

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.†1247
ANSWERED ON 02.07.2019

PROMOTION OF TOURISM IN THE COUNTRY

†1247. SHRI LAL SINH VADODIA:

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

- (a) whether it is a fact that Government is seriously considering to promote the tourism sector;
- (b) whether Government has taken any steps in this regard; and
- (c) if so, the details thereof and if not, the reasons therefor?

ANSWER

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

(a) to (c): The Ministry of Tourism, Government of India has two schemes for the promotion of Tourism. These are:

- (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism.
- (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Markets.

Under these schemes, 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. Promotions are also undertaken through the Social Media accounts and website of the Ministry. 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.
