

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.262  
ANSWERED ON 05.02.2018**

**ANALYSIS OF TOURISM OFFICES**

**262. SHRI MAHEISH GIRRI:**

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

- (a) whether the Government has taken note of NITI Aayog's suggestion in its three year action agenda to carry out cost-benefit analysis of 14 overseas offices & 20 domestic offices of Ministry relative to the effectiveness of digital marketing efforts; and**
- (b) if so, the details thereof along with the action taken/proposed to be taken in this regard?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) & (b): Ministry of Tourism has decided to re-organise its offices on the basis of an in-depth analysis to identify main source markets contributing to foreign tourist arrivals by consolidating its 14 overseas India Tourism offices into 8 offices. These offices would be located to function as global marketing hubs to cover various important source markets. Further, MoT would appoint PR agencies to support the India Tourism offices in promoting and marketing India overseas.**

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