

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.202
ANSWERED ON 24.06.2019**

CROWD CONTROL

202. SHRIMATI MEENAKASHI LEKHI:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to introduce measures for crowd control at pilgrimage sites such as Shirdi and Tirupati;**
- (b) if so, the details thereof; and**
- (c) the steps taken/being taken to attract foreign tourists to such sites?**

ANSWER

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

(a) & (b): Crowd control at Pilgrimage sites such as Shirdi and Tirupati is the responsibility of respective State Government/Urban Local Bodies (ULB)/Temple Trust.

(c): Ministry of Tourism promotes India as a holistic destinations including pilgrimage sites in the tourism generating markets to promote various Indian tourism products and to increase India's share of the global tourism markets.

For Promotion of Tourism, the Ministry undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including pilgrimage sites. As part of its marketing/promotional activities, the Ministry produces publicity material and collaterals in English and foreign languages, annually releases print, electronic and online media campaigns in important and potential markets overseas and within the country under the 'Incredible India' brand-line. Promotions are also undertaken through the website and Social Media accounts of the Ministry.
