

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4199
ANSWERED ON 07.01.2019**

VISION OF MINISTRY OF TOURISM

4199. DR. MANOJ RAJORIA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government/Ministry of Tourism has envisaged vision for making India as one of the top ten tourism countries in the world in terms of tourist arrival and tourist receipts; and**
- (b) if so, the details thereof and the steps taken/being taken in this regard?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) and (b): With the aim to increase tourist arrivals as well as tourist receipts for the country, the Ministry of Tourism, through its India Tourism Offices overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations in the country for increasing India's share in the global tourism market. These 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 abroad.

To achieve the above objectives, the promotional efforts undertaken in overseas markets include release of Global Media Campaigns in the Print, Electronic, Online/Social Media and Outdoor Media, participation in International Fairs & Exhibitions, organising Know India Seminars, India Evenings, Workshops, Road Shows, organizing and supporting Indian Food and Cultural Festivals, Printing/Production of Brochures and Collaterals, inviting members of the Media and Travel Trade to visit the country under the

Hospitality Programme, offering Brochure and Joint Advertising Support; and undertaking Joint Promotions with Airlines, Tour Operators and other organizations.

Further, financial support is also extended under the Marketing Development Assistance Schemes to approved service providers and State Governments/Union Territories for promotion activities undertaken by them in the overseas markets such as Sales Tours, Participation in Travel Fairs/Exhibitions and Road Shows.
