

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2267
ANSWERED ON 24.12.2018**

CONVENTIONS TO PROMOTE TOURISM

2267. DR. PRITAM GOPINATH MUNDE:

SHRI ANANDRAO ADSUL:

SHRI VINAYAK BHURAO RAUT:

DR. SHRIKANT EKNATH SHINDE:

SHRI DHARMENDRA YADAV:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering to promote conventions in order to attract large scale tourism and if so, the details thereof;**
- (b) whether the Tourism Industry is expecting to overtake the IT sector in the country by 2020 in terms of economy and employment generation and if so, the details thereof;**
- (c) whether the Government is aware that Tourism is regional and each State needs to create special packages to sell its advantages to generate income and employment and if so, the details thereof;**
- (d) whether the Government has issued any advisory to the State Governments to promote conventions in order to attract large scale tourism; and**
- (e) if so, the details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (e): The Ministry of Tourism (MoT) promotes India as a holistic destination. The MoT has recognized Meetings, Incentives, Conventions and Exhibitions (MICE) as a 'Niche Tourism' product in order to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination and attract tourists with specific interests to India.

The India Convention Promotion Bureau (ICPB) has been set up under the patronage of the Ministry of Tourism to promote India as a venue for International Conferences and Exhibitions. This non-profit organization, with members comprising national airlines, hotels, travel agents, tour operators, tourist transport operators, conference organizers, etc. participate in International MICE Tourism trade fairs like IMEX in Frankfurt and Las Vegas, EIBTM-Barcelona and AIME- Melbourne along with the Indiatourism overseas offices. India is also being promoted as a preferred MICE destination through the Global Incredible India media campaign and through Road Shows and Seminars conducted by the India Tourism offices overseas.

The Ministry of Tourism extends financial support under Market Development Assistance (MDA) scheme to 'Active Members' of India Convention Promotion Bureau (ICPB) towards bidding for International Conferences/Conventions, thereby bringing more MICE business and niche tourists to the country which helps in growth of economy and generation of employment opportunities in the country.

The Ministry of Tourism also provides Central Financial Assistance to the State Governments/UT Administrations for development of tourism infrastructure including the setting up of convention centres under the existing schemes of the Ministry.

Tourism Sector employs 82 million people. 13.92 million jobs have been created in this sector during the past four years. Tourism Sector contributes 5.2% to the GDP of the Country.
