

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:718

ANSWERED ON:25.02.2011

PROMOTION OF TOURISM AMONGST SOUTH ASIAN COUNTRIES

Khairi Shri Chandrakant Bhaurao

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

(a) whether the Government has taken any steps for promoting tourism amongst South Asian countries;

(b) if so, the details thereof?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) & (b): Promotion of India tourism overseas including in South Asian countries is an ongoing activity of the Ministry. The Ministry of Tourism undertakes various promotional activities for promoting Indian tourism destinations and products which include media campaigns in electronic, print and on-line media; outdoor branding; participation in various events overseas; organizing Seminars, Workshops, Road Shows and Food and Cultural Festivals; inviting media personalities, tour operators and opinion makers to India under the Hospitality program, etc.