

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1417#**  
ANSWERED ON 11.12.2025

**PROMOTION OF TOURISM IN UTTAR PRADESH**

1417# SMT. DARSHANA SINGH:

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

- (a) the measures being taken by Government to promote Uttar Pradesh, particularly the Purvanchal region, as a major tourist destination;
- (b) the initiatives implemented to increase the number of domestic and foreign tourists in Uttar Pradesh, particularly in Purvanchal region;
- (c) the steps being taken to promote MICE tourism and wedding tourism in this region; and
- (d) the manner in which citizen-engagement platforms are contributing towards increasing tourism awareness and improving destination exploration in Uttar Pradesh, particularly in Purvanchal region?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism promotes tourism destinations and products of the country, including Uttar Pradesh, in a holistic manner, through various initiatives. The promotions are carried out through organizing and participating in events, providing assistance to State Governments for organizing fairs and festivals, outreach through website and social media handles and participating in international tourism exhibitions etc, to increase both domestic and foreign tourists to the country including Uttar Pradesh.

The Ministry also extends financial support to State Governments and Union Territories for promotion and development of tourism infrastructure in the States/UT's under various schemes.

(c): 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, the "Meet in India" sub-brand has been launched in 2021 at Khajuraho, 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.

(d): The Ministry of Tourism has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions.

This platform offers the visitors a virtual experience of tourism attractions of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services.

Ministry of Tourism undertook Dekho Apna Desh People's Choice poll to engage with citizens to identify most preferred tourist attractions, through various platforms, including Digital, social media, Events, Print, Outdoor, Short Message Service (SMS) and WhatsApp campaign as well as on MyGov platform.

Further, the Ministry regularly collaborates with MyGov platform to engage with citizens through webinars, quiz competition, pledge, seminars etc.

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