

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:650

ANSWERED ON:06.02.2017

Promotion of Conventions to Promote Tourism

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is considering to promote conventions in order to attract large scale tourism and if so, the details thereof;
- (b) whether the Tourism Industry is expecting to overtake the IT sector in the country by 2020 in terms of economy and employment generation and if so, the details thereof;
- (c) whether the Government is aware that Tourism is regional and each State needs to create special packages to sell its advantages to generate income and employment;
- (d) whether the Government has issued any advisory to the State Governments to promote conventions in order to attract large scale tourism and if so, the details thereof; and
- (e) whether India too has the advantage of attracting foreign students and that potential needs to be tapped and if so, the steps taken by the Government in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): Yes, Madam. The India Convention Promotion Bureau (ICPB) has been set up under the patronage of the Ministry of Tourism to promote India as a convention destination. The ICPB is a non profit organization with membership comprising national airlines, hotels, travel agents, tour operators, Professional Conference Organizers, State Governments, etc. The Ministry of Tourism participates in International MICE Trade Shows namely IMEX Las Vegas, IMEX Frankfurt, AIME Melbourne, EIBTM Barcelona, etc. through it's overseas India Tourism offices and ICPB and also organizes roadshows in partnership with ICPB to attract conventions to India.

Ministry of Tourism also supports the 'Conventions India Conclave' organized by ICPB wherein Indian suppliers showcase the Convention facilities to potential buyers from India and important international source markets.

(b): As per the 2nd Tourism Satellite Account of India (TSA)- 2009-10 and subsequent estimation for the next three years namely 2010-11, 2011-12 and 2012-13, the contribution of tourism to total Gross Domestic Product (GDP) during 2009-10, 2010-11, 2011-12 and 2012-13 were 6.77% (3.68% direct and 3.09% indirect), 6.76% (3.67% direct and 3.09% indirect), 6.76% (3.67% direct and 3.09% indirect) and 6.88% (3.74% direct and 3.14% indirect), respectively. The contribution of tourism to total Employment of the Country during 2009-10, 2010-11, 2011-12 and 2012-13 were 10.17% (4.37% direct and 5.80% indirect), 10.78% (4.63% direct and 6.15% indirect), 11.49% (4.94% direct and 6.55% indirect) and 12.36% (5.31% direct and 7.05% indirect), respectively.

(c) & (d): Yes, Madam. Development and promotion of tourism within the State/UT is the responsibility of the State Governments and Union Territory Administrations. The Ministry of Tourism extends Central Financial Assistance (CFA) to the State Governments and Union Territory Administrations for developing tourism and tourism related infrastructure including convention centers under relevant schemes for projects submitted by them including funding for PPP projects under Large Revenue Generating (LRG) Projects.

(e): India with it's network of world class universities and technical institutions has great potential in attracting foreign students.
