

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3115

ANSWERED ON:15.03.2013

TOURISM ROAD SHOWS IN FOREIGN COUNTRIES

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government organizes Tourism Road Shows in foreign countries to promote tourism in international markets;
- (b) if so, the details and the objectives thereof;
- (c) the details of road shows organized in foreign countries along with the expenditure incurred thereon during each of the last three years and the current year;
- (d) the details of the participants selected for such shows and criteria adopted for their selection; and
- (e) the extent to which tourism from such countries has registered a growth as a result thereof?

Answer

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

(a & b) The Ministry of Tourism undertakes various activities, including organizing Road Shows in important and potential tourist generating markets overseas, with the objectives of promoting various tourism destinations and products of the country and increasing Foreign Tourist Arrivals to the country.

(c) Details of Road Shows organized overseas, along with expenditure incurred, during the last 3 years and the current year, are at Annexure.

(d) The Road Shows are organized by the Ministry generally in collaboration with Indian travel trade associations. Participants include members of these associations as well as overseas tour operators, hoteliers, airlines promoting India and those interested in introducing tour programmes to India.

(e) The details of increase in Foreign Tourist Arrivals to India during the last 3 years are given below:

Year	Foreign Tourist Arrivals	Percentage Growth
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2010	5775692	11.8
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2011	6309222	9.2
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2012	6648318	5.4
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Revised
Provisional