

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†3168  
ANSWERED ON 31.12.2018**

**RELIGIOUS TOURISM IN HIMACHAL PRADESH**

**†3168. SHRI RAM SWAROOP SHARMA:**

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

- (a) whether the Government has envisaged/proposes to envisage any scheme to promote religious tourism in Himachal Pradesh and if so, the details thereof;**
- (b) whether pilgrimage sites/Shakti Peethas of Himachal Pradesh have been covered under the scheme;**
- (c) if so, the details thereof and the action taken by the Government in this regard; and**
- (d) if not, the reasons therefor?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI K.J. ALPHONS)**

**(a) to (d): The Ministry of Tourism, as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country, including the Pilgrimage sites/Shakti Peethas in Himachal Pradesh. Promotions are also undertaken through the Social Media accounts and website of the Ministry.**

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