

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:93
ANSWERED ON:22.02.2013
INVOLVEMENT OF CELEBRITIES IN TOURISM PROMOTION
Ray Shri Rudramadhab

Will the Minister of TOURISM be pleased to state:

- (a) whether the Union Government has taken note that State Governments are roping in various celebrities as brand ambassadors at huge amounts for promotion of tourism;
- (b) if so, the facts thereof;
- (c) whether the Union Government plans to issue guidelines to check such expenditure and spend this money for the welfare and providing better facilities for tourists;
- (d) if so, the details thereof; and
- (e) if not, the other measures proposed to be taken to put a check on such expenditure and promote tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) to (e) Promotion and development of various tourism destinations and products is primarily the responsibility of respective State Government/Union Territory Administration. However the Ministry of Tourism provides Central Financial Assistance to States/Union Territories for the projects for development and promotion of tourism prioritised in consultation with them, subject to availability of funds, inter-se priority and adherence to scheme guidelines. The Ministry of Tourism, Government of India has not released any funds under Central Financial Assistance to States/Union Territories for roping in various celebrities as brand ambassadors for promotion of tourism in the respective States.