

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1118**  
ANSWERED ON 20.09.2020

**PROMOTION OF TOURISM AT PROTECTED FORTS OF CHHATRAPATI SHIVAJI MAHARAJ IN MAHARASHTRA AND TAMIL NADU**

1118. SHRI SAMBHAJI CHHATRAPATI:

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

- (a) whether Government has taken any direct or indirect initiative for promotion of tourism at forts of Chhatrapati Shivaji Maharaj located in Maharashtra and Tamil Nadu during the last three years;
- (b) if so, the details thereof;
- (c) whether Government has made any attempt to offer fort tourism to the people in packaged format clubbing other places of heritage and religious places of attraction falling on a particular route; and
- (d) if not, whether Government would consider to do so in near future?

**ANSWER**

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (b): 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 including Forts, Palaces and places of tourism attraction.

Further Govt. of Maharashtra informed that it has taken several initiatives for the promotion of forts which are associated with Chhatrapati Shivaji Maharaj in Maharashtra including promotion through its tourism website wherein various details along with pictures such forts are prominently displayed. Govt. of Maharashtra also conducted a Photography & Videography Fort Competition in January 2020.

Govt of Tamil Nadu informed that the Gingee Fort associated with Chhatrapati Shivaji Maharaj with is located in Villupuram district, situated at a distance of 160 kms from Chennai is prominently promoted through Tamilnadu Tourism website wherein details and pictures of the same is prominently displayed.

(c) to (d): 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 including forts and other heritage and religious places of attraction.

Further, the information related to various forts and places of heritage and religious places of attraction is prominently displayed on the Ministry of Tourism's website: [www.incredibleindia.org](http://www.incredibleindia.org).

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