

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2222
ANSWERED ON 18.12.2025

PROMOTIONAL MEASURES FOR TOURISM

2222 SHRI MANAN KUMAR MISHRA:
SHRI MADAN RATHORE:
SHRI MITHLESH KUMAR:
SMT. RAMILABEN BECHARBHAI BARA:
SMT. MAYA NAROLIYA:
SHRI SUBHASH BARALA:

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

- (a) the initiatives undertaken to promote the country in overseas markets through Tourism Officers in Indian Missions, the Incredible India brand and international events;
- (b) the steps taken to strengthen domestic tourism through programmes such as Dekho Apna Desh, Bharat Parv and the Best Tourism Village Competition;
- (c) the manner in which the campaigns like 'Wed in India' and 'Meet in India' are being used to position India in the global wedding and MICE tourism markets; and
- (d) whether the Ministry has assessed the impact of these promotional measures on tourist arrivals, tourism spending and destination visibility?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets with the objective to promote tourism to the country. The Ministry, in association with the Indian Missions, undertakes several initiatives such as participation in various global travel trade exhibitions and Marts, organization of familiarization tours for the foreign tour operators, media personnel, social media influencers, organization of India Food Festivals overseas, organization of trade events with the local tour operators and industry stakeholders, promotion of tourist destinations, products and festivals through social media outreach etc.

(b): The Ministry endeavours to strengthen domestic tourism through various initiatives including Dekho Apna Desh, Bharat Parv and Best Tourism Village competition etc.

Dekho Apna Desh initiative aims to raise awareness of India's rich heritage and culture, foster national pride, and encourage extensive domestic travel. Under this initiative, Ministry of Tourism has organized webinars about different lesser-known destinations, quiz contests and other competitions both online and offline. Several domestic promotional events are also organised in association with tourism stakeholders.

Bharat Parv is a flagship annual event organized by the Ministry of Tourism as part of the Republic Day celebrations. The event showcases India's rich cultural, artistic, culinary, and spiritual diversity and aims to promote the spirit of "Ek Bharat, Shreshtha Bharat." The event features display of Republic Day tableaux, food festival, participation of handicraft and handloom artisans, pavilions by tourism departments of State Governments / Union Territories, Central Ministries, cultural performances etc.

The Best Tourism Villages Competition was undertaken to honour a village that best exemplifies a tourism destination in preserving cultural and natural assets, promoting community-based values and lifestyles and its commitment to sustainability. In the last two editions of the Best Tourism Village Competition, held in 2023 and 2024, a total of 71 villages were recognized as Best Tourism Villages.

(c): To Position India as a leading global MICE destination, the Ministry of Tourism has developed a National Strategy and Roadmap for the MICE industry. As part of this initiative, in 2021, "Meet in India" sub-brand was launched, with the vision to promote India as a hub for mega conferences and exhibitions, creating awareness and building a positive global perception of the country's MICE potential.

Ministry of Tourism launched the campaign "India Says I Do" in 2023 to promote India as a premier wedding destination globally. The campaign aims to showcase the diverse, rich and culturally vibrant venues India offers for weddings, from royal palaces and heritage forts to scenic beaches, mountains and riversides.

In the year 2024 and 2025, the Ministry of Tourism in collaboration with Federation of Indian Chambers of Commerce and Industry (FICCI), organised "Wed in India" expo and "Meet in India" conclave, respectively, on the sidelines of Great Indian Travel Bazaar (GITB) at Jaipur.

(d): The Ministry of Tourism has not made such assessment to evaluate the impact of these promotional measures on tourist arrivals, tourism spending and destination visits.
