

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. +2362  
ANSWERED ON 13.12.2021**

**DETAILS OF STATES EARNED MAXIMUM REVENUE FROM TOURISM**

**+2362.SHRI NARENDRA KUMAR:**

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

- (a) the measures taken by the Government to improve tourism in North India and the revenue generated from international tourism;**
- (b) the details of the States which have earned the maximum revenue from tourism during the last three years and the details of those States which has got huge tourism potential but are unable to tap it; and**
- (c) if so, the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a): The Ministry of Tourism is undertaking a series of activities for encouraging citizens to travel within the country including Northern India. The Ministry is regularly organising Tourism Promotional Events, Road Shows, Fam Trips, Students Study Tours, Workshops, Quiz Programmes, Social Media Promotions etc. under the banner of Dekho Apna Desh, Ek Bharat Shrestha Bharat (EBSB) and Azadi Ka Amrit Mahotsav. The measures taken by the government in last one year to improve tourism in North India are at Annexure.**

**Further, Ministry of Tourism, Government of India does not maintain data on region-wise revenue generated from tourism.**

**(b) & (c): Ministry of Tourism, Government of India does not maintain State-wise data on revenue generated from tourism.**

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## **ANNEXURE**

### **STATEMENT IN REPLY TO PART (a) OF LOK SABHA UNSTARRED QUESTION NO. +2362 ANSWERED ON 13.12.2021 REGARDING DETAILS OF STATES EARNED MAXIMUM REVENUE FROM TOURISM**

**The Ministry of Tourism (MoT) has carried out following major activities to improve tourism in North India in last one year:**

- (i) Organised the event “Tapping the Tourism Potential of Kashmir: another day in paradise” from 11-13 April, 2021 in Srinagar.**
- (ii) Organised the event Ladakh: Adventure and So Much More from 25 -28 August, 2021 in Leh.**
- (iii) The MoT in collaboration with IRCTC organised a Fam trip of Tour Operators and Media showcasing Buddhist Heritage of Varanasi on 7 & 8 October 2021.**
- (iv) MoT has also organised sensitisation programmes for stakeholders (Homestay and Bed and Breakfast Owners and Travel Trade) at Leh, Jammu, Srinagar, Dehradun, Chandigarh, Shimla, Dharamshala, Jaipur, Jodhpur and Varanasi.**
- (v) Special programmes such as Quiz, debate, speech study tours etc. have been organised for students of travel and hospitality Institutes in the Northern Region.**
- (vi) Webinars are being organised under the overall Dekho Apna Desh theme showcasing the diverse culture, heritage, destinations and tourism products of the country, including North India.**
- (vii) Articles are being published in popular dailies on various tourist attractions in the country. Interviews/ talks are being organised on Radio Stations /Television channels on popular and lesser known tourism destinations and products in the country.**

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