

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2037
ANSWERED ON:09.03.2015
SHOWCASE OF INDIA'S TOURISM POTENTIAL ABROAD
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Will the Minister of TOURISM be pleased to state:

- (a) the details of promotional activities undertaken by the Government during the current year to showcase India's tourism potential abroad;
- (b) the names of countries elected for this purpose;
- (c) the new features being highlighted during this exercise; and
- (d) the measures taken to expand tourism infrastructure in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism, Government of India, as part of its on-going promotional activities releases print, electronic, online and outdoor media campaigns in the international markets, under the Incredible India brand-line, to showcase India's tourism potential and to increase foreign tourist arrivals to the country. In addition, a series of promotional activities are also undertaken through the India Tourism Offices overseas. These include participation in travel fairs and exhibitions; organising Road Shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry.

These promotional activities are undertaken in the important and potential source markets overseas to promote various tourism destinations and products of the country, including new and niche products such as Medical & Wellness Tourism, Adventure Tourism, MICE (Meetings, Incentives, Conventions and Exhibitions) Tourism, etc.

(d): The development of tourist destinations in the country is primarily undertaken by the State Governments/Union Territory Administrations. The Ministry of Tourism, however, provides Central Financial Assistance (CFA) for projects which are prioritized in consultation with the State Governments/Union Territory Administrations. The proposals which are complete as per scheme guidelines are sanctioned subject to availability of funds, inter-se-priority and utilization of funds released earlier by the concerned State Government/Union Territory Administration.

In the year 2014-15, two new schemes viz. Swadesh Darshan and PRASAD have been announced for the development of 5 theme based tourist circuits and 12 religious sites.

The circuits identified under Swadesh Darshan are Himalayan, Buddhist, North East, Coastal and Krishna. The religious sites identified under PRASAD are Dwarka, Amritsar, Ajmer, Mathura, Varanasi, Gaya, Puri, Amravati, Kanchipuram, Vellankini, Kedarnath and Kamakhya.