

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:90

ANSWERED ON:22.02.2013

ADVENTURE TOURISM

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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated any scheme for the diversification of tourism products and if so, the details thereof;
- (b) whether the Government has assessed the potential of adventure tourism in the country including camping spots;
- (c) if so, the details thereof indicating the schemes/programmes implemented for the purpose;
- (d) the details of projects focusing on adventure tourism sanctioned alongwith the funds sanctioned and released thereunder during each of the last three years and the current year, State/UT-wise;
- (e) the completion status of the sanctioned projects along with utilisation of funds reported during the said period, State/UT-wise; and
- (f) the further steps taken by the Government to promote adventure tourism in the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. K. CHIRANJEEVI)

(a) The Ministry of Tourism has taken the initiative of identifying, developing and promoting various niche products of the tourism to overcome the aspect of 'seasonality' and promote India as a 365 day destination, attract tourists with specific interests and to ensure repeat visits for the unique products in which India has competitive advantage. The niche products identified by the Ministry of Tourism for development and promotion inter alia, include Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings, Incentives Conferences & Exhibitions (MICE), Eco-tourism and Film Tourism.

(b) & (c) Adventure Tourism is one of the emerging segments of tourism in India. The Ministry of Tourism extends Central Financial Assistance to various State Governments/Union Territory Administrations for the prioritized tourism development projects including the ones with focus on Adventure Tourism, on the basis of proposals received from them subject to adherence to scheme guidelines, availability of funds and inter-se-priority. The Ministry of Tourism has been also promoting Adventure Tourism through its domestic and international campaigns. However, no separate study has been commissioned to assess its potential.

(d) & (e) The details of projects sanctioned to various State Governments/Union Territory Administrations which primarily focus on development of Adventure Tourism during the last three years and current year up to 31st January, 2013 are given in the Annexure along with the utilization of funds released and completion status.

(f) The steps taken by the Ministry of Tourism to promote Adventure Tourism, inter alia, include the issuance of Guidelines for Approval of Adventure Tour Operators, formulation of guidelines on Safety and Quality Norms on Adventure Tourism, Central Financial Assistance to various State Governments/Union Territory Administrations for projects focusing on Adventure Tourism.