

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1898
ANSWERED ON:31.07.2015
Tourism Development through Media
Chavan Shri Harishchandra Deoram

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether his Ministry proposes to provide support for tourism development in the country by promotion of tourist attractions and tourism values of the country through print and electronic media; and

(b) if so, the details thereof?

Answer

THE MINISTER OF FINANCE, THE MINISTER OF CORPORATE AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING
(SHRI ARUN JAITLEY)

(a) & (b) The development and promotion of tourism is primarily the responsibility of State Government/Union Territory Administrations. Ministry of Information & Broadcasting supports Ministry of Tourism in promotion of tourist attractions and tourism values of the country by providing publicity to its initiatives, policies and programmes through various modes of dissemination in both print and electronic media which includes advertisements, press releases, features/articles and also press tours to familiarize journalists with tourist places.
