

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3054
ANSWERED ON 06.08.2018**

PROMOTION OF STATE SPECIFIC TOURISM

†3054. PROF. CHINTAMANI MALVIYA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any measures to promote State specific tourism internationally;**
- (b) if so, the details thereof;**
- (c) the measures taken by the Government to promote tourism in various States including Madhya Pradesh along with the allocation made in this regard during the last three years and the current year;**
- (d) whether the Government is organizing a travel show/exhibition in Ujjain so as to provide an invaluable platform/ forum to promote the goods produced by the local community;**
- (e) if so, the details thereof; and**
- (f) if not, the prospective scheme of the Government in this regard?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI K.J. ALPHONS)

(a) to (c): The Ministry of Tourism promotes India as a holistic destination 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 the various tourism destinations and products of the country, including those in the State of Madhya Pradesh. Promotion of the destinations and products is also undertaken through the Website and Social Media accounts of the Ministry. In addition, the India tourism Offices overseas undertake various

promotional activities overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These promotional activities include outdoor advertising, participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Expenditure on promotional activities undertaken in the domestic and international markets is incurred from funds allocated under the Domestic Promotion and Publicity including Hospitality (DPPH) and Overseas Promotion and Publicity including Marketing Development Assistance (OPMD) Schemes of the Ministry. Details of funds allocated under these Schemes during the last three years and current year are given below:

(Rs. in Crore)

Year	DPPH		OPMD	
	BE	RE	BE	RE
2015-16	142	126.95	330	190.05
2016-17	110	75	300	223
2017-18	110	90	300	295
2018-19	135		454.24	

(d) to (f): The Ministry of Tourism is presently not organizing a travel show/exhibition in Ujjain. However the Ministry has guidelines in place for (i) providing Central Financial Assistance to State Governments/Union Territories for organising Fairs, Festivals & tourism related events (ii) extending Financial Support for Events organized at the National/International Level that have potential for the Promotion of Tourism to and/or within the Country. In addition, the Ministry of Tourism with the support of other Ministries and State Governments/UT Administrations organizes events like Paryatan Parv and Bharat Parv etc., wherein tourism destinations and products of various regions of India are promoted.
