

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.626#
ANSWERED ON 07.12.2023

TRAVELLERS MAP OF INDIA

626# SMT. GEETA ALIAS CHANDRAPRABHA:

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

- (a) whether Government has launched Travellers Map of India Scheme to promote domestic tourism in the country;
- (b) if so, the number of tourist places selected in the country under this Scheme;
- (c) the total number of places selected from Uttar Pradesh under this Scheme; and
- (d) the benefits tourists would be able to get through this Scheme, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Government has not launched any Travellers Map of India Scheme to promote domestic tourism in the country. However, Ministry of Tourism develops promotional digital collaterals including e-brochures, flipbooks and tourist maps for dissemination of information to tourists. The said information is also available on the promotional web-site of the Ministry, www.incredibleindia.org. Further, Ministry of Tourism had launched the Dekho Apna Desh initiative, to promote domestic tourism in India. The objective of the initiative is to create awareness among the citizens about the rich heritage and culture of the country, generate a sense of national pride and belongingness among the citizens, and encourage the citizens to travel widely within the country, enhanced tourist footfalls, development of local economy and creation of job at local level.

(b) to (d): Does not apply.
