

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4612

ANSWERED ON:21.02.2014

INDO JAPAN COOPERATION IN TOURISM DEVELOPMENT

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Will the Minister of TOURISM be pleased to state:

- (a) whether India and Japan have signed any memorandum for strengthening cooperation in the field of tourism;
- (b) if so, the details and the salient features thereof;
- (c) the number of Japanese tourists visited India during each of the last three years and the current year; and
- (d) the manner in which Indian tourism industry is likely to be benefited from the implementation of the said memorandum?

Answer

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

(a): The Ministry of Tourism, Government of India and the Japan Tourism Agency; Ministry of Land, Infrastructure, Transport and Tourism, Government of Japan have signed a Memorandum for strengthening cooperation in the field of Tourism on 22.01.2014 in New Delhi.

(b): The main objectives of the Memorandum are:

i. to expand bilateral cooperation in tourism sector; ii. to encourage their citizens to travel to each other's country; iii. to exchange information and data related to tourism; iv. to encourage cooperation between tourism stakeholders including Hotels and Tour Operators; v. to establish exchange programmes for cooperation in Human Resource Development; vi. to exchange visits of Tour Operators/Media/Opinion Makers for promotion of two way tourism; vii. to exchange experiences in the areas of promotion, marketing, destination development and management; viii. to participate in travel fairs/exhibitions in each other's country; and ix. to promote safe, honourable and sustainable tourism.

(c): The number of Japanese tourists who visited India during each of the last three years is as follows:

2010	2011	2012
168019	193525	220015

The figures for the year 2013 are not available as yet.

(d): Japan is an important tourism generating source market for India particularly considering our Buddhist Heritage. Similarly, India has also now emerged as an important source market for Japan. Considering the mutual benefits, MoU between India and Japan is expected to create an institutional mechanism for enhancing cooperation in the tourism sector.