

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3605
ANSWERED ON 16.03.2020**

PROMOTION OF DIFFERENT TYPES OF TOURISM

3605. SHRI BALLI DURGA PRASAD RAO:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is planning to promote different types of tourism viz., health tourism, adventure tourism, cultural tourism, heritage tourism and wildlife tourism in our country;**
- (b) whether India's tourism industry lacks aggressive online & other marketing strategies to promote India as a must-visit location; and**
- (c) if so, the action plan of the Government in this regard?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (c): Ministry of Tourism undertakes promotional activities in domestic and international markets through its schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and Overseas Promotion & Publicity Including Market Development Assistance (OPMD). Under these schemes, Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and different types of tourism including health tourism, adventure tourism, cultural tourism, heritage tourism and wildlife tourism of the country.

The Ministry of Tourism has recognized Medical and Wellness Tourism as Niche Tourism Products and offers various facilities to

promote India as a preferred destination as well as facilitate the visit of medical tourists to the country. A National Medical and Wellness Tourism Board has been constituted to provide a dedicated institutional framework to take forward the cause of promotion of Medical and Wellness Tourism including Ayurveda and any other format of Indian system of medicine covered by Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH).

The Ministry of Tourism has recognized Adventure Tourism, as a “Niche” tourism product in order to promote India as a 365 days’ destination and attract tourists with specific interest. The Ministry has issued guidelines for the approval of Adventure Tour Operators, open to all bona-fide Adventure Tour Operators. A Task Force on Adventure Tourism has been set up to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country. The Ministry of Tourism has formulated ‘Indian Adventure Tourism Guidelines’ (Version 2.0) on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities covering 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been forwarded to the State Governments and Union Territory Administrations for compliance.

The Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides Central Financial Assistance (CFA) to State Governments/UTs/Central Agencies for development of tourism infrastructure in the country. Submission of project proposal by the State Government’s/Union Territory Administrations and its sanctioning is a continuous process. The projects under the scheme are identified by the respective State Governments/UTs & then taken up for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable Detailed Project Reports, adherence to scheme guidelines and utilization of funds released earlier.

For integrated development of Theme-Based Tourist Circuits in the country, Ministry of Tourism has launched Swadesh Darshan Scheme in 2014-15 with a vision to develop theme based tourist circuits in the country. Since its launch in January 2015, the Ministry as on date has sanctioned 77 projects worth projects for

Rs.6035.70 Crores to 30 States and UTs covering the thematic circuits under the Swadesh Darshan Scheme.

Ministry of Tourism has sanctioned following two projects under Wildlife Theme Circuit under Swadesh Darshan Scheme: (i) Development of Wildlife Circuit at Panna-Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh during 2015-16 & (ii) Development of Manas – Probitora – Nameri – Kaziranga – Dibru – Saikhowa as Wildlife Circuit in Assam during 2015-16.

Since its launch in January 2015 the Ministry has sanctioned 29 projects under PRASHAD Scheme in 18 states with estimated expenditure of Rs. 889.54 crore from FY 2014-15 to FY 2019-20.

Ministry of Tourism provides Central Financial Assistance for celebration of fairs and festivals to various States and UTs under the relevant guideline. Financial Assistance was provided to State Govts/UT Administrations under this scheme for organising 149 Fairs and Festivals between 2014-15 & 2019-20.
