

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1454
ANSWERED ON:13.12.2013
PROMOTION OF NER AS TOURISM DESTINATIONS
Rai Shri Prem Das

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has made any assessment of the international market potential for tourism in the North East Region (NER), including the State of Sikkim;
- (b) if so, the details thereof;
- (c) the details of the locations and functions of Overseas India Tourism Offices located in various countries;
- (d) the expenditure incurred on their maintenance during each of the last three years and the current year, country-wise; and
- (e) the activities undertaken by these offices to market project India as a preferred tourism destination?

Answer

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

- (a) & (b): The North Eastern Region (NER) of India, including the State of Sikkim, is a reservoir of rich natural resources & biodiversity and an amalgamation of different tribes and cultures. It is still a largely unexplored region having many tourism attractions in the form of wild life sanctuaries, adventure tourism assets, diverse cultural heritage, multifaceted fairs & festivals, world famous Buddhist Monasteries, etc. It, therefore, has great potential for both domestic and international tourism.
- (c): The Ministry of Tourism has 14 offices overseas. These offices are located at Amsterdam, Beijing, Dubai, Frankfurt, Johannesburg, London, Los Angeles, Milan, New York, Paris, Singapore, Sydney, Tokyo and Toronto. The primary function of these offices is to position India as a preferred destination in important tourist markets and thus improve India's share of the global tourism.
- (d): The details of non-plan expenditure of the overseas offices, consisting of foreign travel expenditure, office expenses and rent, rate & taxes, during each of the last three years and the current year, are annexed.
- (e): The overseas offices undertake a series of promotional activities including advertising in the local print, electronic, online and outdoor media; participation in travel fairs and exhibitions; organising road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support; and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.