

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1328
ANSWERED ON 25.11.2019**

PROMOTION OF TOURISM IN KHAJURAHO

†1328. SHRI VISHNU DATT SHARMA:

Will the Minister of TOURISM be pleased to state:

- (a) whether Khajuraho is a world heritage in view of tourism and whether the Government has prepared any draft plan for its beautification;**
- (b) if so, the details thereof;**
- (c) whether the Government has provided any special package to promote tourism in Khajuraho; and**
- (d) if so, the details thereof and the funds allocated and expenditure incurred in this regard?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (d): Ministry of Tourism has identified Khajuraho world heritage site as one of the 17 sites for development in the country under the scheme – Development of Iconic Tourist sites. The Ministry shall be developing the Iconic Tourist Sites in collaboration with the Central Ministries, State Governments and Local Bodies, in a holistic manner. The draft masterplan for Khajuraho is being formulated by the ministry and has components of connectivity, better facilities/experience for the tourists at the site, skill development, involvement of local community, promotion & branding and for bringing private investment.

Ministry of Tourism promotes India as a holistic destination including its various tourism sites/ destinations in different states

and Union Territories under the Incredible India brand-line. Ministry as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets. Ministry has produced a short film, developed print and digital creatives on Khajuraho which have been promoted on various media platforms including Social Media.

In addition, Ministry has sanctioned following projects/ events for development and promotion of Khajuraho under its other schemes:

(Rs. in Lakhs)

Scheme & year of sanction	Name of the project	Amount sanctioned	Funds released
Swadesh Darshan (2016-17)	Development of Heritage circuit: Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu in Madhya pradesh	9977.09	7437.66
Domestic Promotion and Publicity including Hospitality scheme (2017-18)	Khajuraho Dance Festival	15.00	15.00
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