

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2314
ANSWERED ON:31.07.2017
Promotion of Tourism in Dadra and Nagar Haveli
Patel Shri Natubhai Gomanbhai

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken initiative to promote tourism in the budget of the current year;
- (b) if so, the names of States identified for promotion of tourism;
- (c) whether the Government proposes to promote tourism in Dadra and Nagar Haveli;
- (d) if so, the details thereof and the time by which it is likely to be done; and
- (e) if not, the reasons therefor?

Answer

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

(a) to (e): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country. The Ministry of Tourism also promotes the tourism products and destinations including Dadra & Nagar Haveli through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in the international and domestic markets through the Indiatourism Offices. These include participation in travel fairs and exhibitions; organising road shows, seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; hosting media personalities, tour operators and opinion makers under the Hospitality Programme of the Ministry, etc. The Ministry of Tourism provides financial assistance to stakeholders for promotion of tourism in the international and domestic markets under the Marketing Development Assistance Scheme.
