

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.784#
ANSWERED ON 08.02.2024

ENHANCING OVERALL TOURIST EXPERIENCE

784# SHRI DEEPAK PRAKASH:

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

- (a) the details of the major initiatives and programmes like Ek Virasat ko Apnaayein, Dekho Apna Desh initiated by the Ministry to enhance overall tourist experience and promote both well-known and lesser-known heritage sites; and
- (b) the manner in which tourism sites are being promoted across the country through domestic and foreign offices?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The Ministry of Tourism, Government of India has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project on 27th September 2017 (Ek Virasat ko Apnaayein), for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased manner.

Under the project, 29 Memorandum of Understandings (MoUs) have been signed with 15 Monument Mitras for twenty-seven (27) sites and two (2) Technological interventions across India. Later on 23 MOUs signed for Centrally Protected Monuments adopted under Adopt a Heritage Project were transferred to Ministry of Culture/Archaeological Survey of India. Ministry of Tourism continued the project for the remaining 06 signed MoUs.

The Ministry of Tourism had launched the Dekho Apna Desh initiative in 2020 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.

(b): The Ministry of Tourism has 20 Domestic India Tourism Offices all over the country. These offices handle matters relating to implementation of Government of India programs and policies for promotion of tourism sites across the country in coordination with State Tourism Departments & stakeholders. The promotion of tourist sites is done with digital and social media, participation in tourism fairs in India and abroad and participation of tourism stakeholders.
