES**

**†5884. SHRI RAVINDRA KUMAR PANDEY:  
SHRI ASHWINI KUMAR CHOUBEY:**

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government proposes to set up tourist centres/offices in different States of the country as well as in different countries of the world;**
- (b) if so, the details thereof, country-wise and State-wise;**
- (c) the details of the role played by these tourist offices in various countries; and**
- (d) the details of funds allotted per office per year?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(DR. MAHESH SHARMA)**

**(a) & (b): Presently there is no such proposal under consideration of the Ministry of Tourism.**

**(c) & (d): The Ministry of Tourism, Government of India, through its 14 offices overseas endeavours to position India in the tourism generating markets as a preferred tourist destination, to promote various Indian tourism products and to increase India's share in the global tourism market.**

**The above objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in the Print, Electronic, Online and Outdoor**

**Media, participation in international Fairs & Exhibitions, organizing Seminars, Workshops, Road Shows & India Evenings, printing/production of Brochures and Collaterals, Brochure Support/Joint Advertising with Travel Agents/Tour Operators, inviting the Media and Travel Trade to visit the country under the Hospitality Programme, etc.**

**The details of funds allocated to India Tourism Offices overseas under the 'Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance' during the Financial Year 2015-16 and 2016-17 is annexed.**

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**ANNEXURE**

**STATEMENT IN REPLY TO PARTS (c) & (d) OF LOK SABHA  
UNSTARRED QUESTION NO.+5884 ANSWERED ON 10.04.2017  
REGARDING SETTING UP OF TOURIST CENTRES**

**Funds allocated to India Tourism Offices overseas during the  
Financial Year 2015-16 (R.E.) and 2016-17 (R.E.) under the  
‘Restructured Scheme of Overseas Promotion & Publicity including  
Marketing Development Assistance’.**

(Rs. in lakh)

<b>Sr. NO.</b>	<b>India Tourism Office</b>	<b>Revised Estimates 2015-16</b>	<b>Revised Estimates 2016-17</b>
<b>1</b>	<b>Sydney</b>	<b>911.80</b>	<b>866.65</b>
<b>2</b>	<b>London</b>	<b>1400.00</b>	<b>1419.16</b>
<b>3</b>	<b>Paris</b>	<b>914.38</b>	<b>1089.07</b>
<b>4</b>	<b>Frankfurt</b>	<b>1850.00</b>	<b>1895.83</b>
<b>5</b>	<b>Singapore</b>	<b>612.50</b>	<b>580.26</b>
<b>6</b>	<b>Toronto</b>	<b>356.63</b>	<b>355.89</b>
<b>7</b>	<b>Dubai</b>	<b>981.91</b>	<b>792.88</b>
<b>8</b>	<b>New York</b>	<b>852.60</b>	<b>765.95</b>
<b>9</b>	<b>Los Angeles</b>	<b>380.00</b>	<b>421.16</b>
<b>10</b>	<b>Milan</b>	<b>649.67</b>	<b>517.91</b>
<b>11</b>	<b>Johannesburg</b>	<b>392.61</b>	<b>308.95</b>
<b>12</b>	<b>Amsterdam</b>	<b>450.00</b>	<b>471.36</b>
<b>13</b>	<b>Beijing</b>	<b>929.84</b>	<b>430.91</b>
<b>14</b>	<b>Tokyo</b>	<b>750.00</b>	<b>583.18</b>

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