

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.782
ANSWERED ON 08.02.2024

**REJUVENATION OF TOURISM, TRAVEL AND HOSPITALITY
INDUSTRY IN TAMIL NADU**

782 SHRI R. GIRIRAJAN:

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

- (a) whether it is a fact that Tamil Nadu attracts large number of domestic and international tourists in the country and if so, the details thereof;
- (b) the proactive measures taken by Government to rejuvenate the tourism, travel and hospitality industry in Tamil Nadu especially to utilize the large beaches and tourist attractions in the coastal areas;
- (c) the total funds allocated to various tourism development and infrastructure projects in Tamil Nadu in the last 5 years; and
- (d) whether the Union Government has plans to promote Cruise tourism in Tamil Nadu and the steps taken by the Union Government in this regard?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): The details of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) of the Tamil Nadu during 2018-2022 (figures in Lakh) are given below:

Year	DTVs	FTVs
2018	3859.09	60.74
2019	4948.65	68.66
2020	1406.51	12.28
2021	1153.37	0.58
2022	2185.85	4.07
2023 (Up to November)	2582.49	10.49

Source: State Tourism Department

(b): Ministry of Tourism has taken several steps/initiatives for development and promotion of tourism in the country including Tamil Nadu as per details given below:

- i. Development of tourism related infrastructure through projects sanctioned under the Swadesh Darshan Scheme. The Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.
- ii. Development of tourism related infrastructure through projects sanctioned under the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme.
- iii. Dekho Apna Desh initiative launched with the objective to encourage citizens to travel within the country.

- iv. Thematic tourism like wellness tourism, culinary tourism, rural, eco-tourism etc. amongst other niche subjects are promoted so as to expand the scope of tourism into other sectors as well.
- v. Ministry of Tourism promotes Niche Tourism products such as Cruise, Adventure, Medical and Wellness, Golf, Polo, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism, Sustainable Tourism and Rural Tourism to overcome the aspect of 'seasonality' and to promote India as a 365 days destination.
- vi. On the request of the Ministry of Tourism, Ministry of External Affairs has designated Tourism Officers in 20 Indian Missions overseas for promoting India as a tourism destination in these important markets.
- vii. Providing facility of e-Visa for seven sub-categories i.e. e-Tourist Visa, e-Business Visa, e-Medical Visa, e-Medical Attendant Visa, E-Conference Visa, e-Ayush Visa and e-Ayush Attendant Visa for nationals of 167 countries.
- viii. E-Visa has been liberalized and the visa fee has been substantially reduced.
- ix. Lowering of GST on hotels rooms with tariffs of ₹1,001 to ₹7,500/night to 12%; those above ₹7,501 to 18% to increase India's competitiveness as a tourism destination.
- x. Ministry of Tourism has collaborated with Ministry of Civil Aviation under their RCS-UDAN Scheme. As on date, 53 tourism routes have been operationalized to improve air connectivity to tourist destinations in the country.
- xi. Ministry of Tourism is running Pan-India Incredible India Tourist Facilitator (IITF) Certification Program, a digital initiative that aims at creating an Online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators/Guides across the country and generating employment opportunities at local level.
- xii. Conducting Programmes under the 'Capacity Building for Service Providers' (CBSP) Scheme to train and up-grade manpower to provide better service standards.

(c): The Ministry of Tourism under the Schemes of "Swadesh Darshan", "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)" and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country including Tamil Nadu.

The details of projects sanctioned and funds allocated under the above mentioned Schemes in the State of Tamil Nadu is given in Annexure.

(d): Ministry of Tourism has prepared a draft National Strategy for Cruise Tourism. Following strategic pillars have been identified in the strategy document: -

- i. Infrastructure & Circuit Enablement
- ii. Market Development
- iii. Ease of Doing Business for Cruise Tourism
- iv. Integrated Tourism around cruise terminals
- v. Fiscal Support
- vi. Investment Facilitation and Promotion
- vii. Skilling Development for Cruise Tourism
- viii. Institutional Structure and Governance

ANNEXURE

STATEMENT IN REPLY TO PART (c) OF RAJYA SABHA UNSTARRED QUESTION NO.782 ANSWERED ON 08.02.2024 REGARDING REJUVENATION OF TOURISM, TRAVEL AND HOSPITALITY INDUSTRY IN TAMIL NADU BY SHRI. R. GIRIRAJAN

Swadesh Darshan Scheme for the state of Tamil Nadu

(Rs. in Crore)

Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released	Amount Utilised
Coastal Circuit 2016-17	Development of (Chennai-Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13	71.03	69.48

List of Projects sanctioned under PRASHAD Scheme in Tamil Nadu

(Rs. in Crore)

S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Physical Progress %
1	Development of Kanchipuram	2016-17	13.99	13.99	100%
2	Development of Velankanni	2016-17	4.86	4.86	100%

Assistance to Central Agencies for Tourism Infrastructure Development Scheme in Tamil Nadu

(Rs. in Lakh)

Year	Name of Project	Agency	Amount sanctioned	Amount Released	Status
2012-13	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port	Chennai Port Trust	1724.66	1724.66	Completed

List of fairs and festivals under DPPH Scheme in Tamil Nadu

(Rs. in Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
2015-16	Indian Dance Festival at Mamallapuram, Tamil Nadu	8.00	8.00
2016-17	India Dance Festival at Mamallapuram	25.00	25.00
2017-18	India Dance Festival at Mamallapuram	25.00	25.00
2018-19	India Dance Festival at Mamallapuram	25.00	25.00
2019-20	Indian Dance Festival	25.00	25.00
	Kumari Festival	10.00	10.00
	Tourism Cultural Festival	15.00	15.00
2021-22	India Dance Festival at Mamallapuram	25.00	25.00
2022-23	India Dance Festival at Mamallapuram	25.00	25.00
