

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.145**  
ANSWERED ON 29.01.2026

**REGULATION OF INFLUENCER DRIVEN TOURISM  
CONTENT ON DIGITAL PLATFORM**

145 DR. ASHOK KUMAR MITTAL:

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

- (a) how the Ministry proposes to address the surge in misleading travel content promoted by social media influencers, especially in ecologically sensitive or restricted areas;
- (b) the mechanisms in place to verify the authenticity and safety of influencer-driven travel promotions;
- (c) the reasons for not proposing, so far, a certification or code of conduct for travel content creators influencing public travel behaviour;
- (d) the steps being taken to counter misinformation and unethical tourism promotion on digital platforms; and
- (e) how the Ministry plans to collaborate with digital media platforms to regulate such misleading tourism content?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Ministry of Tourism has taken note of the increase in travel-related content on digital and social media platforms. However, in view of the large number of social media users and influencers across multiple platforms, it is not feasible to monitor or regulate individual content. The Ministry does not have a separate mechanism to verify the authenticity or safety of influencer-driven travel promotions, as such content is user-generated and disseminated independently on various digital platforms.

Further, the Ministry of Tourism promotes travel information through its official website Incredible India Digital Platform (IIDP) and social media handles.

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