

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.28
ANSWERED ON 19.07.2021**

POPULARISATION OF HERITAGE TOURISM

28. SHRI SHRINIWAS PATIL:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is taking steps to popularize heritage tourism;**
- (b) if so, the plans for sites like Mahabaleshwar, Western Ghats in Satara district of Maharashtra; and**
- (c) if not, the reasons therefor?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases domestic and international print, electronic and online media campaigns under the 'Incredible India 'brand-line, to promote various tourism destinations and products of the Country including heritage sites. Promotions are also undertaken through the Website and Social Media platforms of the Ministry. In addition, the India Tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the different States.
