

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 107
ANSWERED ON 29.11.2021**

SCHEMES TO POPULARISE TOURIST SITES IN RAJASTHAN

107. SHRI RAHUL KASWAN:

Will the Minister of TOURISM be pleased to state:

- (a) the schemes of the Government to popularize tourist attraction sites in Rajasthan;**
- (b) whether any campaign has been started abroad to attract foreign tourist to the religious, old havelies and tourist attraction places of Rajasthan;**
- (c) if so, the details thereof; and**
- (d) the total foreign exchange earned from tourists visiting Rajasthan during the last two years?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism under the schemes of "Swadesh Darshan" and "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive" - PRASHAD provides financial assistance to State Governments/Union Territory (UT) Administration/Central Agencies for development of tourism infrastructure in the country, including Rajasthan, in consultation with them.

(b)&(c): Ministry of Tourism, promotes India in a holistic manner, including Rajasthan and as part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Promotions are also undertaken through the website (www.incredibleindia.org) and Social Media accounts of the Ministry. The promotions are undertaken through the "Domestic Promotion and

Publicity including Hospitality Scheme (DPPH) and “Overseas Promotion and Publicity including Market Development assistance” (OPMD) Schemes of Ministry of Tourism.

(d): The Foreign Exchange Earnings (FEE) for the last two years, pan India, are as follows :-

2019 - Rs.211661 crore (provisional)

2020 - Rs.50136 crore (provisional)

However, the state wise details of Foreign Exchange earned through tourism is not maintained by Ministry of Tourism.
