

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1904
ANSWERED ON 17.03.2022

PROMOTING STATE SPECIFIC TOURISM INTERNATIONALLY

1904. SHRI SUJEET KUMAR:

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

- (a) whether Government has taken any measures to promote State specific tourism internationally;
- (b) if so, the details thereof;
- (c) the measures taken by Government to promote tourism in various States including the State of Odisha along with the allocation made in this regard during the last three years and the current year;
- (d) whether Government is organizing a travel show/exhibition in Odisha so as to provide an invaluable platform/ forum to promote the goods produced by the local community; and
- (e) if so, the details thereof?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): The Ministry of Tourism, through its India Tourism Offices Overseas endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations and to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy, global media campaign and a synergized promotional measures in association with the Travel Trade, State Governments and Indian Missions overseas. Further, Ministry of External Affairs has designated Tourism Officers in the Indian Missions of top 20 source markets in October, 2021 viz. Australia, Canada, China, France, Germany, Italy, Japan, Malaysia, Myanmar, Oman, Portugal, Russia, Singapore, South Korea, Spain, Sri Lanka, Thailand, The Netherlands, UK, USA.

(c): The Ministry of Tourism promotes India in a holistic manner in domestic and in potential international markets through its Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under these schemes, Ministry of Tourism releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, participates in travel fairs/exhibitions, tourism related conferences/seminars/conventions, Road Shows and other promotional activities to promote various tourism destinations and products of the country including State of Odisha. The promotions are also undertaken through the Website (www.incredibleindia.org) and Social Media platforms of the Ministry. Under the aforesaid DPPH and OPMD Scheme, funds are not allocated state-wise.

(d) & (e): Ministry of Tourism and its field offices in India and overseas undertakes various promotional activities with the objective of showcasing the tourism potential of the different States. Ministry of Tourism has launched Dekho Apna Desh (DAD) initiative and under this initiative, dedicated webinars on State of Odisha were conducted. Under this initiative Ministry is carrying out promotional activities like webinars, online pledge, Quiz programmes etc. to generate awareness among the public about the country and its tourism destinations/products including lesser known destinations, Heritage & culture, arts & crafts etc. Ministry of Tourism organises Bharat Parv, Paryatan Parv etc. which also provides a platform for the promotion of art and craft, heritage and cultural diversity of the country.
