

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2750  
ANSWERED ON 09.03.2026**

**PROMOTION OF BUDDHIST TOURISM**

**2750. SHRI JAGDAMBIKA PAL:**

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

- (a) whether the Government has taken any steps to promote domestic and international tourism in Buddhist cultural and historical sites like Piprahwa in Siddharthnagar district;**
- (b) if so, the details of such initiatives, including promotional events, social media amplification and infrastructural development;**
- (c) the details of the total number of domestic and international tourists visited Siddharthnagar district during the last five years and the current year with specific statistics;**
- (d) whether the Government has taken any measures to promote cross-border tourism between the Buddhist cultural and heritage sites like Lumbini in Nepal and Siddharthnagar in India, including connectivity and cooperation with Nepal;**
- (e) whether the Government has taken steps to promote Buddhist pilgrimage and tourism in countries with shared heritage such as Bhutan, Sri Lanka, Thailand and more; and**
- (f) if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)**

**(a) & (b): The Ministry of Tourism regularly promotes diverse tourist destinations and experiences of India including Buddhist sites through various initiatives including promotional events, participation in travel exhibitions and fairs in domestic and international markets familiarization (FAM) tours, influencers programmes, assistance to State**

**Governments/Union Territories for organizing fairs and festivals, website, amplification through social media handles etc.**

**Further, the Ministry under its Schemes of Swadesh Darshan, Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD), Assistance to Central Agencies (ACA), Challenge Based Destination Development (CBDD) and Special Assistance to States/Union Territories for Capital Investment (SASCI) has sanctioned several projects to develop tourism infrastructure and amenities, in the country including Buddhist tourism sites.**

**(c): The details of tourist footfall in Siddharthnagar district during the last five years are as follows:**

<b>Year</b>	<b>DTVs</b>	<b>FTVs</b>	<b>Total</b>
<b>2025 (Provisional)</b>	<b>195941</b>	<b>23341</b>	<b>219282</b>
<b>2024</b>	<b>100595</b>	<b>17546</b>	<b>118141</b>
<b>2023</b>	<b>392516</b>	<b>11797</b>	<b>404313</b>
<b>2022</b>	<b>222289</b>	<b>109</b>	<b>222398</b>
<b>2021</b>	<b>370975</b>	<b>90</b>	<b>371065</b>
<b>Total</b>	<b>12,82,316</b>	<b>52,883</b>	<b>13,35,199</b>

**\*DTVs - Domestic Tourist Visits / FTVs – Foreign Tourist Visits**

**(d) to (f): The Government has taken significant steps to improve connectivity (road, air and rail connectivity) across Buddhist cultural and heritage sites in the country including Bihar and Uttar Pradesh. Lumbini in Nepal is connected to Siddharthnagar in India through NH-233. The Ministry of Railways also operates theme based tourist circuit trains covering Bodhgaya, Rajgir, Nalanda, Sarnath, Kushinagar, Lumbini and Sharavasti.**

**The Ministry of Tourism regularly engages with neighbouring countries such as Nepal, Bhutan, Sri Lanka and Thailand under the framework of international tourism cooperation, with a focus on promoting tourism including Buddhist tourism.**

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