

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.254
ANSWERED ON 24.06.2019**

PROMOTION OF TOURISM IN KARNATAKA

254. DR. UMESH G. JADHAV:

Will the Minister of TOURISM be pleased to state:

- (a) the measures taken by the Government to promote tourism in Karnataka especially in Kalaburagi;**
- (b) whether there has been a decline in the number of foreign tourists in Karnataka during the recent past;**
- (c) if so, the details thereof during the last three years including current year; and**
- (d) the reasons behind the decline of tourists along with the steps taken by the Government in this regard?**

ANSWER

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

(a): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including those in the state of Karnataka. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

(b) to (d): Details of foreign tourist visits to the state of Karnataka during the years 2015, 2016 and 2017 are as follows:

2015	2016	2017
636502	461752	498148

(Data for 2018 not yet available)

To further increase the foreign tourist visits, promotion of tourist destinations and products of Karnataka is being undertaken by the Ministry of Tourism through its website, on Social Media, Print Advertisements and during Road Shows and other promotional events organised overseas. A special key influencer programme was organised in 2018, wherein International bloggers were invited to travel on the luxury trains in India with the objective of promoting them and the tourism destinations covered, in overseas markets. These included the Golden Chariot covering various tourist destinations in Karnataka.
