

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.629
ANSWERED ON 21.07.2022

USE OF SOCIAL MEDIA FOR TOURISM PROMOTION

629. SMT. PRIYANKA CHATURVEDI:

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

- (a) whether Government recognizes the increasing importance of social media platforms like Instagram, YouTube, etc., with regards to promotion of tourism;
- (b) whether Government has taken any concrete step to utilize these platforms for increasing national tourism;
- (c) if so, the details thereof;
- (d) whether Government intends on recognizing tourism vloggers and content creators as professionals and find ways to provide them employment; and
- (e) if so, the concrete steps with regards to the same and the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. The Ministry of Tourism, at present, has two sets of Social Media handles viz. @incredibleindia, which is a dedicated Social Media handle for tourism promotional purposes, with accounts on 8 social media platforms viz Facebook, Twitter, Instagram, YouTube, LinkedIn, Vimeo, Koo and Pinterest & @tourismgoi, with accounts on 4 platforms viz Facebook, Twitter, Instagram and Koo.

(b) & (c): The Ministry, through its social media handles undertakes holistic promotion & publicity of tourist destinations, products and theme based tourism promotions. Key initiatives and achievements of the Ministry as well as the Government of India, tourism related information are amplified through these channels. Social media promotions of the Ministry include engaging the influencers, content creators, vloggers etc. and amplification of user generated content including photographs and videos. The social media posts of different State Tourism Departments along with that of the other Ministries are also amplified. Photography and videography contests are regularly undertaken to inspire and motivate travel and generating awareness amongst the masses. Social media promotions are undertaken to greet the masses on major festivals, State Formation Days, etc. Specific thematic campaigns have also been undertaken for International Day of Yoga, the re-opening of commercial flights in the form of Namaste World campaign, etc.

(d) & (e): The Ministry of Tourism, Government of India, keeping in mind the importance of Social Media as an effective tool for destination branding and marketing, has taken various initiatives to engage tourism vloggers and content creators for the promotion of tourism. The Ministry along with its regional domestic offices has further conducted various influencer meets and contests for tourism vloggers and content creators to provide them a platform for sharing tourism related information and their experiences.
