

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:4939  
ANSWERED ON:02.09.2011  
BUDDHIST TOURISM  
Bhoi Shri Sanjay

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

- (a) whether the Government has any proposal to organise International Buddhist Conclave in 2011 to enhance Buddhist Tourism;
- (b) if so, the details thereof; and
- (c) the other steps taken by the Government to enhance the Buddhist tourism in the country?

**Answer**

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a): No, Madam.

(b): Question does not arise.

(c): The Ministry of Tourism, Govt. of India, undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including Buddhist Heritage, Sites and Circuits. Some of the specific activities undertaken by the Ministry of Tourism to promote Buddhist tourism are as follows:

(i) International Buddhist Conclaves were organized in New Delhi in February, 2004 and in Nalanda, Bihar in February, 2010.

(ii) Publicity material and collaterals in English and foreign languages produced for the domestic and international markets.

(iii) Media campaigns in the print and electronic media undertaken in the domestic and international markets.

(iv) Presentations on Buddhist tourism made and Road Shows organized in the major source markets abroad. Ministry of Tourism organized presentation on Buddhist Tourism and Road Shows in Thailand, Cambodia and Vietnam in the month of May 2011 to promote Buddhist Tourism.

(v) Familiarisation Tours for trade, media and opinion makers from overseas to Buddhist Sites and Circuits in the country and on the special Mahaparinirvana Buddhist Tourist Train organized under the Hospitality scheme of the Ministry.