

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.614 #
ANSWERED ON 04.12.2025

PROMOTION OF TOURISM

614 # SHRI BANSHILAL GURJAR:
SHRI KESRIDEVSINH JHALA:

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

- (a) the measures undertaken by Government to promote the country as a tourist destination;
- (b) the initiatives taken to enhance visibility of domestic and overseas tourism;
- (c) the steps being taken to promote MICE tourism and wedding tourism; and
- (d) the manner in which citizen-engagement platforms are contributing to tourism awareness and destination discovery?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism promotes diverse tourist destinations and experiences through various initiatives in important and potential markets (in overseas and in India). The promotion is carried out through organizing and participating in travel events and exhibitions; providing assistance to State Governments for organizing fairs and festivals; inviting influencers, tour operators, journalists and opinion makers to visit the country under the Hospitality Programme of the Ministry; various outreach activities through website and social media; promotions in association with the State Governments and the overseas Indian Missions etc.

(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 has also 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 launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions.

This platform offers the visitors a virtual experience of tourism attractions of the country including cultural, heritage, adventure, gastronomical, wellness, art & craft, rural etc. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services.

Ministry of Tourism undertook Dekho Apna Desh People's Choice poll to engage with citizens to identify most preferred tourist attractions, through various platforms, including Digital, Social Media, Events, Print, Outdoor, Short Message Service (SMS) and WhatsApp campaign as well as on MyGov platform.

Further, the Ministry regularly collaborates with MyGov platform to engage with citizens through webinars, quiz competition, pledge, seminars etc.
