

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.146**  
ANSWERED ON 02.02.2021

**PROGRAMME FOR ATTRACTING FOREIGN TOURISTS**

146. Dr. Bhagwat Karad:

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

- (a) whether Government has any programme to promote Indian culture abroad, specially related to Buddhism and Hinduism;
- (b) if so, the details thereof;
- (c) whether Government has any programme to attract tourists from abroad specially from South East Asian Countries; and
- (d) if so, the details thereof?

**ANSWER**

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

(a) & (b): Yes, Sir. The Ministry of Tourism (MoT) promotes India as a holistic destination in the overseas markets by showcasing India's rich cultural heritage, including Buddhism and Hinduism. With a view to showcase and project the Buddhist Heritage in India and boost tourism to the Buddhist destinations in the country, MoT organises the International Buddhist Conclave (IBC) biennially with the participation of leading Buddhist Scholars, Buddhist Monks, tour operators, opinion makers, etc., from overseas. The Ministry of Tourism under its hospitality programme also invites overseas tour operators, media, opinion makers, etc. to cover major festivals. India Tourism offices in the overseas markets in association with the Indian Diaspora celebrate a number of Indian festivals including Diwali, Holi etc.

(c) & (d): The Ministry of Tourism undertakes promotion of tourism to India in the overseas markets including the countries in the South East Asia through an integrated marketing and promotional strategy, and a synergised campaign in association with the Travel Trade, State Governments / Union Territory Administrations and Indian Missions. The specific elements of promotional efforts undertaken overseas include advertising in Print, Electronic, Online, Outdoor and Social Media, participation in international travel Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows and India Evenings, Brochure Support, Joint Advertising with Travel Agents / Tour Operators, organising and supporting Indian Food and cultural festivals, printing of brochures and inviting tour operators, media personalities, opinion makers etc. to visit the country under the Hospitality Programme of the Ministry.

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