

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2405
ANSWERED ON:08.12.2014
HARIDWAR ON INTERNATIONAL TOURIST MAP
Nishank Dr. Ramesh Pokhriyal

Will the Minister of TOURISM be pleased to state:

(a) whether there is any plan of the Government to bring entire Haridwar area on international map as Himalayan area has panoramic importance and it is famous as the centre of India's culture, religion and spiritually in the world;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

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

(a) & (b): Development and promotion of tourism, including new tourism spots, is primarily the responsibility of the State Governments/Union Territory Administrations.

However, the Ministry of Tourism, as part of its promotional activities, releases campaigns in the international and domestic markets under the Incredible India brand-line, to promote various tourism destinations and products of India. Release of such campaigns is an on-going activity of the Ministry for promotion of various tourism products and destinations in the country.

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets, including the various tourism destinations and products of every State/Union Territory of the country.

(c): Question does not arise.