

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1712

ANSWERED ON:16.08.2013

POPULARISATION OF TOURISM POTENTIAL OF HIMALAYAS

Majhi Shri Pradeep Kumar;Patel Shri Kishanbhai Vestabhai;Yaskhi Shri Madhu Goud

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to launch a new campaign to publicise the tourism potential of the Himalayas and promote this incredible tourist product internationally;
- (b) if so, the details and the salient features thereof;
- (c) whether the Government has held any discussions with the Adventure Tour Operators Association of India (ATOAI) before finalization of the said campaign; and
- (d) if so, the details thereof and the reaction of ATOAI in this regard?

Answer

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

(a) to (d): Yes, Madam. The Ministry of Tourism proposes to launch '777 days of Incredible Indian Himalaya' campaign, to promote the tourism potential of the Indian Himalaya. This campaign was conceived after holding detailed discussions with the representatives of the Adventure Tour Operators Association of India (ATOAI). The Adventure Tour Operators Association of India has appreciated this initiative of the Ministry of Tourism.