

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.4726  
ANSWERED ON 23.03.2020**

**PROMOTION OF TOURISM TO HISTORICAL SITES**

**4726. SHRI JAGDAMBIKA PAL:**

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

- (a) the details of measures being taken by the Government to attract tourists to historical sites like Rakhigarhi, Dholavira, Lothal etc.; and**
- (b) the total number of domestic and international visitors to such historical sites in the year 2019?**

**ANSWER**

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

**(a): Ministry of Tourism undertakes promotional activities in domestic and international markets through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and Overseas Promotion & Publicity Including Market Development Assistance (OPMD). Under these schemes, Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country including Haryana & Gujarat.**

**Under Swadesh Darshan Scheme Dholavira (Gujarat) has been identified as one of the sites for development under 'Development of Iconic Tourist Sites'.**

**(b): No data of visitors to these sites is maintained by the Ministry. However, details of Domestic Tourist Visits(DTVs) and Foreign Tourist visits(FTVs) for the States of Gujarat and Haryana during the year 2018 are given below:**

<b>States</b>	<b>2018 DTV</b>	<b>2018 FTV</b>
<b>Gujarat</b>	<b>54369873</b>	<b>513113</b>
<b>Haryana</b>	<b>4888952</b>	<b>73977</b>

**(Data for 2019 awaited)**

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