

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:995
ANSWERED ON:02.03.2015
TOURIST PLACES IN INCREDIBLE INDIA CAMPAIGN
Vichare Shri Rajan Baburao

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has included the tourist places of various States including Maharashtra in Incredible India Campaign and if so, the details thereof;
- (b) whether the Government has received any proposal from the State Governments in this regard and if so, the action taken thereon;
- (c) whether the Government has provided any assistance to the State Governments in this regard; and
- (d) if so, the details thereof and if not, the reasons therefor?

Answer

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

- (a): The development and promotion of tourism is primarily the responsibility of the State Government/ Union Territory Administrations. The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets under the Incredible India brand-line. The objective of these promotional campaigns is to promote India as a holistic destination and showcase its various tourism destinations and products including those from Maharashtra.
- (b): The Ministry of Tourism has not received any specific proposal from the State Governments in this regard.
- (c) & (d): Does not arise.