

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:421  
ANSWERED ON:02.09.2011  
DIVERSIFICATION IN TOURISM VENTURES  
Rawat Shri Ashok Kumar

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

- (a) whether the Government has formulated any plan for diversification of tourism product in the country;
- (b) if so, the details thereof;
- (c) whether the Government has assessed the tourism potential of 'Adventure Tourism' including 'Camping Sites';
- (d) if so, the details thereof;
- (e) the details of the schemes/programmes undertaken for promotion of adventure tourism and camping sites;
- (f) the funds sanctioned and released to the State Governments and utilised thereof for the purpose during the last three years and the current year, State/year-wise; and
- (g) the further steps taken by the Government to promote such tourism in the country?

**Answer**

THE MINISTER OF TOURISM (SHRI SUBODH KANT SAHA)

(a) to (g): A Statement is laid on the Table of the Sabha.

STATEMENT IN REPLY TO PARTS (a) TO (g) OF LOK SABHA STARRED QUESTION NO. 421 ANSWERED ON 02.09.2011 REGARDING DIVERSIFICATION IN TOURISM VENTURES.

(a) & (b): The National Tourism Policy, 2002, acknowledges the need to diversify the tourism products in India, in order to position tourism as a major engine of economic growth and employment. The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting the various nascent and upcoming niche products of the tourism industry in order to attract tourists with specific interests. The major niche tourism products identified include inter-alia adventure, rural, eco, medical, wellness, golf, polo, cruise, Meeting Incentives Conference and Exhibitions (MICE) and spiritual travel.

(c) & (d): Recognising the potential of India as an adventure tourism destination, the Ministry of Tourism has formulated guidelines for the approval of Adventure Tour Operators. Considering the overall shortage of accommodation in tourist destinations, especially in the remote areas where permanent construction is either not permissible or feasible, the Ministry of Tourism in July, 2008, in consultation with the stakeholders has evolved guidelines for

- (i) setting up of campsites and
- (ii) project approval and classification of tented accommodation to ensure adherence to quality standards and safety norms. The guidelines for 'Development of Camp Sites' encourage the State Governments and Union Territory Administrations to promote and facilitate the setting up of camp sites.

(e) & (f): Development, promotion and monitoring of tourism projects, including adventure tourism, is primarily undertaken by the State Governments/Union Territory Administrations. Project proposals submitted by the State Governments/Union Territory Administrations are finalised based on the discussions in the prioritization meetings held in the Ministry of Tourism. The Ministry of Tourism extends Central Financial Assistance for all approved projects, subject to availability of funds, inter-se priority, adherence to scheme guidelines and submission of utilization certificates for funds released earlier under various schemes. The progress of these projects is monitored, as an ongoing activity, through periodic review meetings and field visits. Details of the funds sanctioned and released by the State Governments/UTs primarily for adventure tourism during the last three years and in the current year (up to 30.06.2011) are annexed.

(g): Further steps taken by the Government to promote Adventure Tourism are as follows:

(i) Release of Incredible India campaigns, including adventure activities in print, electronic and online media, both in the domestic and international markets, to promote India.

(ii) Coordination with related Administrative Ministries such as Home, Defence, External Affairs, Telecommunications, is undertaken

to address areas of concern relating to the development of Adventure Tourism in the country.

(iii) The Ministry of Tourism has issued guidelines for central financial assistance to State Governments for developing Caravan Parks.