

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1849

ANSWERED ON:22.07.2014

AREA OF CONVERGENCE

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Will the Minister of TOURISM be pleased to state:

(a) whether the Ministry of Tourism in consultation with the Ministry of Culture, identified certain areas of convergence; and

(b) if so, the details thereof along with the further steps proposed to be taken in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) and (b): Yes, Madam. Ministry of Tourism and Culture has identified certain areas of convergence under joint action plan for both the Ministries.

The major areas of convergence as identified by both the Ministries are given below:

1. Joint publicity and action wherever Festivals of India/Food Festivals/Road Shows are organized.
2. Tourism projects related to heritage sites.
3. Clean India Campaign at ASI monuments.
4. Joint Promotion of Incredible India.
5. Memorandum of Understanding (MoU) between Ministry of Tourism and Ministry of Culture and State Governments for improvement of visitor amenities at monuments and heritage sites.
6. Development of Tourist Circuits.
7. Joint action plan for tourist guide training.