

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:324
ANSWERED ON:01.03.2007
PROMOTION OF CULTURAL TOURISM
Rijju Shri Kiren

Will the Minister of TOURISM be pleased to state:

- (a) whether Government is taking steps to promote cultural tourism in the country;
- (b) if so, the details thereof; and
- (c) the concrete steps taken to attract the Buddhist tourist specially from the South East Asian and East Asian countries?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): Yes, Sir. The Ministry of Tourism has launched a campaign titled "Cultural and World Heritage Sites of India" in the domestic market to promote cultural tourism.

(c): The Ministry of Tourism had undertaken a major campaign titled "Come to India and Walk with the Buddha" in the predominantly Buddhist market in South East Asian and East Asian regions during 2004-05. The current year's campaign also highlights our Buddhist heritage in the said market.

India's cultural heritage including Buddhist Heritage is also given worldwide publicity through the official website of the Ministry and production of publicity material for distribution by Indiatourism offices in India and abroad.