GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2241
ANSWERED ON:03.08.2015
Showcase Indian Tourism Potential Abroad
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken any initiative to showcase composite and rich culture of the country at international stage for promoting tourism;
(b) if so, the details of promotional activities undertaken by the Government during the last three years and the current year to showcase India''s tourism potential abroad along with the countries selected for this purpose;
(c) the new features/flagship programmes being highlighted during this exercise and the measures taken by the Government in this regard;
(d) the number of proposals seeking Central Financial Assistance for the promotion and development of tourism infrastructure received during the last three years and the current year along with the details of sanctioned projects and funds allocated during the said period, State-wise and project-wise; and
(e) whether the Government has any monitoring mechanism for ensuring appropriate and timely utilization of funds by the State Governments and if so, the details thereof?

Answer

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

(a) to (c): The Ministry of Tourism (MoT), Government of India, as part of its on-going promotional activities releases print, electronic, online and outdoor media campaigns in the international markets under the 'Incredible India' brand-line, to showcase India's culture and tourism potential and to increase foreign tourist arrivals to 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 also undertaken through the India Tourism Offices overseas. 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.

These promotional activities are undertaken in the important and potential source markets overseas to promote various tourism destinations and products of the country, including new and niche products such as Medical & Wellness Tourism, Adventure Tourism, MICE (Meetings, Incentives, Conventions and Exhibitions) Tourism, etc.

(d): The Ministry of Tourism under the "Product/Infrastructure Development for Destinations and Circuits" (PIDDC) Scheme has provided Central Financial Assistance to State Governments/Union Territory Administrations for various tourism projects prioritized in consultation with them subject to availability of funds, inter-se priority, liquidation of pending utilization certificates against the funds released earlier and adherence to the scheme guidelines.

The Ministry of Tourism has launched following two new schemes pursuant to the Budget 2014-15 announcements:

i. Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes.
ii. National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

The State/UT-wise number of project proposals prioritized during the last three years and the details of projects and amount sanctioned under various schemes during the last three years are given at Annexures I and II respectively.

The details of projects sanctioned under Swadesh Darshan and PRASAD Scheme during 2014-15 and 2015-16 are given in Annexure-III.

(e): Implementation and monitoring of projects is the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism, however, also monitors the implementation of projects through review meetings and site visits from time to time.

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