

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.116
ANSWERED ON 18.11.2019**

INAUGURATION OF INDIA TOURISM MART

**116. SHRI KULDEEP RAI SHARMA:
DR. SUBHASH RAMRAO BHAMRE:
DR. AMOL RAMSING KOLHE:
SHRI SUNIL DATTATRAY TATKARE:
SHRIMATI SUPRIYA SULE:
SHRI A.K.P. CHINRAJ:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has inaugurated the 2nd edition of the India Tourism Mart 2019 recently;**
- (b) if so, the details thereof along with the aims and objectives thereto;**
- (c) the number of foreign delegates who participated in the said Indian Tourism Mart;**
- (d) the details of major activities and events organized during the said Indian Tourism Mart;**
- (e) the steps taken in the meet to boost the tourism sector along with the suggestions given by the participants; and**
- (f) whether the Mart will provide a platform for trade and hospitality service providers to improve at the national level and if so, the details thereof and the other steps taken/being taken by the Government to create a global tourism mart for India on lines of major international travel marts?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (f): The second edition of India Tourism Mart (ITM) was held from 23rd to 25th September, 2019 at New Delhi

and was organized by the Federation of Association in Indian Tourism and Hospitality (FAITH) with the support of the Ministry of Tourism. It was an industry driven event supported by the Government. Approximately 240 tour operators from 58 countries were selected to participate in this event. The objective of this Mart was to provide a national platform to various tourism stakeholders from India including Tour Operators, State Governments etc. to interact with their foreign counterparts, in order to increase tourism to the country in general and to create business opportunities in particular. Exhibition highlighting various tourism destinations & products, networking sessions, cultural programmes, familiarization trips to foreign delegates etc. were the important activities undertaken during the event. Positive response was received from the participants and the initiatives taken by the Government of India to promote tourism were appreciated.
