

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2668
ANSWERED ON 12.03.2018**

CULTURAL TOURISM

2668. DR. RATNA DE (NAG):

SHRI J.J.T. NATTERJEE:

SHRI RAM MOHAN NAIDU KINJARAPU:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is taking any action to promote cultural tourism in Srikakulam and if so, the details thereof;**
- (b) whether the Government has any proposal to “Reintroduce the Incredible India Scheme to give more emphasis on cultural tourism” to promote cultural heritage of the country;**
- (c) if so, the details thereof along with the sites identified in this regard so far, State/UT-wise;**
- (d) if not, the reasons therefor,**
- (e) the details of any specific provision for Delhi/NCR; and**
- (f) the challenges being faced by the Government to promote cultural tourism in the country along with the steps taken/being taken to overcome those challenges?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (f): The Ministry of Tourism, promotes India in a holistic manner and as part of its on-going activities, annually releases global print, electronic and online media campaigns in important and potential markets overseas, under the ‘Incredible India’ brand-line, to promote various tourism destinations and products of the country, including the cultural heritage of different States/ UTs in the country. Promotions are also undertaken through the website and Social Media accounts of the Ministry. During the current

financial year 2017-18, the Ministry has launched the “Incredible India 2.0” Campaign, which aims at moving to the next level of promotion and marketing with a shift from generic promotions across the world to market specific promotional plans, content creation and use of thematic creatives.

The Ministry of Tourism does not allocate any funds to State Governments / Union Territory Administrations for Promotion. However, Central Financial Assistance is provided to them for the following promotional activities, based on proposals received from the States / Union Territories, subject to adherence to scheme guidelines and availability of funds :

- (i) Organising Fairs, Festivals and Tourism related Events.**
- (ii) Joint Advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with the Private Sector.**
- (iv) Promotion of film tourism.**

No proposal for the above has been received from the Govt of Delhi during the current financial year.
