

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1644
ANSWERED ON 31.07.2023**

LOW COST TOURISM IN WESTERN REGION

1644. SHRI VINOD L. CHAVDA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any proposal for low cost tourism in the Western region and if so, the details thereof;**
- (b) whether the Government proposes to provide more funds for tourism marketing in India including the Western region; and**
- (c) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Identification and development of tourist places is primarily the responsibility of the State Governments/Union Territory (UT) Administrations. However, the Ministry of Tourism under the Schemes of “Swadesh Darshan”, “National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)” and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism-related infrastructure and facilities at various tourism destinations in the country including Western Region.

The Ministry of Tourism promotes India in a holistic manner, including the destinations in the Western Region of the country in potential markets overseas and within the country under the “Incredible India” brand – line and Dekho Apna Desh. Destinations are promoted through several initiatives, events, social media promotions and through the official website of the Ministry.
