

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION No.1123
ANSWERED ON 10.02.2025**

INTERNATIONAL CO-OPERATION IN TOURISM SECTOR

1123.DR. THIRUMAAVALAVAN THOLKAPPIYAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any programme for the International Co-operation in the field of Tourism as it is one of the subject of the Ministry;**
- (b) if so, the details thereof;**
- (c) whether the Government has any plan to promote Tourism in the country through International Co-operation; and**
- (d) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Government of India works with other countries to promote tourism through bilateral and multilateral arrangements that encourage information sharing, ease of travel, and other areas of cooperation for the promotion and development of tourism. India is also a member of global tourism organizations like the United Nations World Tourism Organization (UNWTO), Association of Southeast Asian Nations (ASEAN), Group of Twenty (G20), Group of Seven (G7), South Asian Association for Regional Cooperation (SAARC), BRICS (Brazil, Russia, India, China, and South Africa), etc. helping shape tourism policies and support sustainable travel. These efforts are to attract more tourists to India and also to strengthen cultural and economic ties with other nations, contributing to India's vision of sustainable and inclusive tourism initiatives.

India is promoted as a holistic tourism destination by showcasing its diverse offerings, including heritage, culture, spirituality, wellness, adventure and eco-tourism. To promote tourism, the Ministry undertakes several initiatives in international and domestic markets, including media campaigns, social media promotions, webinars and participation in promotional events. Additionally, Indian Missions abroad conduct various activities to attract global travellers to India's diverse tourist destinations, contribute to strengthening India's position as a preferred travel destination on the global map.
