

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:183

ANSWERED ON:03.08.2015

Development of Tourism

Butta Smt. Renuka;Jayavardhan Dr. Jayakumar

Will the Minister of TOURISM be pleased to state:

- (a) the average revenue generated and foreign exchange earned from tourism during the last three years;
- (b) the details of the ongoing schemes for the development and promotion of tourism and the number of tourism infrastructure projects prioritised/sanctioned during the above period, State/UT-wise;
- (c) whether the Government has received proposals from various States for the development and promotion of tourism and allocation of funds therefor and if so, the details thereof indicating the number of such proposals received and the number of projects sanctioned and funds allocated, State-wise; and
- (d) whether the Government proposes to increase allocation of funds for tourism infrastructure, promotion, publicity of tourist destinations and products in domestic and international markets and if so, the details thereof?

Answer

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

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

STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.*183 ANSWERED ON 03.08.2015 REGARDING DEVELOPMENT OF TOURISM.

(a): Ministry of Tourism does not compile the data of revenue generated through tourism in India. However, 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.1,23,320 Crore, respectively.

(b) and (c): Major ongoing Plan Schemes of Ministry of Tourism are as below:

1. Central Sector Schemes:

i. Externally Aided Projects:

The Externally Aided Project is a scheme of the Ministry of Finance, Department of Economic Affairs. Ministry of Tourism (MOT) works as the line Ministry for implementation of the Tourism related Projects under this scheme.

ii. Assistance to Institute of Hotel Managements (IHMs)/Food Craft Institutes (FCIs)/Indian Institute of Tourism and Travel Management (IITTM)/ National Institute of Water Sports (NIWS):

Ministry of Tourism extends Central Financial Assistance to expand and upgrade existing IHMs, FCIs, IITTM, NCHMCT, etc. and also to set up new institutes such as IHM and FCI so as to meet the requirements of trained manpower in the tourism industry.

iii. Capacity Building for Service Providers:

Under this Scheme, the Ministry of Tourism has launched a major programme, titled Hunar Se Rozgar Tak, to train youth who are minimum 8th pass and in the age group of 18 to 28 years. The programme is intended to meet the skilled manpower requirement of the sector, as also to reach out the poor in the society to give them employable skills. A National Programme of Skill Testing and Certification has also been launched to test and certify the skills of the existing service providers. The two programmes are being implemented with the IHMs sponsored by the MOT playing a key role.

iv. Overseas Promotion and Publicity including Market Development Assistance (MDA):

With an aim to position India globally as the most favoured destination, vigorous publicity and marketing campaigns are initiated under this scheme. The Ministry has been working on a two-pronged strategy for marketing of brand 'Incredible India' in the established markets as well as in emerging markets. Under the Scheme of the Ministry, financial assistance is provided to the small and medium level of travel agents, tour operators, and hoteliers for sell-cum-study tours, participation in fairs and festivals and for production of publicity material.

v. Domestic Promotion and Publicity including Hospitality:

Under this scheme, various activities for promotion of domestic tourism and spread of social awareness messages are undertaken. Campaigns have been launched in electronic and print media in India to promote North East region, Jammu & Kashmir as tourist

destinations and important tourist products. A social awareness campaign, featuring Shri Amir Khan, eminent film personality was also launched to inculcate good public hygiene habits. Under this scheme, financial assistance is also provided to various organizations/stakeholders to organize training programmes, workshops, etc. on the tourism related topics.

Under the Hospitality programme of the Ministry, travel writers, tour operators, media celebrities, TV film producers and opinion makers are regularly invited and taken to different destinations. Central Financial Assistance is also released to State Governments/UT Administrations for organizing Fairs and Festivals, Events showcasing the Indian art and culture to the tourists.

vi. Market Research including 20 Years Perspective Plan:

The Ministry of Tourism carries out various studies and surveys relating to tourism to provide the necessary inputs for proper decision making and planning. Perspective Plans and Master Plans are prepared for different regions/destinations and also Detailed Project Reports for destinations/circuits, as and when required.

vii. Assistance for Large Revenue Generating Projects:

The objective of the scheme is to ensure Public Sector and Private Sector Partnership in development of tourism infrastructure in the country by attracting techno-managerial efficiencies and resources of the private sector and providing congenial and conducive atmosphere with liberalized policies by the Public Sector. Under this scheme, Large Revenue Generating Projects like Tourist Trains, Cruise Vessels, Convention Centres, Golf Courses, Health and Rejuvenation facilities and last mile connectivity to tourist destinations (air and cruise including heli tourism) etc. are considered in the Public Private Partnerships.

viii. Assistance to Central Agencies for Tourism infrastructure development:

The objective of the scheme is to ensure tourism infrastructure development through Central Financial Assistance of the Ministry and successful project implementation, proper maintenance and management of the illumination/preservation of monuments, development of cruise terminals, etc. by the concerned central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. who own the assets.

ix. Computerization and Information Technology:

Financial Assistance is provided under this Scheme to State Governments/UT Administrations to upgrade their tourism related computer facilities. Innovative IT projects of the State Governments/UT Administrations relating to tourism are also supported under this scheme.

x. Incentives to Accommodation Infrastructure:

To augment the inventory of quality hotel rooms for tourism promotion, a scheme was launched for providing subsidy for construction of Budget Hotel Accommodation. However due to non-receipt of approvals, the scheme was operational only for one financial year 2007-08.

xi. Bharat Paryatan Bhawan (Major Works):

Bharat Paryatan Bhawan is a joint venture project of Ministry of Tourism and New Delhi Municipal Corporation (NDMC) for developing a parking-cum-office complex. For development of Bharat Paryatan Bhawan project, a sum of Rs.5 Crore has been earmarked in the Budget Estimate of 2015-16. A sum Rs.25 lakhs has been released to NDMC for preparation of DPRs.

2. Centrally Sponsored Schemes:

i. Product/Infrastructure Development for Destinations and Circuits (PIDDC):

The objective of the scheme is to identify tourist circuits and destinations in the country and develop them to international standards. Efforts are made to provide all infrastructure facilities required by the tourists within these circuits and destinations. The provision kept in the scheme also includes for rural tourism.

3. New Schemes (Central Sector Scheme):

i. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits:

Swadesh Darshan was launched for development of theme based tourist circuits in a way that caters to both mass and niche tourism in a holistic manner. Twelve Circuits namely North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit and Ramayana Circuit have been identified for development under this Scheme.

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

This new Scheme has been launched for the development and beautification of pilgrimage sites to tap the growth of domestic tourists driven by religious sentiments and to augment tourism infrastructure at places of pilgrimage to facilitate pilgrims/tourists. In the first phase, twelve cities namely Amritsar, Kedarnath, Ajmer, Mathura, Varanasi, Gaya, Puri, Dwarka, Amravati, Kanchipuram, Vellankanni and Guwahati have been identified for infrastructure development.

Development, promotion and implementation of tourism projects are primarily undertaken by the State Governments/Union Territory (UT) Administrations. However, Ministry of Tourism provides Central Financial Assistance (CFA) for tourism projects, which are prioritized in consultation with the State Governments/UT Administrations. The project proposals submitted by the State Governments/UT Administrations are examined as per scheme guidelines for sanction and funds are released subject to submission of utilization certificates for funds released earlier, adherence to the scheme guidelines, inter-se-priority and availability of funds under the relevant scheme.

State/UT-wise number of proposals received, number of projects sanctioned and the amount sanctioned during 2012-13, 2013-14 and 2014-15 are as below:

<pre> (Rs. In Lakhs)

Sl. No. State/ Union Territory No. of proposals received* No. of projects sanctioned* Amount sanctioned*

2012-13

1 ANDAMAN & NICOBAR 1 0 0
 2 ANDHRA PRADESH 9 8 10472.07
 3 ARUNACHAL PRADESH 16 15 6612.5
 4 ASSAM 4 0 0
 5 BIHAR 1 1 500
 6 CHANDIGARH 0 0 0
 7 CHATTISGARH 0 0 0
 8 DADRA & NAGAR HAVELI 0 0 0
 9 DAMAN & DIU 0 0 0
 10 DELHI 2 2 2461.91
 11 GOA 2 2 50
 12 GUJARAT 1 1 486.75
 13 HARAYANA 0 0 0
 14 HIMACHAL PRADESH 11 11 3029.88
 15 JAMMU & KASHMIR 25 25 11260
 16 JHARKHAND 2 2 4885.71
 17 KARNATAKA 4 0 0
 18 KERALA 7 6 7826.53
 19 LAKSHADWEEP 0 0 0
 20 MADHYA PRADESH 20 20 20989.75
 21 MAHARASHTRA 7 5 7914.79
 22 MANIPUR 12 8 3595.62
 23 MEGHALAYA 4 1 17.94
 24 MIZORAM 11 3 49.15
 25 NAGALAND 13 11 4556.66
 26 ODISHA 11 2 61.3
 27 PUDUCHERRY 0 0 0
 28 PUNJAB 2 2 50
 29 RAJASTHAN 0 0 0
 30 SIKKIM 14 14 6970.77
 31 TAMIL NADU 3 2 2041.97

32 TRIPURA 2 0 0

33 UTTAR PRADESH 12 12 3486.15
 34 UTTARAKHAND 2 2 1297.47
 35 WEST BENGAL 6 3 4694.46

2013-14

1 ANDAMAN & NICOBAR 0 0 0
 2 ANDHRA PRADESH 24 23 12490.89
 3 ARUNACHAL PRADESH 15 11 7473.64
 4 ASSAM 6 0 0
 5 BIHAR 14 14 11109.85
 6 CHANDIGARH 0 0 0
 7 CHATTISGARH 0 0 0
 8 DADRA & NAGAR HAVELI 0 0 0
 9 DAMAN & DIU 0 0 0
 10 DELHI 2 2 5768.98
 11 GOA 0 0 0
 12 GUJARAT 2 0 0
 13 HARAYANA 8 8 1487.25
 14 HIMACHAL PRADESH 1 1 3371.52
 15 JAMMU & KASHMIR 15 15 7618.54
 16 JHARKHAND 1 1 500
 17 KARNATAKA 10 8 3228.71
 18 KERALA 11 9 3467.63
 19 LAKSHADWEEP 0 0 0
 20 MADHYA PRADESH 9 9 10021.29
 21 MAHARASHTRA 8 6 6795.18

22 MANIPUR 12 10 14132.38
23 MEGHALAYA 4 3 46.9
24 MIZORAM 12 10 4710.91
25 NAGALAND 10 10 5222.01
26 ODISHA 13 12 6543.08
27 PUDUCHERRY 1 1 4848.16
28 PUNJAB 2 2 1038.86
29 RAJASTHAN 10 10 5174.71
30 SIKKIM 14 14 10485
31 TAMIL NADU 0 0 0
32 TRIPURA 4 0 0
33 UTTAR PRADESH 26 26 20043.62
34 UTTARAKHAND 29 29 21772.67
35 WEST BENGAL 7 0 0

2014-15

1 ANDAMAN & NICOBAR 0 0 0
2 ANDHRA PRADESH 32 9 1732.48
3 ARUNACHAL PRADESH 15 7 3686.43
4 ASSAM 8 3 3588.45
5 BIHAR 4 4 4382.98
6 CHANDIGARH 0 0 0
7 CHATTISGARH 3 3 990.13
8 DADRA & NAGAR HAVELI 2 0 0
9 DAMAN & DIU 2 0 0
10 DELHI 0 0 0
11 GOA 1 0 0
12 GUJARAT 7 0 0
13 HARAYANA 3 3 121.66
14 HIMACHAL PRADESH 0 0 0
15 J&K 2 2 732.5
16 JHARKHAND 0 0 0
17 KARNATAKA 7 1 5000
18 KERALA 7 0 0
19 LAKSHADWEEP 6 0 0
20 MADHYA PRADESH 5 5 3690.54
21 MAHARASHTRA 4 0 0
22 MANIPUR 14 5 5568.96
23 MEGHALAYA 0 0 0
24 MIZORAM 9 3 4879.69
25 NAGALAND 10 10 6099.3
26 ODISHA 11 3 6488.34
27 PUDUCHERRY 7 0 0
28 PUNJAB 2 2 6904.7
29 RAJASTHAN 2 2 149.93
30 SIKKIM 10 8 5337.55
31 TAMIL NADU 2 0 0
32 TELANGANA 8 3 504.36
33 TRIPURA 1 0 0
34 UTTAR PRADESH 4 4 3368.05
35 UTTARAKHAND 0 0 0
36 WEST BENGAL 4 0 0

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*Includes Projects relating to Product/Infrastructure Development for Destinations and Circuits (PIDDC), Fairs and Festivals, IT and Rural Tourism (RT).

In addition, Rs.153 Crore were sanctioned (Andhra Pradesh - Rs.69.83 Crore, Arunachal Pradesh - 50.0 Crore and Bihar - Rs. 33.17 Crore) under the plan scheme of Swadesh Darshan during 2014-15. Under the plan scheme of PRASAD, Rs.78.58 Crore were sanctioned (Bihar – 4.29 Crore, Uttar Pradesh–Rs.24.29 Crore and Odisha– Rs.50.00 Crore) during 2014-15.

(d): The Budget allocation made to the Ministry of Tourism under the plan head for financial year 2015–16 was Rs.1483.20 Crore. Scheme-wise break-up of the same is as below:

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Scheme-wise Budget Estimate (BE) for 2015-16

Sl. No. Name of the Scheme B.E. (In Rs. Cr.)

A

Centrally Sponsored Schemes (CSS):

1 Product/Infrastructure Development
for Destination and Circuits – UT PLAN 20.00

B

Central Sector Schemes (CS):

- 1 Overseas Promotion and Publicity including Market Development Assistance 330.00
 - 2 Assistance to IHMs/ FCIs/IITM/ NIWS 165.00
 - 3 Domestic Promotion and Publicity including Hospitality 142.00
 - 4 Capacity Building for Service Providers 88.05
 - 5 Computerization and Information Technology 7.00
 - 6 Assistance for Large Revenue Generating Projects 1.00
 - 7 Incentives to Accommodation Infrastructure 0.10
 - 8 Externally Aided Projects 0.05
 - 9 Assistance to Central Agencies for Infrastructure Development 14.25

 - 10 Market Research including 20 years Perspective Plan 10.75
 - 11 Bharat Paryatan Bhawan (Major Works) 5.00
 - 12 Swadesh Darshan – Integrated Development of Tourist Circuits on Specific Themes 600.00
 - 13 National Mission for Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) 100.00
- Total - Plan (CSS & CS) 1483.20

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The additional funds are sought at the Revised Estimate (RE) stage of allocation every year, depending upon the expenditure incurred, balance amount and the pending proposals for the year.
