

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3180
ANSWERED ON 19.03.2026

PROMOTION OF BUDDHIST CIRCUITS

3180 SHRI RATANJIT PRATAP NARAIN SINGH:

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

- (a) the details of international marketing campaigns conducted to promote Buddhist circuits, including Kushinagar, in the South East Asian countries;
- (b) the status of Buddhist Conclave organized to attract tour operators and media;
- (c) the measures taken to develop a dedicated web portal and mobile app for the circuit;
- (d) the details of training provided to the tourist guides in foreign languages (Thai, Japanese, etc.); and
- (e) the details of Government's vision to make Kushinagar a world-class pilgrimage destination?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism, promotes the tourism destinations and products of the country, including Buddhist destinations 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; engagement with local tour operators and other industry stakeholders; publicity through social media handles, etc.

During the current financial year, the Ministry in co-ordination with the Indian Missions and travel trade associations conducted Roadshows and Business to Business events in various countries including Malaysia, South Korea and Japan.

(b): The last Buddhist Conclave was organized in 2018 by the Ministry of Tourism. Presently, there is no proposal for organising Buddhist Conclave is under consideration by the Ministry of Tourism.

(c): The Ministry of Tourism has launched the revamped version of Incredible India Digital Platform (IIDP) and its mobile app as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions including Buddhist tourist destinations.

(d): The detail of training provided to the tourist guides in foreign language in the year 2024-25 is as below:

S. No.	Name of Language	No of Trainees
1	French	60
2	German	90
3	Japanese	60
4	Spanish	60
5	Thai	90
Total		360

(e): The Kushinagar International Airport was operationalised in October 2021 to enable direct international connectivity. Further, Ministry of Tourism under the Buddhist Circuit theme of Swadesh Darshan Scheme has sanctioned a project 'Development of Srawasti, Kushinagar & Kapilwastu' for Rs.87.89 Crore in 2016-17 in the state of Uttar Pradesh. The amenities developed at Kushinagar under the project includes Sound and Light Show, parking facilities, solar lighting, waste management etc.
