

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.463
ANSWERED ON 06.02.2025

STRENGTHENING THE TOURISM SECTOR FOR SUSTAINABLE DEVELOPMENT

463 SHRI RAVI CHANDRA VADDIRAJU:

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

- (a) whether challenges in implementing national tourism policies, particularly in infrastructure, skills and stakeholder participation, have been identified and addressed, including Telangana and if so, the details thereof;
- (b) whether initiatives have been taken to promote underdeveloped rural and tribal areas, including Telangana's unique offerings and if so, the details and outcomes thereof; and
- (c) whether advanced technologies like AI and digital platforms are being adopted to enhance user experiences and efficiency nationwide and if so, the details and benefits thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Promotion and development of tourism is primarily the responsibility of the concerned State Government/UT Administration. However, Ministry of tourism has taken the following initiatives to prioritise infrastructure, skills and stakeholder participation in tourism across the country including Telangana :-

- 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 in rural and tribal destinations.
- Revamped Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a destination centric approach.
- Formulated guidelines for 'Challenge Based Destination Development' as a sub scheme of Swadesh Darshan 2.0 Scheme to enhance tourist experience and to transform tourist destinations as sustainable & responsible destinations. 42 destinations have been selected in 4 categories namely (i) Spiritual Tourism, (ii) Culture & Heritage, (iii) Vibrant Village Program, (iv) Ecotourism and Amrit Dharohar Sites for development under the above scheme.
- Under the Special Assistance to States/Union Territories for Capital Investment (SASCI) Scheme of Department of Expenditure, Ministry of Finance, the operational guidelines for Development of Iconic Tourist Centres to Global Scale were issued by the Ministry of Tourism. In line with the guidelines, government of India has approved 40 Projects worth Rs. 3295.76 Crore for development of lesser-known Tourism sites in 23 States, across the country.

- Ministry of Tourism has also been providing financial assistance to State Governments/UT Administrations for organizing fairs/festivals and tourism related events under its Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.
- Ministry of Tourism promotes tourism in India through various initiatives including events, social media and campaigns. Thematic tourism including rural and tribal are promoted so as to expand the scope of tourism into other sectors as well.
- Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is aimed to be a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe, required to amplify Incredible India in all their marketing and promotional efforts.
- Ministry is conducting Programmes under the ‘Capacity Building for Service Providers’ (CBSP) Scheme to train and upgrade manpower to provide better service standards.
- To enhance the overall experience of tourists by making available a pool of local, trained professionals at tourist sites across the country, Ministry launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a Pan-India online learning program.
- The Ministry of Tourism launched a National responsible tourism initiative by the name of Paryatan Mitra/Paryatan Didi.
- National & Regional Conferences of State/UT Tourism Ministers are held from time to time to discuss various issues related to the development of the tourism sector in the country. The officials of State/Central Ministries/Tourism Stakeholders also attend these meetings.
- Representations are received from Stakeholders from time to time which are taken up for resolution.
- Meetings/Consultations are held from time to time to take suggestions/inputs from stakeholders including representatives from other Central Ministries for the development and promotion of tourism in the country.

The details of projects sanctioned in the State of Telangana under the ‘Swadesh Darshan’, SD 2.0, SASCI, ‘National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)’ and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ Schemes is given at **Annexure-I**.

Financial assistance provided to the State of Telangana for organizing fairs/ festivals & tourism related events in the last five years are at **Annexure-II**.

(c): Ministry of Tourism has launched its revamped Incredible India Digital Platform (www.incredibleindia.gov.in) make it a tourist centric one stop digital platform, which will provide the tourists with information and services all through their journey from planning, booking, visiting, and returning. The vision of Incredible India Digital Platform is to captivate the imagination of tourists by showcasing the rich culture, heritage, crafts, festivals, cuisine and more of diverse India.

Infrastructure projects sanctioned by the Ministry also include digital components like Light & Sound show and interpretation centres.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.463 ANSWERED ON 06.02.2025 REGARDING STRENGTHENING THE TOURISM SECTOR FOR SUSTAINABLE DEVELOPMENT RAISED BY SHRI RAVI CHANDRA VADDIRAJU

Projects sanctioned under Swadesh Darshan Scheme for the State of Telangana

S. No.	Circuit	Sanction Year	Name of the Project	Amount Sanctioned (Rs. Crore)
1	Eco Circuit	2015-16	Development of Eco Tourism Circuit in Mahaboobnagar district	91.62
2	Tribal Circuit	2016-17	Development of Mulugu-Laknavaram-Medavaram- Tadvai- Damaravi- Mallur-Bogatha Waterfalls	79.87
3	Heritage Circuit	2017-18	Development of Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb	96.90

Projects sanctioned under Swadesh Darshan 2.0 Scheme for the State of Telangana

S. No.	Destination	Name of the Experience	Sanctioned Cost (Rs. Crore)	Date of Sanction
1	Bhongir	Bhongir Fort Experiential Zone	56.81	29-02-2024
2	Ananathagiri	Eco tourism zone at Ananathagiri forest	38.00	05-03-2024

Projects sanctioned under Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centers to Global Scale Scheme for the State of Telangana

S. No.	Name of the Project	Sanctioned Cost (Rs. Crore)	Date of Sanction
1	Ramappa Region Sustainable Tourism Circuit in Ramappa	73.74	13-12-2024
2	Somasilla Wellness & Spiritual Retreat in Nallamala	68.10	13-12-2024

Projects sanctioned under PRASHAD Scheme for the State of Telangana

S. No.	Project Name	Sanction Year	Approved Cost (Rs. Crore)
1	Development of Jogulamba Devi Temple	2020-21	38.90
2	Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple	2022-23	62.00
3	Development of Pilgrimage Infrastructure at Bhadrachalam	2022-23	41.38

Projects sanctioned under Assistance to Central Agencies for the State of Telangana

Sr. No.	Name of Project	Agency	Sanction Date	Amount Sanctioned (Rs. Lakhs)
1	Multimedia Laser Show with Water Screen and Musical Fountain at Sanjeevaiah Park, Hyderabad, Telangana	BECIL	31-10-2022	5000.04
2	Design, Supply, Installation, Testing & Commissioning of Digital Multimedia Technology and Lightings at Osmania Arts University, Hyderabad, Telangana	BECIL	22-12-2022	1179.93

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.463 ANSWERED ON 06.02.2025 REGARDING STRENGTHENING THE TOURISM SECTOR FOR SUSTAINABLE DEVELOPMENT RAISED BY SHRI RAVI CHANDRA VADDIRAJU

List of fairs and festivals and events supported under Domestic Promotion and Publicity including Hospitality (DPPH) scheme is as under:

Sl. No.	Year	Name of Fairs & Festivals	Amount Sanctioned (Rs. In Lakh)
1	2014-15	Kakatiya Festival at Warangal	25.00
2	2014-15	Golconda Festival at Hyderabad	25.00
3	2017-18	3rd International Kite Festival & Golconda Masters Golf Championship at Hyderabad	45.00
4	2018-19	Bathukamma Festival	25.00
5	2018-19	4th International Kite Festival	25.00
6	2019-20	Bathukamma Festival	25.00
7	2019-20	Kite Festival	25.00
8	2021-22	Bathukamma Festival	25.00
9	2021-22	Medaram Jatara at Munugu	25.00
