

Beat: News

Promotion Of Yoga To Boost Tourism

India As A Holistic Destination

New Delhi, India, 31.07.2015, 11:00 Time

USPA NEWS - The Minister of State for Culture (Independent Charge), Tourism (Independent Charge) and Civil Aviation, Dr. Mahesh Sharma meeting with the MP, Mr. Jagdambika Pal (Domariyaganj), in New Delhi on July 30, 2015. MOT Promotes India As A Holistic Destination.

Promotion of Tourism including Spiritual Tourism such as Yoga, Meditation, Pilgrimage etc. and development of its infrastructure is primarily undertaken by the State Governments/Union Territory Administrations (UTs).

The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets that include various tourism destinations, wellness & medical tourism and other tourism products of the country. The steps taken by the MoT to promote yoga and spiritual tourism include promotion in overseas markets through its overseas offices, road shows, participation in travel marts, production of brochures, films and other publicity material.

This information was given by The Minister of State for Tourism (Independent Charge), Culture (Independent Charge) and Civil Aviation, Dr. Mahesh Sharma in reply to an unstarred question in the Rajya Sabha on July 30.

Article online:

<https://www.uspa24.com/bericht-4666/promotion-of-yoga-to-boost-tourism.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Doruvu Paul Jagan Babu

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Official Federal Reg. No. 7442619