

Promotion and Publicity of Tourism in Global Market

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The Ministry of Tourism in collaboration with Indian Missions promotes India as a tourist destination in key international source markets. The Indian Missions facilitates participation of private and Government stakeholders including State Governments / Union Territories in major overseas tourism trade fairs and exhibitions; organisation of Tourism Roadshows, food festivals; engagements with local tour operators and other industry stakeholders; organisation of trade meetings & familiarization (FAM) trips; publicity through social media and media engagement activities.

The Ministry endeavours to strengthen domestic tourism through various initiatives including Dekho Apna Desh, Bharat Parv and Best Tourism Village competition etc.

Dekho Apna Desh initiative aims to raise awareness of India's rich heritage and culture, foster national pride, and encourage extensive domestic travel. Under this initiative Ministry of Tourism has organized webinars about different lesser-known destinations, quiz contests and other competitions both online and offline. Several domestic promotional events are also organised in association with tourism stakeholders.

Bharat Parv is a flagship annual event organized by the Ministry of Tourism as part of the Republic Day celebrations. The event showcases India's rich cultural, artistic, culinary, and spiritual diversity and aims to promote the spirit of "Ek Bharat, Shreshtha Bharat." The event features display of Republic Day tableaux, food festival, participation of handicraft and handloom artisans, pavilions by tourism departments of State Governments / Union Territories, Central Ministries, cultural performances etc.

The Best Tourism Villages Competition was undertaken to honour a village that best exemplifies a tourism destination in preserving cultural and natural assets, promoting community-based values and lifestyles and is commitment to sustainability. In the last two editions of the Best Tourism Village Competition held in 2023 and 2024, a total of 71 villages were recognized as Best Tourism Villages.

To Position India as a leading global MICE destination, the Ministry of Tourism has developed a National Strategy and Roadmap for the MICE industry. As part of this initiative, in 2021, "Meet in India" sub-brand was launched, with the vision to promote India as a hub for mega conferences and exhibitions, creating awareness and building a positive global perception of the country's MICE potential.

Ministry of Tourism has also launched the campaign "India Says I Do" in 2023 to promote India as a premier wedding destination globally. The campaign aims to showcase the diverse, rich and culturally vibrant venues India offers for weddings, from royal palaces and heritage forts to scenic beaches, mountains and riversides.

In the year 2024 and 2025, the Ministry of Tourism in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI), organised "Wed in India" expo and "Meet in India" conclave, respectively, on the sidelines of Great Indian Travel Bazaar (GITB) at Jaipur.

The Ministry of Tourism has not made such assessment to evaluate the impact of these promotional measures on tourist arrivals, tourism spending and destination visits.

Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products including coastal tourism and Rural Tourism destinations of the country. These objectives are met through various marketing and promotional activities done

in association with the Travel Trade, State Governments and Indian Missions overseas.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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