

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:396

ANSWERED ON:05.08.2014

FUNCTIONING OF OVERSEAS INDIAN TOURISM OFFICES

Chavan Shri Harishchandra Deoram

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

- (a) the aims and objectives of the Overseas Tourism Offices in promoting tourism, especially Medical tourism and the outcome thereof;
- (b) the locations of the Indian Tourism Offices functioning in Asia at present;
- (c) whether the Government conducts periodic review of the working of the Overseas Indian Tourism Offices in terms of rise in foreign tourists visits, and exploring new avenues;
- (d) if so, the details of such reviews undertaken during each of the last three years and the current year along with the outcome thereof; and
- (e) the measures being taken so far under the Look East Policy of the Government?

**Answer**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) to (e): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO. 396 ANSWERED ON 05.08.2014 REGARDING FUNCTIONING OF OVERSEAS INDIAN TOURISM OFFICES

(a): The Ministry of Tourism (MOT), Govt. of India through its overseas offices, endeavours to position India in the major tourism generating markets as a preferred tourism destination, to promote various Indian tourism destinations and products, including Medical Tourism and to increase India's share in global international tourist arrivals. These objectives are met through a series of promotional activities undertaken by the overseas offices including participation in travel fairs and exhibitions; organising road shows, Know India seminars and 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.

Road Shows are organised in important overseas source markets in collaboration with trade associations to promote Indian tourism destinations and the products of the country, including Medical Tourism. Such Road Shows have been organised in USA, Eastern Europe and China during the current financial year.

The Ministry of Tourism has also undertaken the following activities for the promotion of Medical Tourism:

i) International Road Shows with a focus on Medical Tourism were organised in Nairobi, Kenya and Dar-E-Salaam, Tanzania, in association with FICCI in August-September, 2012.

ii) An international exhibition "India Medical Tourism Destination 2013" was organized at Abuja (Nigeria) on 23rd September and at Lagos on 25th & 26th September, 2013 by FICCI in association with the Ministry of Tourism.

As a result of the sustained efforts being made, Foreign Tourist Arrivals (FTAs) to the country have been increasing and details of increase in FTAs to India during the last 3 years are given below:

Year	Foreign Tourist Arrivals	Percentage Growth
2011	6309222	9.2%
2012	6577745	4.3%
2013	6967601	5.9%

(b): India Tourism Offices are currently functioning in Beijing, Singapore and Tokyo in Asia.

(c) & (d): The Ministry of Tourism (MoT) monitors the functioning of the India Tourism Offices (ITO) overseas on an ongoing basis through various measures, including:

- (i) MoT examines and approves their Annual Action Plans in respect of promotional activities to be undertaken by overseas offices every financial year.
- (ii) MoT has regular interactions with stakeholders in the tourism sector to take their inputs on the changing market trends and requirements worldwide, so as to make the functioning of the overseas offices more effective.
- (iii) MoT has implemented a Financial Accounting System for online monitoring of the accounts of the ITOs.
- (iv) The ITOs are regularly audited by the CAG and internal audit teams.
- (v) MoT periodically interacts with the ITOs through Skype Conferences to review their activities and functioning.
- (vi) ITOs submit a monthly report of the activities undertaken during the month.
- (vii) Senior officials when on an official tour of a particular region, inspect the functioning of the respective ITO.
- (e): MoT undertakes various promotional activities to promote India as a tourism destination in important and potential source markets, including the East Asian market.

Road Shows have been organised during the last two financial years and the current financial year upto July 2014 in Singapore, Malaysia, The Philippines, Thailand, Japan, South Korea and China in collaboration with trade associations to promote inbound tourism from these countries.

With the objective of attracting Buddhist tourists from all over the world especially from Asian countries, MoT organised an International Buddhist Conclave in Varanasi and Bodhgaya from September 28 to October 01, 2012. This year, an International Buddhist Conclave is being organised in Bodhgaya and Sarnath from September 26 to 28, 2014.

MoT is also organising the third annual International Travel Mart (ITM) at Shillong, Meghalaya in October 2014 with the objective of promoting tourism from the world over (but especially East and South East Asia) to the North Eastern region. ITMs were organised in Guwahati, Assam during 2012-13 and in Tawang, Arunachal Pradesh during 2013-14.

The Government has introduced Tourist Visa on Arrival for citizens of Japan, Singapore, Cambodia, Indonesia, Vietnam, The Philippines, Laos, Myanmar and South Korea.

An MoU on ASEAN-India Tourism Cooperation was signed in 2012. In addition, MoT has also signed MoUs/Agreements for cooperation in the field of tourism with Malaysia, The Philippines, Thailand, Indonesia, Singapore and Japan.

MoT hosted the 25th Joint Meeting Committee of the UNWTO Commissions for East Asia and the Pacific and South Asia, in Hyderabad from April 12 to 14, 2013.