

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:762
ANSWERED ON:15.07.2014
PROMOTING FILM TOURISM
Patle Smt. Kamla Devi

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has recognised the potential of film tourism in the development of tourism in the country;
- (b) if so, the details thereof;
- (c) whether proposals regarding publicity and promotion of tourism based project including documentary films & T.V. commercials have been received from the State Government of Chhattisgarh;
- (d) if so, the details thereof and the response of the Government in this regard;
- (e) the time by which the said proposals are likely to be sanctioned; and
- (f) the measures taken/being taken by the Government to promote film tourism in the country and the extent to which success has been achieved, so far?

Answer

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

(a), (b) & (f): The Ministry of Tourism has recognized films as a powerful tool for promotion of tourism destinations & locations and taken following steps to promote Film Tourism as an important Niche Tourism product:

i. The Ministry of Tourism has formulated guidelines, for extending financial support to various State Governments/Union Territory (UT) Administrations, for promotion of Film Tourism. Under these guidelines, Central Financial Assistance (CFA) of Rs.2.00 lakh per film can be extended for a maximum of five films which include Feature Films, Documentaries, Tele-films and Television Serials during each financial year to every State Government/UT Administration. The CFA is granted for meeting the costs of space hiring/filming charges, facilitation fee etc., payable by the Filming Unit to the State Governments, UT Administrations, Government agencies etc. The films for CFA are selected based on the potential exposure they can provide for promotion of tourism destinations and locations. These guidelines have been circulated to all State Governments/UT Administrations and have been uploaded on the official website of the Ministry of Tourism.

ii. To establish India as a preferred filming destination and promote Film Tourism, the Ministry of Tourism and the Ministry of Information & Broadcasting entered into a Memorandum of Understanding (MOU) in February 2012, inter-alia, to promote Cinema of India as a sub brand of Incredible India at various international film festivals and markets abroad, develop synergy between tourism and the film industry and provide a platform for enabling partnerships between the Indian and global film industry.

iii. To promote Film Tourism, the Ministry of Tourism and the Ministry of Information and Broadcasting during the year 2013- 14 have jointly participated in the Cannes Film Festival & Market, International Film Festival of India (IFFI), Goa and Film Bazaar, Goa.

iv. In January 2012, the Honble Minister of Tourism wrote to the Chief Ministers of various State Governments/Administrators of various UT Administrations to recognize the potential of Film Tourism and constitute special bodies/cells to facilitate filming in the States/Union Territories.

v. The Ministry of Tourism instituted a National Tourism Award in 2012 Most Film Promotion Friendly State/UT to encourage the State Governments and Union Territories to facilitate filming in their State/UT.

(c) to (e): A proposal of the State Government of Chhattisgarh namely Producing Tourism Documentary Film and TV Commercials has been prioritised by the Ministry of Tourism for grant of Central Financial Assistance (CFA) during the financial year 2014-15.