

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.446
ANSWERED ON 25.07.2024

EMPLOYMENT GENERATION THROUGH TOURISM INDUSTRY

446 SMT. RAJANI ASHOKRAO PATIL:

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

- (a) whether the Central Government has taken note of the potential to generate employment at tourist destinations;
- (b) if so, the initiatives Government has undertaken to utilise this opportunity;
- (c) whether Government has any plan to identify and develop new tourist destinations;
- (d) if so, the details of such destinations, State-wise; and
- (e) the details of Government's plan of action to develop domestic tourism in the country?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): Yes.

(b): The Ministry of Tourism has undertaken Destination Based Skill Development training programme at various places in the country to train, upgrade and sensitize the local people residing near the tourist sites and destinations. Under the initiative, around 12187 candidates have been trained at 145 destinations.

(c) to (e): For development of domestic tourism in the country the Ministry of Tourism promotes tourism destinations and products in Domestic and International Markets. Marketing and promotion is carried out through various initiatives including events and social media. Further, the Ministry of Tourism under its scheme of "Swadesh Darshan" provides funds to State/UT Administration/Central Agencies etc. for tourism infrastructure development, for existing destinations as well as new destinations.

For development of new destinations, the Ministry of Tourism has revamped the "Swadesh Darshan" scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism-centric approach. Additionally, the Ministry of Tourism has formulated "Challenge Based Destination Development (CBDD)" as a sub-scheme under SD2.0 aiming for holistic development of destination to enhance tourist experience.

The State wise detail of projects sanctioned in various States/Union Territory Administrations under the schemes of "Swadesh Darshan 2.0" and destinations identified under "CBDD" are at **Annexure-I** and **II**.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (c) TO (e) OF RAJYA SABHA UNSTARRED QUESTION NO.446 ANSWERED ON 25.07.2024 REGARDING EMPLOYMENT GENERATION THROUGH TOURISM INDUSTRY BY SMT. RAJANI ASHOKRAO PATIL.

Detail of projects sanctioned under the Swadesh Darshan 2.0 Scheme.

(₹ in Crore)

Sl. No.	State /UT	Destination	Interventions Name	Amount Sanctioned
1	Karnataka	Hampi	Setting up of 'Traveller nooks'	26.30
2	Karnataka	Mysuru	Tonga ride Heritage experience zone	4.12
3	Tamil Nadu	Mamallapuram	Immersive experience at Shore Temple	30.02
4	Telangana	Bhongir	Bhongir Fort Experiential Zone	56.81
5	Madhya Pradesh	Gwalior	Phoolbagh Experience zone	16.73
6	Rajasthan	Bundi	Spiritual Experience, Keshoraipatan	17.37
7	Sikkim	Gangtok	Gangtok Cultural Village	22.59
8	Telangana	Ananathagiri	Eco tourism zone at Ananathgiri forest	38.00
9	Punjab	Kapurthala	Eco Tourism experience at Kanjili wetland	20.06
10	Puducherry UT	Karaikal	Karaikal beach and waterfront experience	20.29
11	Uttarakhand	Pithoragarh	Rural Tourism Cluster Experience at Gunji	32.20
12	Uttarakhand	Champawat	Tea Garden Experience	11.21
13	Kerala	Kumarakom	Kumarakom Bird Sanctuary Experience	13.92
14	Meghalaya	Sohra	Meghalayan age Cave Experience	32.45
15	Andhra Pradesh	Araku-Lambasingi	Borra Cave Experience at Araku	29.87
16	Karnataka	Mysuru	Ecological Experience Zone	18.36
17	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48
18	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67
19	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91
20	Madhya Pradesh	Chitrakoot	Spiritual experience through ghats of Chitrakoot	27.21
21	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40
22	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02
23	Uttar Pradesh	Naimisharanya	Vedic- wellness Experience	15.94
24	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75
25	Ladakh UT	Leh	Julley Leh Biodiversity Park	24.89
26	Ladakh UT	Kargil	Exploring LOC and Hundarman village Experience	12.01
27	Meghalaya	Sohra	Waterfall Trails experience	27.84
28	Uttar Pradesh	Prayagraj	Azad Park and Dekho Prayagraj Trail Experience	13.02
29	Nagaland	Chumoukedima	Tribal Cultural Experience at Midway Retreat	21.56
TOTAL				644.00

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (c) to (e) OF RAJYA SABHA UNSTARRED QUESTION NO.446 ANSWERED ON 25.07.2024 REGARDING EMPLOYMENT GENERATION THROUGH TOURISM INDUSTRY BY SMT. RAJANI ASHOKRAO PATIL.

Detail of Destinations identified under the CBBB Scheme

i) Culture & Heritage Destinations

Sl.no.	Destination	State/UT
1.	Nagarjuna Sagar	Andhra Pradesh
2.	Bhagalpur	Bihar
3.	Saran Dist. (Sonepur Fair)	Bihar
4.	Kaza	Himachal Pradesh
5.	Bidar	Karnataka
6.	Varkala	Kerala
7.	Mandu	Madhya Pradesh
8.	Ahmednagar	Maharashtra
9.	Langthabal Konug	Manipur
10.	Mawphlang Village	Meghalaya
11.	White Town	Puducherry
12.	Ferozpur (Hussainiwala Border)	Punjab
13.	Thanjavur	Tamil Nadu
14.	Nalgonda	Telangana
15.	Mahoba	Uttar Pradesh
16.	Vadnagar	Gujarat

ii) Spiritual Destinations

Sl. No.	Destination	State/UT
1.	Ahobilam	Andhra Pradesh
2.	Porbandar	Gujarat
3.	Ramrekha Dam	Jharkhand
4.	Thalassery	Kerala
5.	Orchha	Madhya Pradesh
6.	Nartiang Village	Meghalaya
7.	Impur Village	Nagaland
8.	Rupnagar(Anandpur Sahib)	Punjab
9.	Kabi, Mangan	Sikkim
10.	Rameswaram Island	Tamil Nadu
11.	Kainchidham	Uttarakhand

iii) Ecotourism and Amrit Dharohar Destinations

Sl. No.	Destination	State/UT
1.	Bichom Dam	Arunachal Pradesh
2.	Sivasagar	Assam
3.	Mayali Bagicha	Chhattisgarh
4.	Mayem Village	Goa
5.	Thol Village	Gujarat

6.	Udupi	Karnataka
7.	Mushkoh Village	Ladakh
8.	Lakshadweep	Lakshadweep
9.	Doyang Reservoir	Nagaland
10.	Kamareddy	Telangana

iv) Vibrant Villages Program Destinations

Sl. No.	Destination	State/UT
1.	Kibitho	Arunachal Pradesh
2.	Rakchham, Chhitkul	Himachal Pradesh
3.	Gnathang	Sikkim
4.	Jadung	Uttarakhand
5.	Mana Village	Uttarakhand
