

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2964
ANSWERED ON 20.03.2017**

KUTCH AS INTERNATIONAL TOURISM DESTINATION

2964. SHRI DEVUSINH CHAUHAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government plans to market Kutch in Gujarat as an international tourism destination; and**
- (b) if so, the details thereof?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)**

(a) and (b): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Governments /Union Territory Administrations. However, the Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities undertakes print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line.
