

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:659  
ANSWERED ON:11.05.2000  
PROMOTION OF CULTURAL TOURISM  
SRIKANTA DATTA NARASIMHARAJA WADIYAR

**Will the Minister of TOURISM be pleased to state:**

- (a) Whether the Government propose to promote cultural tourism in the country;
- (b) if so, the action-plan formulated therefore; and
- (c) the steps taken by the Government in this regard so far?

**Answer**

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

(a) Yes, Sir.

(b) Promotion of various facets of cultural tourism viz. Pilgrim tourism, handicrafts, heritage sites and monuments, Ayurveda, Yoga, Arts and Crafts, Fairs & Festivals, different music & dance forms, cuisine etc. is an ongoing activity of the Ministry of Tourism.

(c): (i) Promotion of Cultural tourism through its 18 overseas tourist offices by highlighting the above facets of Cultural tourism in the overseas markets.

(ii) Organising Fam tours for Travel Agents/Tour Operators/TV Teams/TravelWriters/Decision and Opinion Makers for projecting India's Culture.

(iii) Providing Central Financial Assistance for organising various fairs and festivals to State Governments.

(iv) Production of brochures/information booklets on cuisine, Monuments, Dance and Music, Fairs and Festivals, Yoga, Ayurveda etc.