

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2189
ANSWERED ON:12.08.2011
PROMOTION OF TOURISM
Patel Shri R.K. Singh;Rawat Shri Ashok Kumar

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has drawn any road map for promotion and development of tourism in the country including Uttar Pradesh; and

(b) if so, the details thereof alongwith the status as on date?

Answer

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

(a) and (b): Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. However, the Ministry of Tourism provides central financial assistance for tourism projects based on proposals received from the States/Union Territories, subject to availability of funds and inter-se priority.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including the various tourism destinations and products in the different States/Union Territories of the country, including Uttar Pradesh. These tourism destinations and products are promoted through media campaigns, tourist literature and publicity material.