

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2559
ANSWERED ON 10.08.2021

PROMOTION OF MONSOON TOURISM

2559. SHRI K.C. VENUGOPAL:
SHRI SANJAY SETH:

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

- (a) whether Government proposes to promote monsoon tourism in different States considering its immense potential and, if so, the details thereof;
- (b) whether Government is ready to promote the scope of monsoon tourism in international platforms to attract foreign tourists to the country and, if so, the details thereof;
- (c) the various promotion campaign undertaken by Government for the promotion of monsoon tourism in the country; and
- (d) the steps taken by Government for the promotion of tourism sector in the country including monsoon tourism?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The development and promotion of tourism, including Monsoon Tourism, is primarily the responsibility of the State Governments/ Union Territory Administrations.

Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities including, inter alia, Promotion of Monsoon Tourism.

In addition, State Governments/ UT Administrations also undertake various promotional campaigns for promotion of tourism, including Monsoon Tourism.
