

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.†1109
ANSWERED ON 11.02.2020

PROMOTION OF TOURISM IN THE COUNTRY

†1109. SHRIMATI KANTA KARDAM:

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

- (a) whether Government proposes to chalk out any specific plan for promoting tourism in the country;
- (b) if so, the details thereof;
- (c) the funds allocated for the same; and
- (d) by when it is likely to be implemented?

ANSWER

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

(a) to (d): Ministry of Tourism undertakes promotional activities in domestic and international markets through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and Overseas Promotion & Publicity Including Market Development Assistance (OPMD). Under these schemes, Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country. In addition, the Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides Central Financial Assistance to State Governments/UT Administrations/Central Agencies for development of tourism infrastructure in the country.

The Funds allocated under the DPPH Head for 2017-18, 2018-19, and during the current Financial Year 2019-20 are as under:

(Rupees in Crore)			
S. No.	Financial Year	BE	RE
1.	2017-2018	110.00	90.00
2.	2018-2019	135.00	127.40
3.	2019-2020	129.50	100.00
