

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3626
ANSWERED ON:16.04.2010
SCHEMES TO PROMOTE TOURISM
Choudhary Shri Harish;Dubey Shri Nishikant

Will the Minister of TOURISM be pleased to state:

- (a) the details of schemes being run by the Union Government to promote tourism in the country;
- (b) whether the Union Government has introduced any new schemes to promote tourism during the last one year; and
- (c) if so, the details thereof alongwith the funds earmarked/allocated under the said schemes?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) to (c): The Ministry of Tourism promotes tourism in international and domestic markets under 'Domestic Promotion and Publicity including Hospitality' (DPPH) and 'Overseas Promotion and Publicity including Marketing Development Assistance' (OPMD) Heads. The budget earmarked under these heads during 2009-10 was as under :-

Heads Rs. In Crores

DPPH including promotion of North East 58.00

OPMD (including MDA scheme) 240.00

The Ministry of Tourism promotes tourism under Marketing Development Assistance (MDA) scheme in the domestic and international markets by way of financial assistance to the stakeholders.

During the last year, Ministry under Product / Infrastructure Development for Destinations and Circuits (PIDDC) scheme provided assistance to the State Governments/ Union Territory Administrations for the development of heliport tourism, caravan tourism, camping site and convention centres.