

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1353
ANSWERED ON 25.11.2019**

ATULYA BHARAT ABHIYAAN

†1353. SHRIMATI RITI PATHAK:

SHRI AJAY NISHAD:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has started 'Atulya Bharat Abhiyaan' to promote tourism in the country and many tourist spots of the various States have been included in this Abhiyaan and if so, the details thereof;**
- (b) whether desirable results of promoting 'Atulya Bharat Abhiyaan' have been received in the form of inclusive growth of tourism industry in the country and if so, the details thereof;**
- (c) whether the Government has received proposals in this regard from various States of the country and if so, the details thereof and the action taken thereon;**
- (d) whether the Government has provided any financial assistance to State Governments in this regard and if so, the details of the funds sanctioned and expenditure incurred by different agencies on this campaign during each of the last three years;**
- (e) whether the Government proposes to continue the said campaign in future and if so, the details thereof; and**
- (f) whether the Government proposes to initiate any new scheme similar to 'Atulya Bharat Abhiyaan' to improve its grading in the tourist index and if so, the details thereof?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (f): The Ministry of Tourism, under its Domestic Promotion and Publicity including Hospitality for promotion of Domestic

Tourism (DPPH) scheme takes various measures for the promotion of tourism in the country. As part of its on-going activities, the Ministry annually releases print, electronic, online and outdoor media campaigns in the 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 disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.

Details of Domestic Tourist Visits(DTV) are given below which represents growth:

	2016	2017	2018 Revised
Domestic Tourist Visits (Million)	1615.4	1657.6	1854.9

The Ministry of Tourism does not allocate funds to State/UTs for the promotion of tourism. However, the Ministry provides Central Financial Assistance to State Governments / UT Administrations for the following promotional activities, based on proposals received from the States / Union Territories, subject to adherence to scheme guidelines and availability of funds:

- (i) Organising Fairs, Festivals and Tourism related Events.**
- (ii) Joint Advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with private Sector.**
- (iv) Promotion of Film Tourism**
