

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4278
ANSWERED ON 12.12.2016**

PROMOTION OF BEACH TOURISM

4278. SHRI B.S. YEDIYURAPPA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any scheme to promote beach tourism;**
- (b) if so, the financial assistance extended to the States for the development of sea beaches during each of last three years, State-wise; and**
- (c) the other steps being taken for the development and promotion of beach tourism in the Country, State/UT-wise particularly in Karnataka?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)**

(a): The Ministry of Tourism promotes India as a holistic destination as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Beach Tourism. MoT also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country.

(b): Details of Central financial assistance extended to the States/Union Territory Administrations for the development of infrastructure in the Coastal area during last three years is annexed.

(c): The Ministry of Tourism has launched Swadesh Darshan Scheme in 2014-15 for integrated development of Theme-Based tourist Circuits in the country. Coastal Circuit has been identified as one of the thirteen thematic circuits for development under this scheme.

ANNEXURE**STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.4278 ANSWERED ON 12.12.2016 REGARDING PROMOTION OF BEACH TOURISM.****DETAILS OF CENTRAL FINANCIAL ASSISTANCE EXTENDED TO THE STATES/UNION TERRITORY ADMINISTRATIONS FOR THE DEVELOPMENT OF INFRASTRUCTURE IN THE COASTAL AREA DURING LAST THREE YEARS.**

(Rs. in crore)		
SL. NO.	NAME OF THE PROJECT/YEAR OF SANCTION	AMOUNT SANCTIONED
ANDAMAN & NICOBAR ISLANDS		
1.	Development of Coastal Circuit (Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair) in Andaman & Nicobar under Swadesh Darshan Scheme (2016-17)	42.19
ANDHRA PRADESH		
1.	Development of Kakinada-Hope Island-Konaseema as World class Coastal & Eco Tourism Circuit in Andhra Pradesh under Swadesh Darshan Scheme (2014-15)	69.83
2.	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore in Andhra Pradesh under Swadesh Darshan Scheme (2015-16)	60.38
GOA		
1.	Cruise Terminal Building at Mormugao Port Trust (2014-15)	8.79
2.	Development of Coastal Circuit (Sinquerim-Baga-Anjuna-Vagator-Morjim-Keri-Aguada Fort and Aguada Jail) in Goa under Swadesh Darshan Scheme (2016-17)	99.99
KARNATAKA		
1.	Development of Coastal Tourism Circuit in Karnataka (2014-15)	50.00
2.	Coastal Circuit development in Karnataka – Dakhina Kannada Dist-Uttar Kannada Dist-	95.67

	Udupi District under Swadesh Darshan Scheme (2016-17)	
KERALA		
1.	Development of Marine Drive walkway in Kochi in Kerala (2013-14)	5.00
2.	Development of Light House Beach and Surroundings – Kovalam in Kerala (2013-14)	3.86
3.	Development of Samudra Beach and Surroundings-Kovalam in Kerala (2013-14)	4.19
4.	Development of a Walkway/Promende on Willingdon Island, Cochin (2016-17)	9.01
MAHARASHTRA		
1.	Development of Coastal Circuit in Sindhudurg under Swadesh Darshan Scheme (2015-16)	82.17
2.	CFA to Mumbai Port Trust for development of Kanoji Angre Light House as a tourist destination in Maharashtra (2016-17)	15.00
ODISHA		
1.	Gopalpur-Tampera Lake-Barkul – Satapada (2016-17)	76.49
PUDUCHERRY		
1.	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (2015-16)	85.28
TAMIL NADU		
1.	Development of Coastal Circuit (Chennai-Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) in Tamil Nadu under Swadesh Darshan Scheme (2016-17)	99.92
WEST BENGAL		
1.	Development of Beach Circuit in Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakhlai -Henry Island under Swadesh Darshan Scheme (2015-16)	42.19
