

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:462
ANSWERED ON:27.04.2015
TOURISM INFRASTRUCTURE PROJECTS
Azad Shri Kirti (JHA);Patle Smt. Kamla Devi

Will the Minister of TOURISM be pleased to state:

- (a) whether adequate measures have been taken to showcase India's tourism in abroad and also within the country and if so, the details thereof;
- (b) the revenue earned and employment generated from tourism during the last three years, year- wise;
- (c) the number of tourism infrastructure projects recommended along with the financial assistance provided during the last three years, State/Union Territory-wise, year-wise;
- (d) whether the Government has prepared any special scheme for investment in tourism infrastructure development in various States including Bihar and if so, the details thereof along with the tourist places identified; and
- (e) the funds allocated for this purpose, State/ Union Territory-wise?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE) (DR. MAHESH SHARMA)

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

STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.462 ANSWERED ON 27.04.2015 REGARDING TOURISM INFRASTRUCTURE PROJECTS

(a): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Governments/Union Territory Administrations. However, the Ministry of Tourism (MoT) promotes India as a holistic destination and as part of its on-going activities, annually releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand- line, to promote various tourism destinations and products of the country. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices Overseas with the objective of showcasing Indias tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising road shows, Know India seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

MoT provides financial assistance to Stakeholders and Tourism Departments of States/Union Territories for undertaking promotional activities under the Marketing Development Assistance (MDA) Scheme.

(b): The Foreign Exchange Earnings (FEEs) through tourism in India during 2012, 2013 and 2014 were Rs.94,487 Crore, Rs.1,07,671 Crore and Rs.1,20,083 Crore, respectively.

As per the 2nd Tourism Satellite Account of India- 2009-10 and subsequent estimation, the employment generated through the tourism sector during 2010-11, 2011-12 and 2012-13 were 57.94 million, 62.04 million and 66.96 million respectively. This information is not available for the years 2013-14 and 2014-15.

(c): The list of tourism projects sanctioned to various States/UTs during the last three years is given at Annexure.

(d): The Ministry of Tourism implements the following major plan schemes for tourism infrastructure development in the country:

Centrally Sponsored Schemes (CSS):

Product/Infrastructure Development for Destination and Circuits (PIDDC).

Central Sector Scheme (CS):

Assistance for Large Revenue Generating Projects Assistance to Central Agencies for Tourism infrastructure development

Pursuant to the announcement made in the Budget 2014-15, the following two new schemes were launched in 2014-15 under Central Sector:

Swadesh Darshan - Integrated Infrastructure Development of Theme-Based Tourist Circuits

National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD)

Under Swadesh Darshan five circuits have been identified including the Buddhist Circuit which covers the State of Bihar.

Under PRASAD, Gaya in Bihar is one of the 12 identified cities.

(e): The revised budget allocation for these schemes in the financial year 2014-15 were Rs.20.00 crore and Rs.15.60 crore respectively. In the current financial year, the budget provision for these schemes is Rs.600.00 crore for Swadesh Darshan and Rs.100.00 crore for PRASAD. These are Central Sector Schemes, hence State/Union Territory-wise allocations have not been made.