

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

STARRED QUESTION NO:206
ANSWERED ON:08.12.2014
PROMOTION OF TOURISM
Kulaste Shri Faggan Singh

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken adequate steps to showcase India's rich cultural heritage, both domestically and in International market and if so, the details thereof;
- (b) whether the Government has identified certain new places for development of infrastructure for promotion of tourism in the country;
- (c) if so, the details thereof, State-wise including Madhya Pradesh; and
- (d) the fresh steps taken by the Government for the development of nationally and internationally important tourist destinations and circuits with a judicious mix of culture, heritage, spiritualism and ecotourism in order to give tourists a holistic perspective of the country?

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.206 ANSWERED ON 08.12.2014 REGARDING PROMOTION OF TOURISM

(a): The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets. As part of its promotional activities, the Ministry of Tourism releases campaigns in the international & domestic markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage. In addition to this, the Ministry of Tourism promotes various tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.

A series of promotional activities are also undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential, rich cultural heritage and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, Know India Seminars and work shops; organising 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 this Ministry. Financial support is also extended under the marketing development assistance scheme (MDA) to approved tourism service providers for undertaking tourism promotional activities overseas.

(b) to (d): The development of tourist destinations in the country is primarily undertaken by State Governments/Union Territory Administrations. Ministry of Tourism, however, provides Central Financial Assistance (CFA) for projects which are prioritized in consultation with the State Governments/Union Territory Administrations. The proposals for the projects, which are complete as per scheme guidelines are sanctioned subject to availability of funds, inter-se-priority and utilization of funds released earlier, by the concerned State Government/Union Territory Administration.

The Ministry of Tourism has identified 50 circuits/destinations for development of tourism. In order to finalise the same, the Ministry of Tourism has forwarded the list of these circuits/destinations to the respective States/Union Territories for their comments. The detailed list of the 50 circuits/destinations including that for Madhya Pradesh is given at the Annexure. These circuits/destinations cover major and relevant tourist places and attractions and have a judicious mix of culture, heritage, spiritualism and ecotourism to give tourists a holistic perspective of the country.

Further, with a view to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths, a National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) has been announced in the Union Budget 2014-15 and an amount of Rs.100.00 Crore has been proposed for this initiative. In addition, an amount of Rs.500.00 Crore has also been proposed in the budget for the year 2014-15 for development of 5 tourism circuits around specific themes in the country. The Ministry of Tourism is formulating guidelines for implementing these schemes.