

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2726
ANSWERED ON:07.02.2014
DEVELOPMENT OF FILM TOURISM
Patle Kamla Devi

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has indentified the potential of film tourism in the development of tourism in the country;
- (b) if so, the details thereof and the steps taken by the Government to tap it;
- (c) whether any proposal for publicity and promotion through documentary films and TV commercials based on tourism has been received from the State Government of Chhattisgarh;
- (d) if so, the details thereof along with the proposals received from various State Governments for promotion of film tourism in the country during each of the last three years and the current year; and
- (e) the action taken by the Government thereon along with the funds sanctioned/released thereunder?

Answer

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

(a) & (b): The Ministry of Tourism has recognized films as a powerful tool for promotion of destinations and taken following steps to promote Film Tourism as an important Niche Tourism product in the country:

The Ministry of Tourism has formulated guidelines, for extending financial support to various State Governments/Union Territory (UT) Administrations, for promotion of Film Tourism. Under these guidelines, Central Financial Assistance (CFA) of Rs.2 lakh per film is extended, during each financial year, to State Governments and UT Administrations for a maximum of Five Films, which include Feature Films, Documentaries, Tele-films and Television Serials. The CFA is granted for meeting the costs on Space Hiring/Filming charges, Facilitation Fee etc., payable by the Filming Unit to various State Governments, UT Administrations, Government agencies etc. The films for CFA are selected based on the potential exposure they can provide for promotion of tourism destinations and locations. These guidelines have been circulated to all State Governments/UT Administrations and have been uploaded on the official website of the Ministry of Tourism;

To establish India as a preferred filming destination and promote Film Tourism, the Ministry of Tourism and the Ministry of Information & Broadcasting entered into a Memorandum of Understanding (MoU) in February 2012, inter-alia, to promote Cinema of India as a sub brand of "Incredible India" at various international film festivals and markets abroad, to develop synergy between tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry;

To promote Film Tourism during 2013-14, the Ministry of Tourism and the Ministry of Information and Broadcasting have jointly participated in the Cannes Film Festival & Market, International Film Festival of India (IFFI, Goa), and Film Bazaar (Goa);

In January 2012, the Hon'ble Minister of Tourism wrote to the Chief Ministers of various State Governments/Administrators of various UT Administrations, to recognize the potential of Film Tourism and constitute special bodies/cells to facilitate filming in the States/Union Territories;

The Ministry of Tourism instituted a National Tourism Award in 2012 "Most Film Promotion Friendly State/UT" to encourage the State Governments and Union Territories to facilitate filming in their State/UT.

(c) & (d): No proposal has been received from any State Government/UT Administration for promotion of film tourism in the country.

(e): Does not arise.