

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

STARRED QUESTION NO:31  
ANSWERED ON:25.11.2014  
TOURISM POTENTIAL IN NORTH EASTERN STATES  
Ering Shri Ninong

**Will the Minister of TOURISM be pleased to state:**

- (a) whether the Government is aware of the enormous tourism potential of the North-Eastern States including Arunachal Pradesh;
- (b) if so, the details of the policy and programmes implemented to tap this potential to improve the income and livelihood of the people;
- (c) whether the Government has received any proposal regarding tourism circuits in the districts of Tawang, Ziro and Parshuram Kund which also has religious and cultural significance; and
- (d) 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 LOK SABHA STARRED QUESTION NO.31 ANSWERED ON 25.11.2014 REGARDING TOURISM POTENTIAL IN NORTH-EASTERN STATES.

(a)& (b): The rich natural beauty, serenity and exotic flora and fauna of the North Eastern States, including Arunachal Pradesh, offer invaluable resources for the development of tourism.

Tourism sector is one of the largest employment generators in the Country and it plays a very significant role in promoting inclusive growth of the less-advantaged sections of the society and poverty reduction. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of tourism infrastructure and facilities through effective partnership with various stakeholders. Besides, the Ministry of Tourism driven programme, namely Hunar Se Rozgar Tak, is being conducted by the Institutes of Hotel Management at Shillong, Guwahati, Gangtok and the Food Craft Institute at Naogaon and Tura to create employable skills amongst youth. The State Governments too are allowed, on request, to conduct this programme.

As mandated, for the development and promotion of North East Region, 10% of the plan allocation of the Ministry of Tourism is earmarked. Of the funds allocated to the Ministry, funds earmarked and spent for North Eastern Region for last five years are at Annexure-I.

The following special measures have been taken for development of tourism in North East Region:

- (i) Provision of complimentary space to the North Eastern States in India Pavilions set up at major International Travel Fairs and Exhibitions.
- (ii) Government of India employees are allowed to convert their home town LTC to all India LTC for visiting NE Region.
- (iii) 100% central financial assistance for organizing fairs & festivals is allowed to the North Eastern States.
- (iv) Ministry of Tourism, 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, including the lesser known destinations which have tourism potential. The Ministry of Tourism undertakes special campaigns on NE Region on TV channels to promote tourism in the regions.
- (v) International Tourism Mart (ITM) are organized with the objective of showcasing the largely untapped tourism potential of North East region in the domestic and international markets.
- (vi) In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices abroad with the objective of showcasing India's tourism potential.
- (vii) These promotional activities include participation in travel fairs and exhibitions; organizing 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 Programmes of the Ministry.

(viii) The Government based on a study commissioned by the North Eastern Council (NEC), is finalising an integrated circuit for each of the North Eastern States in consultation with the State Governments.

(c) & (d): The details of tourism projects sanctioned for Tawang, Ziro and Parshuram Kund is at Annexure-II. Based on the request of the State Government and in consultation with them, the modified prioritized list of projects of Arunachal Pradesh for the financial year 2014-15 is at Annexure-III.