

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2484  
ANSWERED ON 01.08.2022**

**PROMOTION OF DELHI AS TOURISM HUB**

**2484. SHRI RAMESH BIDHURI:**

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

- (a) whether the Government has taken/proposed to take any Steps for promoting Delhi as tourism hub in the country as well as in the world;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government for the protection and redevelopment of ancient monuments in the National Capital Region?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) and (b):** Ministry of Tourism promotes India in a holistic manner, including Delhi. As part of its on-going activities, it 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. The Incredible India campaign promotes the destination under different themes including heritage, wellness, adventure, spiritual etc. through its Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity including Market Development Assistance' (OPMD). Promotion of various destinations including Delhi are also regularly undertaken through the Incredible India Website (i.e. [www.incredibleindia.org](http://www.incredibleindia.org)) and the Social Media handles of the Ministry of Tourism, Government of India.

**(c):** As per the information received from the Archaeological Survey of India (ASI), there are 173 centrally protected monuments in the National Capital Territory of Delhi. Their conservation, preservation and maintenance including environmental development, suitable landscaping is done by ASI on regular basis depending upon need, priority and availability of resources.

\*\*\*\*\*