

the investment opportunities in the tourism sector in India by presenting a bouquet of investment-ready projects from the States/Union Territories. A number of MoUs were signed by various States at the end of the summit for attracting investments.

(d) The themes of heritage and eco-tourism have been identified for development of tourism circuits under the Swadesh Darshan Scheme. In addition to this, the Ministry of Tourism has launched Mobile App 'Swachh Paryatan' at identified Archaeological Survey of India monuments for public to communicate complaints about any unclean area/garbage piles and for its redressal.

The Ministry of Tourism has also laid down guidelines for approval of hotel projects and classification incorporating various eco-friendly measures. The Sustainable Tourism Criteria for the accommodation and the tour operator sector has also been formulated for promoting sustainable tourism in the country.

#### **India's participation in WTM, London**

786. DR. R. LAKSHMANAN: Will the Minister of TOURISM be pleased to state:

(a) whether Government participated in the inaugural World Travel Market (WTM) held at London;

(b) if so, the reasons on the basis of which Government participated in WTM;

(c) the steps taken by Government at WTM, London to promote tourism in the country; and

(d) the details of expenses incurred due to participation at WTM, London?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) Yes, Sir. The Ministry of Tourism participates in World Travel Market (WTM), London held annually. This Mart provides an effective platform for networking and meetings with executives and leaders from all segments of the Tourism Industry worldwide. It also provides excellent opportunity for showcasing and sourcing new products and services of India and to learn about the latest international trends and patterns affecting tourism to various regions. This year Ministry of Tourism (MoT) participated as Official Premier Partner at World Travel Market (WTM) London from 07-09 November, 2016. As part of the package, MoT received various opportunities for on-site and on-line branding including social media and print and electronic promotions through WTM collaterals etc.

(d) The expenditure incurred by MoT during WTM, London 2016 towards Premier Partnership package, construction of India Pavilion and hiring of space including cost of gas, electricity, water/internet etc. was approximately ₹ 8.92 crore.