

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2710
ANSWERED ON 17.03.2020

COSTS OF OVERSEAS PROMOTIONAL ACTIVITY

2710. SHRI PARTAP SINGH BAJWA:

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

- (a) the steps undertaken by the Ministry to promote tourism to India in the foreign markets;
- (b) the outcome of the Ministry's overseas promotional activity in increasing the tourist footfall in India;
- (c) the total number of foreign tourists visiting India from 2016 to till now;
- (d) the breakdown of costs of all overseas promotional activity done by the Ministry in 2019-20; and
- (e) whether the Ministry has conducted any market research on Tourism in India, and the costs thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): The Ministry of Tourism (MoT), through its eight (8) India Tourism offices overseas, undertakes various promotional activities in the key tourist generating markets, overseas with the objective of showcasing India's tourism potential and enhancing foreign tourist arrivals to the country. The promotional activities include, participation in travel fairs and exhibitions; organising Roadshows & Know India Seminars; organising and supporting Indian Food and cultural festivals; production of publicity material, extending joint promotion, joint advertising and brochure support to overseas tour operators, travel agents, etc. and organising familiarisation tours of India for foreign journalists, travel writers, tour operators, travel agents, opinion makers, etc. In addition, MoT annually undertakes global Media campaigns in the print, electronic and online Media overseas. Promotions are also undertaken through the Incredible India website and Social Media accounts of MoT.

(b) & (c): The outcome of promotional activities undertaken by MoT in the overseas markets may be seen from the increase in foreign tourist arrivals to the country, which is given below:

| Year | Foreign Tourist Arrivals to India (in Million) |
|------|--|
| 2016 | 8.80 |
| 2017 | 10.04 |
| 2018 | 10.56 |
| 2019 | 10.89 (P)* |

*P- Provisional

(d): The expenditure incurred by the Ministry towards undertaking various promotional activities in the overseas markets under the Restructured Scheme of Overseas Promotion and Publicity including Market Development Assistance (OPMD) during April 2019 to February 2020 is Rs.254.43 Cr.

(e): Yes Sir. Surveys/Studies completed by MoT during the year 2018-19 and 2019-20 is at **Annexure.**

ANNEXURE

STATEMENT IN REPLY TO PART (e) OF RAJYA SABHA UNSTARRED QUESTION NO.2710 ANSWERED ON 17.03.2020 REGARDING COSTS OF OVERSEAS PROMOTIONAL ACTIVITY.

i) Surveys/Studies completed by the Ministry of Tourism during 2018-19.

| S. No. | Surveys/Studies conducted/completed by M R Division of Ministry of Tourism during 2018-19 | Cost of the study (Rs. In Lakhs including GST) |
|---------------|---|---|
| 1 | Study on Tourism Carrying Capacity of Existing & Potential Destinations with Planning for Infrastructure Development in Uttarakhand | 57.30* |
| 2 | Study on visit of Bangladesh Nationals to India. | 30.60 |
| 3 | Tourism Survey for the State West Bengal | 11.98 |
| 4 | Tourism Re-Survey for the Union Territory of Lakshadweep | 9.31 |
| 5 | Tourism Survey for the State Mizoram, Tripura & Meghalaya | 24.34 |

*plus service tax

ii) Surveys/Studies completed by the Ministry of Tourism during 2019-20

| S. No. | Surveys/Studies conducted/completed by M R Division of Ministry of Tourism during 2019-20 | Cost of the study (Rs. In Lakhs including GST) |
|---------------|--|---|
| 1 | A Study "to assess Employment level and Skill gap in Hospitality and Allied Sector | 116.84 |
| 2 | Study on analysis & development of action plan based on world economic forum ranking system for Travel and Tourism competitiveness for India | 16.44 |
| 3 | 3rd Tourism Satellite Account of India & Regional Tourism Satellite Accounts of States/UTs | 574.17 |
| 4 | Study on MICE Market in India and the role of ICPB in promoting MICE Tourism products | 23.60 |
