

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:4677

ANSWERED ON:23.04.2010

SCHEMES FOR PROMOTION OF TOURISM

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has launched a number of schemes to promote tourism in various States of the country;
- (b) if so, the details thereof, project-wise;
- (c) whether the Government also proposes to develop special tourism zones in the country;
- (d) if so, the details thereof, State-wise; and
- (e) the steps taken by the Government to promote the sustainable tourism business?

Answer

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

(a) & (b): The Ministry of Tourism (MoT) promotes India as a holistic destination covering tourist destinations and products in the entire country. The Ministry of Tourism also promotes tourism under Marketing Development Assistance (MDA) scheme in the domestic and international markets.

Ministry under Product / Infrastructure Development for Destinations and Circuits (PIDDC) scheme also provides assistance to the State Governments/Union Territory Administrations for the development of heliport tourism, caravan tourism, camping site and convention centres. During the Eleventh Plan, MoT sanctioned 761 projects to the State Governments/Union Territory Administrations for Rs. 2,183.57 Crore including assistance for the development of heliport tourism, caravan tourism, camping sites and convention centres.

(c) & (d): At present, no such proposal is under consideration in the Ministry of Tourism.

(e): MoT provides funds to State Governments/Union Territory administrations for sustainable tourism projects with special emphasis on eco-tourism as laid down in the National Tourism Policy 2002.