

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
STARRED QUESTION NO.†*326
ANSWERED ON 19.03.2018**

NATIONAL TOURISM ADVISORY COUNCIL

†*326. SHRIMATI RITI PATHAK:

Will the Minister of TOURISM be pleased to state:

- (a) the special steps taken by the Government to promote tourism in Madhya Pradesh along with the outcome thereof;**
- (b) whether the Government has constituted a National Tourism Advisory Council;**
- (c) if so, the details thereof along with the composition and terms of reference of the said council; and**
- (d) the further steps taken by the Government to promote India as a global tourism hub?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI K.J. ALPHONS)**

(a) to (d): A Statement is laid on the Table of the House.

**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA
STARRED QUESTION NO.†*326 ANSWERED ON 19.03.2018
REGARDING NATIONAL TOURISM ADVISORY COUNCIL.**

(a): The Ministry of Tourism promotes India as a holistic destination and as part of its ongoing activities, annually releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products in the different States of the country including Madhya Pradesh. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the Indiatourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the country and increasing tourist arrivals/visits to the different States/Union Territories of the country. Domestic Tourist Visits to the State of Madhya Pradesh increased from 7,79,75,738 in 2015 to 15,04,90,339 in 2016, a growth of 93%.

Ministry of Tourism extends Central Financial Assistance to State Governments/Union Territories including Madhya Pradesh for the development of tourism infrastructure under the Swadesh Darshan Scheme for Integrated Development of Theme Based Tourist Circuits and PRASHAD- National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive. The projects are identified for development in consultation with the State Governments/UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to Scheme guidelines and utilization of funds released. The list of the projects sanctioned under the Swadesh Darshan and PRASHAD Scheme to State Government of Madhya Pradesh during the last three years is given in Annexure.

(b) & (c): The Ministry of Tourism has constituted a National Tourism Advisory Council (NTAC), under the chairmanship of the

Minister of State (I/C) for Tourism, on 27th October 2016 with a tenure of 3 years from the date of constitution. The composition of the NTAC includes:

- (i) Secretary (Tourism) as Vice Chairman.**
- (ii) Secretaries/representatives not below the rank of Joint Secretary of the Ministries of Home, Finance, Foreign Affairs, Culture, Civil Aviation, Urban Development, Road Transport & Highways, Shipping, Drinking Water and Sanitation, Chairman - Railway Board, Principal Adviser (Tourism) - NITI Aayog, Additional Member (Tourism & Catering) - Railway Board.**
- (iii) Experts in the field of Travel and Tourism Management.**
- (iv) CMD – ITDC and Presidents/Chairmen of Trade and Hospitality Associations.**

The Council is an advisory body which acts as a ‘Think Tank’ and advises the Ministry on various policy matters relating to tourism.

(d): During the current financial year 2017-18, the Ministry has launched the “Incredible India 2.0” Campaign for promoting India as a tourism destination globally. The campaign aims at moving to the next level of promotion and marketing with a shift from generic promotions across the world to market specific promotional plans, content creation and use of thematic creatives on various niche tourism products including yoga, heritage, medical tourism, golf, cuisine, wildlife, river cruises, fashion, etc.

ANNEXURE**STATEMENT IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO.†*326 ANSWERED ON 19.03.2018 REGARDING NATIONAL TOURISM ADVISORY COUNCIL.****THE DETAILS OF PROJECTS SANCTIONED TO MADHYA PRADESH UNDER THE SWADESH DARSHAN SCHEME DURING THE LAST THREE YEARS.****(Rs in crore)**

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amount released
Year 2015-16					
1.	Madhya Pradesh	Wildlife Circuit	Development of Wildlife Circuit at Panna- Mukundpur- Sanjay- Dubri- Bandhavgarh- Kanha- Mukki- Pench in Madhya Pradesh.	92.22	46.11
Year 2016-17					
2.	Madhya Pradesh	Buddhist Circuit	Development of Buddhist Circuit in Sanchi-Satna- Rewa-Mandsaur- Dhar in Madhya Pradesh.	74.94	14.99
3.	Madhya Pradesh	Heritage circuit	Development of Heritage Circuit (Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu) Madhya Pradesh	99.77	19.95
Year 2017-18					
4.	Madhya Pradesh	Eco Circuit	Development of Gandhisagar Dam-	99.62	19.92

			Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam - Ken River under Eco circuit theme of Swadesh Darshan Scheme		
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**THE DETAILS OF PROJECTS SANCTIONED TO MADHYA PRADESH
UNDER THE PRASHAD SCHEME DURING THE LAST THREE YEARS**

(Rs in crore)

Sl. No.	State/UT	Name of the Project	Amt. Sanctioned	Amt released
1	Madhya Pradesh (2017-18)	Development of Omkareshwar	40.67	8.13
