

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3215
ANSWERED ON:16.03.2015
TOURISM POTENTIAL IN HIMALAYAN REGION
Bhamre Dr. Subhash Ramrao

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 discussion with the Adventure Tour Operators Association of India (ATOAI) before finalization for 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. MAHESH SHARMA)

(a) to (d): The Ministry of Tourism has already launched a campaign 777 days of Incredible Indian Himalayas on 27th September 2013 to promote the tourism potential of the Indian Himalayas. The campaign, inter alia, aims at promoting Indian Himalayas as an Incredible tourism product and to make it as round the year destination. This campaign was conceived after holding a detailed discussion 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.