

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2198
ANSWERED ON 24.12.2018**

INTERNATIONAL TOURIST MART

2198. DR. HEENA VIJAYKUMAR GAVIT:

DR. J. JAYAVARDHAN:

SHRI MOHITE PATIL VIJAYSINH SHANKARRAO:

SHRI SATAV RAJEEV:

SHRIMATI SUPRIYA SULE:

SHRI P.R. SUNDARAM:

SHRI DHANANJAY MAHADIK:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has organized 7th edition of the International Tourism Mart recently;**
- (b) if so, the details thereof and the aims and objectives thereto;**
- (c) the number of foreign delegates participated in the said International Tourism Mart;**
- (d) whether business to business meeting, discussions with sellers from the North Eastern Regions was held in the said Mart and if so, the details thereof;**
- (e) whether such International Tourism Mart was organized in North Eastern States on rotation basis and if so, the details thereof and the achievement made so far in organizing such International Tourism Mart; and**
- (f) the other steps taken/being taken by the Government to boost tourism in the North Eastern region of the country?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) and (b): Yes, Madam. The 7th Edition of the International Tourism Mart (ITM) 2018 was held in Agartala, Tripura from 22nd to 24th November, 2018 with the objective of highlighting tourism potential of the North Eastern region in domestic and international markets.

(c): A total of 53 foreign delegates participated in the International Tourism Mart.

(d): Business to Business meetings during this Mart were held on 23rd November 2018. The participants during this session included foreign delegates and 25 Domestic Tour Operators and 84 sellers from the North Eastern States.

(e): Since 2013, previous editions of ITM's have been held in Guwahati, Tawang, Shillong, Gangtok and Imphal. During the period 2013 to 2017, Domestic Tourist Visits and Foreign Tourist Visits to the North Eastern States has registered a compounded annual growth rate (CAGR) of 9.3% and 18.8% respectively.

(f): Government of India has taken several measures to boost tourism to North East which include the following:

- i. Under Swadesh Darshan Scheme, the Ministry of Tourism has sanctioned 15 projects for a total amount of Rs.1315.06 crores covering all North-Eastern States and under PRASHAD Scheme 1 project has been sanctioned for Rs.33.98 crores.**
- ii. 100% central financial assistance for organizing fairs & festivals is allowed to the North Eastern States.**
- iii. Provision of complimentary space to the North Eastern States in India Pavilions set up at major International Travel Fairs and Exhibitions.**
- iv. Government of India employees are allowed to avail Leave Travel Concession (LTC) for visiting North Eastern States in lieu of Home town LTC.**
- v. Under the Market Assistance Development (MDA) Scheme, the Ministry of Tourism provides financial support to tourism service providers (hoteliers, travel agents, tour operators, tourist transport operators, etc.) approved by Ministry for undertaking the tourism promotional activities abroad by participating in travel fairs/exhibitions and road shows. For the North Eastern States, the State approved service providers are also eligible for the financial support under the MDA Scheme.**
- vi. The tourism products of India including the North Eastern States are promoted in key markets abroad through advertising, brochures, collaterals, seminars, workshops, website etc.**
