

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1760**  
ANSWERED ON 03.12.2019

**PROMOTION OF LOCAL TOURISM**

1760. SHRI SYED NASIR HUSSAIN:

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

- (a) whether Government has implemented schemes for the promotion of local tourism in the country, if so, the details thereof; and
- (b) whether Government has set up any information centres in the country for raising awareness regarding local tourism and to promote local religious and non-religious spots to the tourists coming from both outside and within the State, if so, the details thereof?

**ANSWER**

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

(a) and (b): The Ministry of Tourism, under its Domestic Promotion and Publicity including Hospitality (DPPH) scheme for promotion of Domestic Tourism implements various measures for the promotion of tourism in the country. The main objective of DPPH Scheme is to create a general awareness among the domestic population about the potential tourist destinations in the country, which will help to increase the local / domestic tourism market.

Under the scheme, the Ministry undertakes promotions through advertising in print and electronic media, participation in fairs and exhibitions, organising seminars, workshops for stakeholders and service providers, as well as printing of brochures, collateral's etc. The various tourism products are also promoted on the Social Media accounts and website of the Ministry.

The Ministry through its 20 domestic India Tourism Offices located across the country, which also act as information centers, undertakes the promotional activities to promote India in a holistic manner which includes promotion of domestic/local tourism by raising awareness about local tourism products which include local religious and non-religious spots for the tourists coming from both outside and within the State.

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