

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3136

ANSWERED ON:19.08.2011

ATITHI DEVO BHAVA

Laguri Shri Yashbant Narayan Singh;Singh Rajkumari Ratna

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched 'Atithi Devo Bhava' awareness campaign;
- (b) if so, the names of the States where the campaign has been launched and the criteria fixed by the Government for launching this campaign;
- (c) whether many deserving States have not been covered under this campaign;
- (d) if so, the details thereof alongwith the reaction of the Government thereto; and
- (e) the other steps taken/proposed to be taken by the Government to make the country an attractive tourist destination?

Answer

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

(a) to (d): The Ministry of Tourism has been releasing 'Atithidevo bhava' – Social Awareness Campaigns to sensitize various stakeholders in the tourism industry and the general public, inter alia, about their conduct and attitude towards tourists as well as issues relating to hygiene and cleanliness and to reinforce the spirit of 'Atithidevo bhava'. These campaigns have been run in the electronic and print media on an all India basis.

(e): Development and promotion of various tourism destinations and products are primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism, however, provides Central Financial Assistance for tourism projects identified in consultation with them, subject to availability of funds, inter-se priority and adherence to scheme guidelines.