

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. 523  
ANSWERED ON 06.02.2023**

**SHOWCASING INDIA'S TOURISM POTENTIAL ABROAD**

**523. SHRI BHOLANATH (B.P. SAROJ):**

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

- (a) the details of promotional activities undertaken by the Government during the current year to showcase India's tourism potential abroad;**
- (b) the countries selected for this purpose;**
- (c) the new features being highlighted during this exercise; and**
- (d) the measures taken to expand tourism infrastructure in this regard?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (c): Ministry of Tourism promotes India as a holistic destination in the tourism generating markets to promote various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.**

**The above objectives are met through an integrated marketing and promotional strategy, and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions abroad.**

**Ministry of Tourism participated in Dubai Expo from Dec. 31, 2021 to Jan. 15, 2022. The Tourism Fortnight comprised of various sessions at India Pavilion which were presided over by representatives from the Ministry of Tourism and various Indian states along with the representatives of Travel trade associations.**

**Ministry of Tourism participated in Arabian Travel Market Dubai, 2022 held from 9<sup>th</sup> May to 12<sup>th</sup> May, 2022.**

**The Ministry of Tourism and various State Tourism department participated in World Travel Market 2022 (WTM) during 07<sup>th</sup> to 09<sup>th</sup> November, 2022.**

**During the event the Ministry of Tourism had a business to business (B2B) meetings with Tour Operators, Travel Agents and various other stakeholders and organized the press Meet to apprise the travel media of India's preparedness to welcome international tourists post pandemic. Further, India pavilion showcased varied tourism products of India including culture, heritage and niche tourism products such as cuisine, wellness, yoga, wildlife and luxury etc.**

**Ministry of Tourism had organized international quiz competitions in Japan, Bhutan, Vietnam, Thailand, Sri Lanka, Cambodia, South Korea and Malaysia focussing on the life of Buddha and various place/sites associated with Buddha and Buddhism in India. The objective of the quiz competitions was to arouse the curiosity among the youth and students in Buddhist countries and winners of quiz competition were taken on a fam trip from 24<sup>th</sup> to 28<sup>th</sup> November, 2022.**

**Ministry of Tourism had conducted Virtual road shows- "Incredible India Reconnect event" in seventeen countries from April-September, 2022 (USA, Oman, Germany, Australia, Singapore, Thailand, Spain, UK, France, Italy, Portugal, Japan, South Korea, Malaysia, Sri Lanka, Netherlands and Canada).**

**In order to boost visitor arrival, Ministry of Tourism, Government of India has declared "Incredible India! Visit India Year 2023".**

**(d): For development of tourism infrastructure in the country, the Ministry of Tourism has launched two schemes in 2014-15 i.e. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASAD- Pilgrimage Rejuvenation and Spiritual Augmentation Drive.**

**Under Swadesh Darshan scheme, a total of 76 projects were sanctioned for an amount of Rs.5315.59 Crore in 31 States/UTs. The Ministry of Tourism has now revamped the scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations, following a destination and tourism centric approach.**

**Under PRASHAD scheme also 45 projects have been identified for development for an amount of Rs.1586.10 Crore.**

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