

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:1989

ANSWERED ON:08.03.2013

INTERNATIONAL TOURISM MART

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

- (a) whether the Government has organised a three day International Tourism Mart recently at Guwahati;
- (b) if so, the details and the objectives thereof;
- (c) the number of countries participated in this mart;
- (d) the manner in which such marts help in promoting/highlighting tourism potential of the country particularly of the North-Eastern region along with the success achieved therefrom; and
- (e) the steps taken by the Government to organise such International tourism Marts in other parts of the country?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

- (a): Yes, Madam.
- (b): It was held from 18th January to 20th January, 2013 in Guwahati with the objective of showcasing the largely untapped tourism potential of the North East region in the domestic and international markets.
- (c): 23 countries had participated.
- (d): The event brought together the tourism business fraternity from the eight North Eastern States of India and West Bengal and the other participant countries and States. The event was planned and scheduled to facilitate interaction between buyers and sellers in business to business meetings. This enabled the tourism product suppliers from the region to reach out to international and domestic buyers.
- (e): The Ministry of Tourism is analysing the impact of the International Tourism Mart Guwahati on promotion of tourism in the region.