

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1742
ANSWERED ON:22.07.2014
TOURISM PROMOTION
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Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate new schemes/launched new projects for the promotion of tourism in the country;
- (b) if so, the details thereof, State/UT-wise; and
- (c) the steps taken so far in this regard?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (SHRI SHRIPAD NAIK)

(a) to (c): Promotion and Marketing of India as a tourism destination is an ongoing process. The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets through media campaigns, tourist literature and publicity material.

The Ministry of Tourism is formulating schemes for improvement of existing tourist products and to develop new tourist products to international standards, for Development of Tourism Circuits and a National Mission for infrastructure improvement of pilgrimage centres. In the budget of 2014-15, it has been proposed to allocate Rs.600.00 crore for two new

Schemes of the Ministry of Tourism as detailed below:-

1. 5 Tourism Circuits : Rs. 500.00 Crore
2. National Mission on Pilgrimage : Rs. 100.00 Crore
Rejuvenation and Spiritual Augmentation
Drive (PRASAD)

The Ministry of Tourism has several guidelines in place for extending financial support to the State Governments/Union Territory Administrations for tourism promotion which include support for production of publicity material, joint advertising in print media, organizing fairs and festivals and tourism related events, promotion of film tourism etc. The financial assistance is provided based on proposals received from the State Government/Union Territory Administrations, which are complete in all respect as per Guidelines, inter-se priority and subject to availability of funds.