

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.226
ANSWERED ON 19.07.2021**

PROMOTION OF LOCAL TOURISM

226. SHRI RAJESHBHAI CHUDASAMA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has implemented schemes for the promotion of local tourism in the country and if so, the details thereof;**
- (b) whether the Government has set up any information centres in the country for raising awareness regarding local tourism and to promote local religious and non-religious spots to the tourists coming from both outside and within the State; and**
- (c) if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns under the 'Incredible India 'brand-line, to promote various tourism destinations and products of the Country. Promotions are also undertaken through the Website and Social Media accounts of the Ministry.

The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, lesser known destinations, local destination of the country to promote domestic tourism. This initiative is in line with the 15th August 2019 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022.

Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations / products including lesser known destinations, Heritage, culture local tourism destinations etc. Dekho Apna Desh initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.

(b) &(C): The field offices of Ministry of Tourism across India undertakes various promotional activities with the objective of showcasing the tourism potential of the country and raising awareness regarding local tourism and promoting local religious and non-religious spots to the tourists coming from both outside and within the state.
