

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3646
ANSWERED ON 21.12.2015**

PROMOTION OF TOURISM ABROAD

**3646. SHRI M.K. RAGHAVAN:
SHRI S.P. MUDDAHANUME GOWDA:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate any new policy/programme with various countries to promote tourism between India and these countries to attract foreign tourists;**
- (b) if so, the details thereof and the salient features and benefits of the programme along with the list of such countries;**
- (c) the details of international events held across the world to promote tourism; and**
- (d) the funds allocated and expenditure incurred along with the revenue earned from such programmes during the last five years?**

ANSWER

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

(a) & (b): The Ministry of Tourism has formulated a draft National Tourism Policy 2015 with the aim of positioning India as a “Must Experience” and “Must Revisit” destination for global travellers, whilst encouraging Indians to explore their own country and realise the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a sustainable, responsible and inclusive framework, to the betterment of the community.

The draft Policy highlights the significance of International Co-operation in the field of tourism in building partnerships, learning

from experiences of countries that have developed strong tourism sectors and collaborating for mutual benefit. It further envisions India playing a more pro-active and decisive role at multilateral tourism forums under South Asian Association for Regional Cooperation (SAARC), Association of Southeast Asian Nations (ASEAN), India, Brazil, South Africa (IBSA), Brazil, Russia, India, China, South Africa (BRICS) and others.

(c): The Ministry of Tourism through its 14 overseas offices, regularly organizes/participates in a series of promotional activities/events in important as well as potential source markets overseas. Details of major promotional activities undertaken/participated in the year 2015 are annexed.

(d): The funds allocated and expenditure incurred under the Restructured Scheme of Overseas Promotion & Publicity including Marketing Development Assistance for the last five years are as under:

Year	Funds Allocated in crore (B.E.)	Funds Allocated in crore (R.E.)	Expenditure (Rs. in crore)
2010 - 11	275.00	250.00	249.02
2011 - 12	280.00	250.00	243.06
2012 - 13	267.00	180.00	182.83
2013 - 14	350.00	216.00	195.36
2014 - 15	330.00	164.00	166.36*

*Provisional

Revenue earned by India in the form of foreign exchange earnings through tourism in the last five years are as under:

Year	Earnings through tourism (in Rs. Crore)
2010	64,889
2011	77,591
2012	94,487
2013	1,07,671
2014	1,23,320

ANNEXURE

STATEMENT IN REPLY OF PART (c) OF LOK SABHA UNSTARRED QUESTION NO.3646 ANSWERED ON 21.12.2015 REGARDING PROMOTION OF TOURISM ABROAD.

MAJOR ACTIVITIES/EVENTS ORGANISED/PARTICIPATED IN 2015

a) Overseas Promotion:

Major promotional activities undertaken in 2015 include:

- **Participation in International Travel Fairs and Exhibitions:**
India Tourism offices in overseas markets participated in the major international Travel Fairs and Exhibitions in important as well as emerging and potential tourist generating markets the world over. These include WTM – London, ITB – Berlin, FITUR – Madrid, Virtuoso Travel Week – Las Vegas, Hannover Messe, IMEX – Frankfurt, ATM – Dubai, CITM – China amongst others.
- **Road Shows in collaboration with Trade Associations organised in:**
 - ✓ **Australia & New Zealand (Sydney, Melbourne and Auckland)**
 - ✓ **India Medical Tourism Road Shows (Dubai & Muscat)**
 - ✓ **USA & Canada (Montreal, Toronto, Chicago & Houston)**
 - ✓ **United Kingdom (Glasgow, Leeds, Birmingham & London)**
 - ✓ **Baltic Europe (Latvia, Lithuania and Poland)**
 - ✓ **USA & Canada (Toronto, Vancouver, Seattle, San Diego, San Francisco)**
 - ✓ **Europe (Frankfurt, Zurich, Vienna, Rome and Milan)**
- **Know India Seminars organized in various countries including Australia, Canada, France, Portugal, Spain, Italy and Japan.**
- **Visit India Year 2015 in China officially launched in Beijing in February 2015.**
 - ✓ **Support extended for India's participation in the Shanghai International Art Festival in November 2015.**
 - ✓ **India has participated as the 'Guest of Honour' country at the China International Tourism Mart (CITM) held in Kunming, China in November 2015.**

- ✓ **A High Level India-China Tourism Forum organized at CITM.**
- ✓ **Outdoor cultural programmes and yoga demonstrations, an Indian Street Food Festival and an Indian arts and crafts exhibition were also organized in a prominent shopping square in Kunming city, China during CITM 2015.**
- **PATA Travel Mart 2015 - Ministry of Tourism has extended support to the State Government of Karnataka in hosting the PATA Travel Mart 2015.**
- **DRV Destination Forum 2015 - DRV Destination Forum 2015 hosted in India in September 2015. Deutscher Reise Verband (DRV) is the association for all Tour operators, Travel agents and Associated in Germany. It is the third largest travel association in the world. A total of 53 German Tour Operators, 3 German media representatives and 3 DRV officials, including the President of the Association participated in the week long Destination Forum.**
- **SITE Global Conference 2015 - The annual SITE (Society of Incentive Travel Excellence) Global Conference was hosted in India in October 2015. This is the first time that such a major incentive travel industry event was hosted in India. Delegates from 32 countries participated in the Conference.**
- **India Tourism Week, Sydney - 'India Tourism Week' organised in Sydney in collaboration with the Indian Mission in Australia in October 2015.**
- **Food Festivals: Support extended to Indian Food Festivals in Singapore, Kuala Lumpur, Tashkent, Tokyo, Osaka, Madagascar, Ecuador, Ramallah (Palestine), Veracruz (Mexico) and Beirut (Lebanon), by way of sponsoring the visit of Indian Chefs.**
- **Festivals of India - Support extended to Festivals of India organised in China, South Africa and Malaysia, through Indian Food Festivals and Outdoor Branding.**

b) International Cooperation:

I. MoUs/Agreements/Letter of Intent in the field of Tourism Cooperation signed with:

- **Australia**
- **Nepal**

- **France (Letter of Intent)**
- **China**
- **Tanzania**
- **Uzbekistan**
- **Turkmenistan**
- **Egypt**
- **United Arab Emirates**
- **Cambodia**

II. Joint Working Group Meetings held:

- **Mexico**
- **Germany**
- **Nepal**
- **Sri Lanka**
- **Australia**
- **5th SAARC Tourism Working Group Meeting**

III. Other Important Activities:

- **The Ministry of Tourism, participated in the 27th Joint Meeting of the UNWTO Commission for East Asia & Pacific & the UNWTO Commission for South Asia and the UNWTO Regional Ministerial Conference in Maldives**
- **The Ministry of Tourism, Govt. of India organised a presentation for Heads of Delegations of the 14 Pacific Island countries participating in the the 2nd Summit of the Forum for India – Pacific Islands Cooperation (FIPIC) during their visit to Agra.**
- **The Ministry of Tourism participated in the 100th Session of the UNWTO Executive Council held in Rovinj, Croatia in May 2015.**
- **The Ministry of Tourism participated in the 21st Session of the UNWTO General Assembly held in Medellín, Colombia September 2015.**
- **The Ministry of Tourism participated in the 5th T-20 Ministers' Meeting held in Antalya, Turkey in Sept. 2015.**
- **The Ministry of Tourism participated in the “International Conference on Developing Sustainable and Inclusive Buddhist Heritage and Pilgrimage Circuit in South Asia’s Buddhist Heartland” organized in Dhaka, Bangladesh in October 2015.**
