

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.121
ANSWERED ON 29.11.2021**

IDENTIFICATION OF TOURIST SPOTS IN NORTH EASTERN STATES

121. Shri Rebati Tripura :

Will the Minister of TOURISM be pleased to state:

- a) the steps taken by the Government to revive foreign and domestic tourism in the country;**
- b) whether the Government has identified any tourist spots for promoting tourism in North-Eastern States especially Tripura and if so, the details thereof;**
- c) whether the Government has formulated any special scheme to promote tourism in North-Eastern part of the country; and**
- d) the other steps taken by the government to boost tourism sector in the country?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Ministry of Tourism promotes India as a holistic tourism destination including the various tourism sites and products of every State/Union Territory of the country in the domestic and international markets. Additionally, the Ministry of Tourism has taken following initiatives to promote/revive foreign and domestic tourism in the country:

- i. Market Development Assistance (MDA) Guidelines for promotion of India as a tourism destination in the overseas markets and Market Development Assistance (MDA) Guidelines for promotion of domestic tourism have been revised to increase the scope and reach of these guidelines to benefit larger number of tourism stakeholders.**
- ii. The Ministry of Tourism had launched the Dekho Apna Desh initiative, which is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism Offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions, road shows to keep connected with the stake-holders and to encourage citizens to travel within the country. More than 100 Webinars under the Dekho Apna Desh brand line have been organized by the Ministry, since its launch.**
- iii. The Ministry of Tourism organizes various activities like road shows, Fam trips, B2B Meetings, Quiz programmes, webinars between paired States/UTs to promote Ek Bharat Shrestha Bharat.**
- iv. Promotional campaigns are carried out on social media handles of the Ministry and Domestic Offices promoting destinations, products, festivals, cuisines etc. of the country.**
- v. The Ministry of Tourism organizes Bharat Parv and Paryatan Parv in collaboration with the States/ UTs and other Central Ministries / Departments for last four years to showcase the rich culture, history, heritage to the citizens. The objective of these events is to draw focus on the benefits of Tourism and reinforcing the principle of tourism for all.**
- vi. To create awareness among the masses the Ministry celebrates special events / days with citizen's participation like International Day of Yoga, World Tourism Day, Constitution Day, Independence day, commemoration of 125 years of Birth of Netaji Subhas Chandra Bose, Azadi Ka Amrit Mahotsav and other regional festivals.**

- vii. **The Ministry of Tourism and the Regional Offices are regularly communicating with the Travel Industry and other stakeholders on issues related to opening up of tourism sector, handling of tourists, protocols of safety and security, service standards etc. The Ministry has also been coordinating with the Stakeholders and States/UTs for promoting itineraries to nearby destinations from the major cities.**
- viii. **Ministry of Tourism organized “Tapping the Tourism Potential of Kashmir: Another day in Paradise” event at Srinagar, Kashmir from 11th-13th April 2021 to showcase Jammu & Kashmir as a destination for Heritage, Golf, Cuisine, Adventure, Wedding, etc. Similarly, the Ministry of Tourism organised a mega tourism event at Leh, Ladakh titled: “Ladakh: New Start, New Goals” from 26th-28th August 2021 to promote tourism to Ladakh as a tourist destination with focus on aspects of adventure, culture and responsible tourism.**
- ix. **The Ministry of Tourism in collaboration with IRCTC organized a Buddhist Circuit Fam Tour and Conference from 4th- 8th October 2021 at Bodhgaya and Varanasi. The event was attended by approx.200 delegates which included tour operators from other parts of the country, local tour operators and other stakeholders of tourism sector media, officials of Ministry of Tourism. During the event Ministry also organized an interactive session with students of Nalanda University and BHU.**
- x. **On the occasion of the inauguration of the Kushinagar Airport by the Hon’ble Prime Minister, Ministry of Tourism organized a two-day conference on ‘Tourism in Buddhist Circuits – A way forward’ in Kushinagar highlighting Buddhist Circuit and its potential to draw Buddhist pilgrims and scholars around the world.**
- xi. **The Ministry of Tourism organized a Conference of Tourism and Culture Ministers of Southern Region on 28th & 29th October 2021 at Bengaluru with the objective to discuss development of tourism sector and culture related issues in the Region. The conference**