

Ministry of Tourism



Regulation of Influencer Driven Tourism Content on Digital Platform

Posted On: 29 JAN 2026 4:11PM by PIB Delhi

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.

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

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(Release ID: 2220115) Visitor Counter : 210

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