

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 844
ANSWERED ON 12.12.2022**

DEVELOPMENT OF INTERNATIONAL HERITAGE CIRCUITS

844. SHRI RAJENDRA DHEDYA GAVIT:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has initiated any action to develop international heritage circuits involving countries having shared religious relationships, especially Hinduism, Jainism, Buddhism, Christianity, Sufism, etc. as part of enhanced agenda representing the cultural legacy of India for the future;**
- (b) if not, the reasons therefor;**
- (c) whether the Government accepts that during the last 75 years of India's past since Independence concrete initiative could not be taken up to promote India having a distinct cultural identity in a planned manner; and**
- (d) whether the Government has any plan to constitute working groups of experts to look into the plan, prepare working documents for discussion and give a final shape to the document, including the logistics?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): The Government of India has supported the initiative of Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC), a regional organization comprising seven Member States (Bangladesh, Bhutan, India, Myanmar, Nepal, Sri Lanka and Thailand). India is a lead country in tourism which is one of the 14 priority areas for BIMSTEC. India along with other member states have identified five tourist circuits in the BIMSTEC region for development of BIMSTEC brand of Tourism. These circuits include Buddhist circuit,

Temple circuit, Eco-Tourism circuit, Cruise circuit and Adventure circuit.

Additionally, BIMSTEC has also convened a study report on Leveraging Thematic Circuits for a BIMSTEC 2030 Tourism Strategy. The study report prepared by Asian Development Bank (ADB), details on developing a comprehensive tourism strategy in the BIMSTEC region including issues and needs in the tourism sector.

(c) & (d): Ministry of Tourism (MoT) promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and take their suggestions and feedback for promotion of varied tourism products of India.
