

Ministry of Tourism has developed thematic tourist circuits under the Swadesh Darshan Scheme to increase the tourist footfall: Shri G. Kishan Reddy

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The Ministry of Tourism has taken following steps to attract and increase the tourist footfall to various tourism destinations including the heritage sites in the country.

- Ministry of Tourism has developed thematic tourist circuits under the Swadesh Darshan Scheme. Heritage circuit has been identified as one of the thematic circuits for development under the scheme.
- Development of integrated tourism infrastructure at religious and heritage sites has been undertaken under the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme.
- Development of tourist amenities at tourist sites, heritage sites and monuments to make them tourist friendly by enhancing overall tourist experience under Adopt a Heritage programme.
- Promoting India as a holistic destination including various tourism destinations and products under the Incredible India brand line.
- Launched Dekho Apna Desh initiative in January 2020 with the objective of promoting various tourism destinations including the lesser known destinations and heritage sites of India among the citizens.
- Domestic and Overseas Indiatourism offices promote tourism destinations and heritage sites through various promotional and marketing activities/ events.

This information was given by Minister of Tourism Shri G. Kishan Reddy in a written reply in Lok Sabha today.

NB/OA

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