

**GOVERNMENT OF INDIA  
TOURISM  
LOK SABHA**

UNSTARRED QUESTION NO:2465  
ANSWERED ON:08.12.2014  
PROMOTION OF FILM TOURISM  
Mahajan Smt. Poonam

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

- (a) whether the Government has recognized the potential of film tourism in the development of tourism in the country;
- (b) if so, the details thereof along with the initiatives taken by the Government to encourage film tourism in India and the extent to which success has been achieved so far;
- (c) whether India has signed MoU/agreement with various countries to develop film tourism and if so, the details thereof;
- (d) whether the Government has received any proposal from the various States including Maharashtra regarding publicity and promotion of tourism based projects including documentary films and TV commercials; and
- (e) if so, the details thereof and the response of the Government in this regard?

**Answer**

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

(a) & (b): 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 & 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 Hon'ble 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): The Ministry of Information & Broadcasting has informed that the Government of India has signed Audio-Visual Co-production Agreement with the Governments of ten countries namely Italy, United Kingdom, Germany, Brazil, France, New Zealand, Poland, Spain, Canada & China.

(d) & (e): A proposal of the State Government of Maharashtra namely 'Bollywood City in Konkan – Infrastructure and other Amenities' has been prioritised by the Ministry of Tourism for grant of Central Financial Assistance (CFA) during the financial year 2014-15.