

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1816
ANSWERED ON:22.07.2014
PROMOTING TOURISM
Sule Smt. Supriya Sadanand

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any steps to promote tourism related to agriculture, medical tourism and pilgrimage tourism in the country;
- (b) if so, the details thereof and the response received in this regard; and
- (c) the measures being taken by the Government for the preservation of historical sites/ forts/tourist spots in the country including Maharashtra so as to attract more tourists?

Answer

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

(a) to (c): The development and promotion of tourist destinations and products including agriculture, medical and pilgrimage tourism is primarily the responsibility of the concerned State Government/Union Territory Administration. The Ministry of Tourism, however, provides Central Financial Assistance (CFA) for tourism projects prioritised for grant of CFA for each financial year subject to interse priority, availability of funds and adherence to the scheme guidelines.

The Ministry of Tourism also provides financial assistance under its Marketing Development Assistance (MDA) scheme to the Representatives of Hospitals accredited by the Joint Commission International (JCI) or the National Accreditation Board of Hospitals & Healthcare providers (NABH), Representatives of Wellness Centres accredited by the State Governments or AYUSH or NABH and Representatives of Medical Tourism Facilitators i.e., Travel Agents and Tour Operators approved by the Ministry of Tourism, Government of India for promotion of Wellness and Medical tourism in overseas markets. Under this scheme, assistance up to Rs.2.00 lakh is given to the eligible stakeholders as stated above for meeting costs towards international airfare and for construction of booth, space rentals, electricity and water charges incurred for participation in approved events. The financial assistance under the MDA scheme is provided subject to adherence to the scheme guidelines and availability of funds.

During last three years and current year up to 30.06.2014 a total sum of Rs.1,15,37,282/- has been reimbursed to the eligible stakeholders under the MDA scheme as detailed in Annexure I.

The Ministry of Tourism also promotes Indian destinations and products including agriculture, pilgrimage, wellness and medical tourism for boosting inflow of foreign tourists in a holistic manner, inter alia, by running campaigns in the international markets under the Incredible India brand-line; conducting Road Shows, Know India Seminars; participating in major international tourism fairs and exhibitions and also supporting Events/Seminars/Conferences which have focus on wellness and medical tourism.

The details of tourism projects including ones having focus on preservation and development of historical sites, forts, tourist spots including in Maharashtra for which CFA has been sanctioned /released by the Ministry of Tourism during last three years and current year up to 30.06.2014 are given in the Annexure II.