

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:2152

ANSWERED ON:03.08.2015

Synchronisation of Various Ministries for Development of Tourism

Chautala Shri Dushyant

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken any steps to synchronise various Ministries as recommended in the Draft National Tourism Policy 2002, for the improvement of the tourism industry in the country;

(b) if so, the details thereof;

(c) whether the Government has taken any steps to channel the untapped potential in the field of cruise tourism, medical tourism, adventure tourism and eco-tourism; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a) and (b): The Government had set up an Inter-Ministerial Coordination Committee for tourism sector (IMCCTS) on 25.11.2011 under the Chairmanship of Principal Secretary to Prime Minister to facilitate the resolution of Inter-Ministerial issues involved in the development of tourism in the country as well as issues raised by industry associations in the tourism sector. The Committee has recently been reconstituted under the Chairmanship of Cabinet Secretary. The Secretaries of the concerned Ministries and Chairman of Railway Board are members of this Committee.

The Ministry of Tourism (MOT) has recently launched two new Plan Schemes namely Swadesh Darshan for Integrated Development of Theme Based Circuits and National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Both the schemes are implemented in Mission mode. To steer the Mission objectives and vision of the scheme, a National Steering Committee has been constituted under the Chairmanship of the Minister of Tourism with members from various Central Ministries and other concerned agencies.

Besides, inter-ministerial consultations are held by the MOT on all policy and important matters.

(c) and (d): The Ministry of Tourism has taken the initiative of identifying, diversifying, developing and promoting niche products of the tourism industry. This is done in order to overcome the aspect of 'seasonality', and to promote India as a 365 days destination, attract tourists with specific interests, and to ensure repeat visits for the unique products in which India has comparative advantage. Accordingly, the Niche Tourism Products like Cruise Tourism, Medical Tourism, Adventure Tourism, Eco-Tourism etc. are promoted by MOT.

Coastal Circuit is one of the 12 circuits identified under Swadesh Darshan.

Adventure Tourism is one of the emerging segments of travel in India. To promote Adventure Tourism, the Ministry of Tourism has issued guidelines for approval of Adventure Tour Operators and formulated guidelines on Safety and Quality Norms on Adventure Tourism.

The Ministry of Tourism has been promoting Eco-Tourism, inter-alia by supporting seminars and events focusing on development of Eco-Tourism, from time to time. Comprehensive Sustainable Tourism Criteria for India (STCI) have been formulated and adopted for three major segments of the tourism industry, namely accommodation sector, tour operators' sector, Beaches, Backwaters, Lakes and Rivers. Central Financial Assistance (CFA) for tourism projects with Eco-Tourism components are also sanctioned for various States/UTs.
