

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.2386 #**  
ANSWERED ON 12.03.2026

**PROMOTION OF PRODUCTS/TOURISM OF RAJASTHAN**

2386 # SHRI MADAN RATHORE:

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

- (a) whether any special campaigns have been conducted abroad to promote products and tourism of Rajasthan;
- (b) the countries where roadshows have been organised;
- (c) the details of investment proposals received;
- (d) the facilities provided to Non-Resident Rajasthanis; and
- (e) the future plan in this respect?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Ministry of Tourism, promotes the tourism destinations and products of the country, including Rajasthan through various promotional activities undertaken in association with the Indian Missions abroad, State Governments/ Union Territories Administrations and travel trade sector, with the objective to promote inbound tourism to the country.

The promotional activities include organization of Tourism Roadshows, participation in international travel trade exhibitions, fairs and events; organization of familiarization (FAM) tours for foreign tour operators, media and influencers; India food festivals; engagement with local tour operators and other industry stakeholders; publicity through social media handles, etc.

The Ministry in co-ordination with the Indian Missions and travel trade associations conducts Roadshows in important and potential tourist generating markets on a time to time basis. In the recent past, such Roadshows have been conducted in countries including Russia, Germany, France, Netherlands, Malaysia.

Indian Missions also engages with the Indian diaspora, including the non-resident Rajasthanis and local stakeholders, during such promotional activities.

These promotional activities are undertaken on a regular and ongoing basis.

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