

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3185
ANSWERED ON 19.03.2026

PROMOTION OF TOURISM IN MAHARASHTRA

3185 DR. MEDHA VISHRAM KULKARNI:

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

- (a) whether Government has taken note of Maharashtra recording a leading share in foreign tourist visits in recent years;
- (b) the details of financial assistance provided to the State under Swadesh Darshan 2.0, PRASHAD and Special Assistance to States for Capital Investment (SASCI) during the last three years;
- (c) the major tourism infrastructure projects sanctioned in the State including those in Pune, Nashik and Trimbakeshwar; and
- (d) the steps taken to sustain growth in foreign tourist arrivals and promote Maharashtra's heritage and emerging tourism destinations?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): According to estimates of the Ministry of Tourism based on past trends, the State of Maharashtra recorded 3.705 million Foreign Tourist Visits (FTVs) in 2024, accounting for 17.69% of the total, compared to 3.388 million in 2023 and 1.512 million in 2022.

(b) and (c): The Ministry of Tourism provides financial assistance to State Governments/Union Territory Administrations for the development of tourism infrastructure under its various schemes. The details of financial assistance provided to Maharashtra under major schemes during the last three years are as under:

Name of Scheme	Projects Sanctioned	Sanctioned Cost (₹ Crore)
Swadesh Darshan 2.0	01	76.22
PRASHAD	01	45.41
SASCI*	02	146.05
CBDD	01	25

*Sanctioned by the Government of India

The major tourism infrastructure projects sanctioned in Maharashtra, including Pune and Nashik, are as follows:

1. **Pune:** "Shivrushti Historical Theme Park- Phase 3" sanctioned under Swadesh Darshan 2.0 for **₹76.22 Crore**.
2. **Nashik:** "Development of RAM-KAL PATH" sanctioned under the SASCI scheme for **₹99.14 Crore**.

3. **Trimbakeshwar:** "Development of Trimbakeshwar" sanctioned under the PRASHAD scheme for **₹45.41 Crore**.
4. **Sindhudurg:** "Ex-INS Guldar Underwater Museum, Artificial Reef, and Submarine Tourism" sanctioned under the SASCI scheme for **₹46.91 Crore**.
5. **Ahmednagar:** "Development of Ahmednagar Fort" identified under the Challenge Based Destination Development (CBDD) sub-scheme for **₹25.00 Crore**.

(d): The Ministry of Tourism promotes India as a holistic destination in global markets through various initiatives which include:

- (i) **International Marketing:** Participation in major travel trade exhibitions, organization of tourism roadshows, and India food festivals.
- (ii) **Hospitality Scheme:** Organizing familiarization (FAM) tours for foreign tour operators, media personalities, and influencers.
- (iii) **Digital Outreach:** Global branding and promotion through the official "Incredible India" website and social media platforms.
- (iv) **Sustainable Tourism:** Implementation of the "**Travel for LiFE**" programme and the National Strategy for Sustainable Tourism to preserve local culture and heritage.
- (v) **Consultation:** Regular meetings with the Government of Maharashtra to address development concerns and promote emerging destinations.
