

## India Canada to Strengthen Cooperation in Tourism Sector



26-February, 2013

Mr. Maxime Bernier, Minister of Tourism, Canada called on Union Tourism Minister Shri K Chiranjeevi here today. Both sides resolved to strengthen cooperation in the tourism sector. It was also decided that both the countries will identify areas for working together and explore new opportunities in the tourism sector especially in the field of human resource development, exchange of tour operators, investment in the tourism sector and exchange of information related to tourism. The possibility of signing an agreement/MoU between India and Canada was also discussed. It was also agreed that Tour Operators and Travel Agents of both the countries will interact with each other in order to promote two way tourism between India and Canada. The possibilities of promoting more package tours in either of the countries could also be explored by the travel trade of two countries. Both sides also explored the possibilities of promoting joint venture investment in the field of hotel industry and tourism infrastructural sector. Now that the Hotels and Tourism

sector has been opened for Foreign direct investment up to 100% on automatic routes, Canadian investment in tourism infrastructure in India could be one of the major areas of cooperation.

Canada is one of India's primary source markets. Foreign tourist arrivals from Canada to India have increased considerably over the past few years. Numbers of Canadian tourist visiting India during the last five years were:

Year	2007	2008	2009	2010
2011				
No. of tourists	208214	222364	224069	242372
259017				

The Ministry of Tourism has hosted a total of 16 journalists, photographers, travel agents, travel writers etc. from Canada during the year 2011-12 under its hospitality scheme. 14 guests have visited India from Canada during 2012-13(till date).

India Tourism Office in Toronto takes care of the promotion and marketing of India in Canada. The India Tourism Office participates in the Tourism Fair, organizing workshops and seminars to showcase India's tourism destinations and products to the tour operators and consumers of Canada. Some of the travel fairs in which the India Tourism Office participates in Canada are: Travel & Vacation Show, World Culinary Show, Addison Travel Shows, International Travel & Tourism show and Maritime Show. The Ministry of Tourism organised India Tourism Road Shows in Vancouver in Sept, 2012.

Both India and Canada can benefit greatly by sharing experience and know-how in destination management & management of heritage sites. India could benefit from the initiatives undertaken by Canada in the field of Adventure Tourism.

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