

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.†4609  
ANSWERED ON 22.07.2019**

**PROMOTION OF TOURISM SECTOR**

**†4609. SHRIMATI RANJAN BEN DHANANJAY BHATT:**

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

- (a) whether the Government is seriously contemplating to promote the tourism sector and if so, the details thereof;**
- (b) whether the Government proposes to take any effective steps in this regard;**
- (c) if so, the details thereof; and**
- (d) if not, the reasons therefor?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)**

**(a) to (d): The Ministry of Tourism, under its different Schemes, takes various measures for the development and promotion of tourism in the country.**

**Under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies, the Ministry provides Central Financial Assistance to State Governments/Union Territory (UT) Administrations/Central Agencies for development of thematic tourist circuits in the country, for holistic development of identified pilgrimage and heritage destinations and for the development of infrastructure. The projects under these schemes are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.**

**As part of its on-going activities, the Ministry annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.**

**These promotional activities are undertaken by the Ministry under its schemes of (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism, and (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Market.**