

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2759
ANSWERED ON:14.03.2016
Incredible India Campaign
Malyadri Shri Sriram

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to help the tourists across the country with the voluntary help of jobless youths;
- (b) whether the Government has any plan to attract foreign tourists with the campaign 'Incredible India' using the youths from different genres as brand ambassador;
- (c) if so, the details thereof and the action taken by the Government thereon; and
- (d) if not, the reason therefor?

Answer

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

(a): The Ministry of Tourism has launched a programme open to college going students to inculcate in them appropriate tourism traits and knowledge, to enable them to act/work as Tourist Facilitators (Parytak Mitra).

(b), (c) & (d): The development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism as part of its ongoing promotional activities releases campaigns in the international and domestic markets and also undertakes other promotional activities under the Incredible India brand-line to promote India as a holistic destination for tourists and to showcase its various tourism destinations and products. At present, the Ministry of Tourism does not have any proposal for using the youths from different genres as brand ambassador in its Incredible India Campaigns to attract foreign tourists.
