

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3734
ANSWERED ON 19.03.2018**

RICH TOURISM POTENTIAL OF COUNTRY

†3734. DR. BANSHILAL MAHATO:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken cognizance of the untapped rich tourism potential in various parts of the country and if so, the details thereof;**
- (b) whether the Government has conducted vibrant supporting activities to exhibit the tourism potential in foreign countries and if so, the details thereof;**
- (c) the details of the success achieved in consequence to increase the inflow of the tourists;**
- (d) the details of the funds allocated and utilized by the States for tourism development in their respective States during the last three years and the current year, State/UT-wise and year-wise; and**
- (e) the steps taken to encourage tourism within the country and the extent of success achieved therefrom?**

ANSWER

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

(a) to (e): The Ministry of Tourism promotes India as a holistic destination including its rich cultural, historical, religious and natural heritage. The Ministry of Tourism through its overseas Indiatourism Offices endeavors to position India in the tourism generating markets as a preferred tourism destination and promote various Indian tourism products to increase India's share in the global tourism market. The specific elements of promotional efforts undertaken in overseas markets include advertising in the Print,

Electronic, Online and Outdoor Media, participation in International Fairs & Exhibitions, organising Know India Seminars, Workshops, Road Shows, Printing/Production of Brochures and Collaterals, inviting members of the Media and Travel Trade to visit the country under the Hospitality Programme.

The Foreign Tourist Arrivals (FTAs) and Foreign Exchange Earnings (FEEs) from tourism during the last three years are as under:

Year	FTAs	Growth (%)	FEEs (Rs. in Crore)	Growth (%)
2015	80,27,133	4.5	1,35,193	9.6
2016	88,04,411	9.7	1,54,146	14.0
2017*	1,01,77,248	15.6	1,80,379	17.0

*** Provisional**

The Ministry of Tourism is according priority to the development of tourism in the country. It has launched the 'Swadesh Darshan Scheme' for integrated development of theme based tourist circuits and the 'National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive' (PRASHAD) Scheme to beautify and improve amenities and infrastructure at pilgrimage sites.

Some of the other major initiatives taken to encourage tourism include launching of Incredible India 2.0 Campaign, launching e-Visa, developing & promoting 'Niche Tourism' products and launching 24x7 toll free Multi-Lingual Tourist Helpline.

Details of the projects sanctioned under the Swadesh Darshan and PRASHAD Schemes during the last three years and the current year are annexed.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO.†3734 ANSWERED ON 19.03.2018 REGARDING RICH TOURISM POTENTIAL OF COUNTRY.

Swadesh Darshan Scheme

(Rs. in Crore)

Sl. No.	State/UT	Name of the Circuit	Name of the Project	Amt. Sanctioned	Amt. Released
Year 2014-15					
1.	Arunachal Pradesh	North-East Circuit	Development of Mega Circuit at Bhalukpong-Bomdila and Tawang in Arunachal Pradesh.	49.77	36.18
2.	Andhra Pradesh	Coastal Circuit	Development of Kakinada Hope Island Konaseema as World Class Coastal & Eco Tourism Circuit in Andhra Pradesh	69.83	55.86
Total of 2014-15				119.6	92.04
Year 2015-16					
3.	Manipur	North-East Circuit	Development of Tourist Circuit in Manipur: Imphal-Moirang-Khongjom-Moreh.	89.66	61.32
4.	Sikkim	North-East Circuit	Development of Tourist Circuit linking Rangpo (entry) – Rorathang- Aritar-Phadamchen- Nathang-Sherathang- Tsongmo-Gangtok-Phodong-Mangan- Lachung-Yumthang- Lachen-Thangu-Gurudongmer-Mangan- Gangtok-TuminLingee- Singtam (exit) in Sikkim.	98.05	71.57
5.	Uttarakhand	Eco Circuit	Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand.	80.37	64.30
6.	Rajasthan	Desert Circuit	Development of Sambhar Lake Town and Other Destinations in Rajasthan under Desert Circuit.	63.96	46.99
7.	Nagaland	Tribal Circuit	Development of Tribal Circuit Peren- Kohima-	97.36	72.05

			Wokha, Nagaland		
8.	Madhya Pradesh	Wildlife Circuit	Development of Wildlife Circuit at Panna-Mukundpur- Sanjay- Dubri-Bandhavgarh- Kanha-Mukki- Pench in Madhya Pradesh.	92.22	46.11
9.	Andhra Pradesh	Coastal Circuit	Development of Coastal Tourism Circuit in Sri Potti Sriramalu Nellore under Swadesh Darshan Scheme in Andhra Pradesh.	59.70	44.30
10.	Telangana	Eco Circuit	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana.	91.62	45.81
11.	Kerala	Eco Circuit	Development of Pathanamthitta- Gavi-Vagamon- Thekkady as Eco Tourism Circuit in Idduki and Pathanamthitta Districts in Kerala.	90.06	49.61
12.	Mizoram	North East Circuit	Integrated Development of New Eco Tourism under Swadesh Darshan-North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram.	94.91	75.92
13.	Assam	Wildlife Circuit	Development of Manas-Probitora- Nameri-Kaziranga- Dibru-Saikhowa as Wildlife Circuit in Assam.	95.67	43.05
14.	Puducherry	Coastal Circuit	Development of Union Territory of Puducherry as Tourist Circuit under Swadesh Darshan Scheme (Coastal Circuit)	85.28	38.43
15.	Arunachal Pradesh	North East Circuit	Integrated Development of New Adventure Tourism in Arunachal Pradesh	97.14	74.27
16.	Tripura	North East Circuit	Development of North East Circuit : Agartala - Sipahijala - Melaghar - Udaipur - Amarpur-Tirthamukh- Mandirghat-Dumboor- Narikel Kunja-Gandachara- Ambassa in Tripura	99.59	49.79
17.	West Bengal	Coastal Circuit	Development of Beach Circuit: Udaipur- Digha-Shankarpur- Tajpur-	85.39	42.69

			Mandarmani- Fraserganj- Bakhlai- Henry Island in West Bengal		
18.	Chhattisgarh	Tribal Circuit	Development of Tribal Tourism Circuit in Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur -Ratanpur- Kurdar-Sarodadadar Gangrel- Kondagaon - Nathyanawagaon- Jagdapur Chitrakoot- Tirthgarh in Chhattisgarh.	99.94	45.01
19.	Maharashtra	Coastal Circuit	Development of Sindhudurg Coastal Circuit in Maharashtra under Swadesh Darshan Scheme.	82.17	12.79
Total of 2015-16				1503.09	884.01
Year 2016-17					
20.	Goa	Coastal Circuit	Development of Coastal Circuit (Sinquerim-Baga, Anjuna-Vagator, Morjim- Keri, Aguada Fort and Aguada Jail) in Goa.	99.99	72.56
21.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourism Infrastructure Projects in the State of Jammu and Kashmir.	82.97	41.48
22.	Telangana	Tribal Circuit	Integrated Development of Mulugu-Laknavaram- Medavaram- Tadvai- Damaravi- Mallur- Bogatha Waterfalls as Tribal Circuit in Telangana.	84.40	38.37
23.	Meghalaya	North East Circuit	Development of Umium (Lake View), U Lum Sohpetbneng Mawdiangdiang – Orchid Lake Resort, Meghalaya.	99.13	44.61
24.	Madhya Pradesh	Buddhist Circuit	Development of Buddhist Circuit in Sanchi-Satna- Rewa-Mandsaur-Dhar in Madhya Pradesh.	74.94	14.99
25.	Kerala	Spiritual Circuit	Development of Sabarimala - Erumeli- Pampa-Sannidhanam as a Spiritual Circuit in District Pathanamthitta, Kerala.	99.99	20.00
26.	Karnataka	Coastal Circuit	Development of Coastal Circuit in Dakshin Kannada Dist, Uttar	95.67	19.13

			Kannada Dist& Udupi Dist in Karnataka.		
27.	Manipur	Spiritual Circuit	Development of Spiritual Circuit – Shri Govindajee Temple, Shri Bijoy Govindajee Temple – Shri Gopinath Temple – Shri Bungshibodon Temple – Shri Kaina Temple, Manipur.	53.80	24.24
28.	Gujarat	Heritage Circuit	Development of Heritage Circuit in Ahmedabad- Rajkot- Porbandar – Bardoli- Dandi in Gujarat.	93.48	18.70
29.	Haryana	Krishna Circuit	Development of Tourism Infrastructures at places related to Mahabharata in Kurukshetra, Haryana.	97.35	19.47
30.	Rajasthan	Krishna Circuit	Integrated Development of Govind Dev ji temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) in Rajasthan.	91.45	41.78
31.	Sikkim	North East Circuit	Development of Tourist Circuit Linking Singtam– Maka– Temi–Bermoik Tokel- Phongia- Namchi – Jorthang- Okharey- Sombaria-Daramdin- Jorethang- Melli (Exit) in Sikkim.	95.32	19.06
32.	Madhya Pradesh	Heritage Circuit	Development of Heritage Circuit (Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu) Madhya Pradesh	99.77	19.95
33.	Kerala	Spiritual Circuit	Development of Sree Padmanabha Arnamura- Sabrimala-as a Spiritual Circuit in Kerala	92.44	44.75
34.	Bihar	Spiritual Circuit	Development of Jain Circuit: Vaishali- Arrah- Masad- Patna- Rajgir- Pawapuri- Champapuri as Spiritual Circuit in Bihar.	52.39	24.06
35.	Bihar	Spiritual Circuit	Integrated Development of Kanwaria Route: Sultanganj – Dharmshala- Deoghar under Spiritual circuit in Bihar.	52.35	24.05
36.	Odisha	Coastal Circuit	Development of Gopalpur, Barkul, Satapada and Tampara as Coastal circuit	76.49	15.30

			in Odisha.		
37.	Nagaland	Tribal Circuit	Development of Tribal circuit (Mokokchung-Tuensang-Mon) in Nagaland	99.67	49.83
38.	Uttarakhand	Heritage Circuit	Integrated Development of Heritage Circuit in Kumaon Region - Katarmal - Jogeshwar-Bajjnath-Devidhura in Uttarakhand.	81.94	16.39
39.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama under Himalayan Circuit theme in J&K.	96.38	44.78
40.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities under the Construction of Assets in lieu of those Destroyed in Floods in 2014 under PM Development Package for J&K	98.70	47.25
41.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist facilities at Mantalai- Sudhmahadev-Patnitop under Himalayan Circuit Theme in J&K.	97.82	19.56
42.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Anantnag- Kishtwar-Pahalgam - Daksum - Ranjit Sagar Dam under Himalayan Circuit Theme in J&K.	96.39	44.52
43.	Jammu & Kashmir	Himalayan Circuit	Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh Circuit under Himalayan Circuit Theme in J&K.	96.93	19.38
44.	Uttar Pradesh	Buddhist Circuit	Development of Buddhist Circuit - Srawasti, Kushinagar, & Kapilvastu in Uttar Pradesh.	99.97	19.99
45.	Uttar Pradesh	Ramayana Circuit	Development of Chitrakoot and Shringverpur as Ramayana Circuit in Uttar Pradesh	69.45	13.89
46.	Andaman & Nicobar Islands	Coastal Circuit	Development of Coastal Circuit (Long Island-Ross Smith Island- Neil Island-Havelock Island- Baratang	42.19	8.44

			Island-Port Blair) in Andaman & Nicobar under Coastal thematic circuit of Swadesh Darshan Scheme.		
47.	Tamil Nadu	Coastal Circuit	Development of Coastal Circuit (Chennai-Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) in Tamil Nadu under Swadesh Darshan Scheme	99.92	19.98
48.	Uttar Pradesh	Spiritual Circuit	Development of Spiritual Circuit (Shahjahanpur-Basti- Ahar-Aligarh- Kasgunj-Sarosi- Pratapgarh-Unnao- Kaushambi- Mirzapur- Gorakpur- Kairana- Doamriyagunj- Bagpat- Barabanki- Azamgarh)	76.00	15.20
49.	Uttar Pradesh	Spiritual Circuit	Development of Spiritual Circuit –II(Bijnor- Meerut- Kanpur- Kanpur Dehat- Banda- Ghazipur- Salempur- Ghosi- Balia- Ambedkar Nagar- Aligarh- Fatehpur- Deoria- Mahoba- Sonbhadra- Chandauli- Mishrikh- Bhadohi) in Uttar Pradesh under Swadesh Darshan Scheme	62.96	12.59
50.	Uttar Pradesh	Heritage Circuit	Development of Heritage Circuit(Kalinjar Fort (Banda)- MarharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal (Fatehpur)- Mavahar Sthal (Ghosi)- Shaheed Smarak (Meerut) in Uttar Pradesh under Swadesh Darshan Scheme	41.51	8.30
51.	Bihar	Buddhist Circuit	Development of Buddhist circuit- Construction of Cultural Centre at Bodhgaya, Bihar	98.73	19.75
52.	Assam	Heritage Circuit	Development of Tezpur – Majuli – Sibsagar as Heritage Circuit in Assam under Swadesh Darshan scheme	98.35	19.67
53.	Himachal	Himalayan	Integrated Development of	99.76	19.95

	Pradesh	Circuit	Himalayan Circuit in Himachal Pradesh under Swadesh Darshan scheme		
54.	Mizoram	Eco Circuit	Development of Eco-Adventure Circuit Aizawl - Rawpuichhip - Khawhphawp - Lengpui - Durtlang - Chatlang-Sakawrhmutuaitlang - Muthee - Beratlawng - Tuirial Airfield - Hmuifang under Eco circuit theme of Swadesh Darshan Scheme	99.07	44.63
55.	Rajasthan	Spiritual Circuit	Development of Spiritual Circuit- Churu (SalasarBalaji)- Jaipur (Shri Samode Balaji, Ghat ke Balaji, Bandhe ke Balaji)- Alwar (Pandupole Hanumanji, Bharathari)- Viratnagar (Bijak, Jainnasiya, Ambika Temple)- Bharatpur (Kaman Region)- Dholpur (Muchkund) - MehandipurBalaji- Chittorgarh (Sanwaliyaji) in Rajasthan under Swadesh Darshan scheme	93.90	18.78
56.	Gujarat	Heritage Circuit	Development of Heritage circuit: Vadnagar- Modhera and Patan in Gujarat under Swadesh Darshan Scheme	99.81	44.91
Total of 2016-17				3191.38	1010.29
Year 2017-18					
57.	Bihar	Rural Circuit	Development of Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia in Bihar under Rural Circuit theme of Swadesh Darshan Scheme	44.65	8.93
58.	Goa	Coastal Circuit	Development of Coastal Circuit II: Rua De Orum Creek - Don Paula -Colva - Benaulim in Goa under Swadesh Darshan Scheme	99.35	19.87
59.	Gujarat	Buddhist Circuit	Development of Buddhist circuit: Junagadh- Gir-Somnath- Bharuch-Kutch-Bhavnagar- Rajkot-Mehsana in Gujarat under Swadesh Darshan scheme	35.99	7.20
60.	Puducherry	Heritage	Development of Heritage	66.35	13.27

		Circuit	Circuit in Puducherry under Swadesh Darshan Scheme.		
61.	Puducherry	Spiritual Circuit	Development of Spiritual Circuit in Puducherry under Swadesh Darshan Scheme	40.68	8.14
62.	Rajasthan	Heritage Circuit	Development of Heritage Circuit (Rajsamand (Kumbhalgarh Fort)- Jaipur (Nahargarh Fort)- Alwar (BalaQuila)- SawaiMadhopur (Ranthambore Fort and Khandar Fort)- Jhalawar (Gagron Fort)- Chittorgarh (Chittorgarh Fort) Jaisalmer (JaisalmerFort) Hanumangarh (Kalibangan, Bhatner Fort and Gogamedi)- Jalore (Jalore Fort)- Udaipur (Pratap Gaurav Kendra)- Dholpur (Bagh-i-Nilofar and Purani Chawni)- Nagaur(Meera Bai Temple) in Rajasthan under Swadesh Darshan Scheme.	99.60	19.92
63.	Telangana	Heritage Circuit	Development of Heritage Circuit: Qutub Shahi Heritage Park- Paigah Tombs- Hayat Bakshi Mosque- Raymond's Tomb in Telangana under Swadesh Darshan Scheme	99.42	19.88
64.	Bihar	Spiritual Circuit	Development of Mandar Hill & Ang Pradesh under Spiritual Circuit theme of Swadesh Darshan Scheme.	53.49	10.70
65.	Madhya Pradesh	Eco Circuit	Development of Gandhisagar Dam- 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	99.62	19.92
66.	Uttar Pradesh	Ramayana Circuit	Development of Ayodhya under Ramayana Circuit theme of Swadesh	133.31	23.53

			Darshan Scheme		
67.	Andhra Pradesh	Buddhist Circuit	Development of Buddhist Circuit: Shalihundam-Thotlakonda- Bavikonda-Bojjanakonda- Amravati-Anupu in Andhra Pradesh under the theme of Buddhist Circuit of Swadesh Darshan Scheme	52.34	10.47
Total of 2017-18				824.8	161.83
GRAND TOTAL TILL DATE				5638.87	2148.17

PRASHAD Scheme

(Rs. in Crore)

Sl. No.	State	Name of the Project	Year of Sanction	Amt. Sanctioned	Amt. Released
1.	ANDHRA PRADESH	Development of Amaravati Town, Guntur District as a Tourist Destination	2015-16	28.36	22.69
2.	ANDHRA PRADESH	Development of Srisailam Temple	2017-18	47.45	9.49
3.	ASSAM	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati	2015-16	33.98	16.99
4.	BIHAR	Development of basic facilities at Vishnupad temple, Gaya, Bihar	2014-15	4.27	2.14
5.	BIHAR	Development at Patna Sahib	2015-16	41.54	33.23
6.	GUJARAT	Development of Dwarka	2016-17	26.23	5.25
7.	GUJARAT	Pilgrimage amenities at Somnath	2016-17	37.44	7.49
8.	JAMMU & KASHMIR	Development at Hazratbal,	2016-17	42.02	19.93
9.	KERALA	Development at Guruvayur Temple	2016-17	46.14	9.23
10.	MADHYA PRADESH	Development of Omkareshwar	2017-18	40.67	8.13
11.	ODISHA	Infrastructure Development at Puri, Shree JagannathDham-Ramachandi-Prachi River front at Deuli under Mega Circuit	2014-15	50.00	10.00
12.	PUNJAB	Development of Karuna Sagar Valmiki Sthal at	2015-16	6.45	5.11

		Amritsar			
13.	RAJASTHAN	Integrated Development of Pushkar/Ajmer	2015-16	40.44	19.41
14.	TAMILNADU	Development of Kanchipuram	2016-17	16.48	3.30
15.	TAMILNADU	Development of Vellankani	2016-17	5.60	1.12
16.	UTTARAKHAND	Integrated Development of Kedarnath	2015-16	34.78	17.39
17.	UTTAR PRADESH	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	2014-15	14.93	6.77
18.	UTTAR PRADESH	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	2014-15	9.36	1.76
19.	UTTAR PRADESH	Development of Varanasi	2015-16	20.40	16.32
20.	WEST BENGAL	Development of Belur	2016-17	30.03	23.39
21.	UTTAR PRADESH	Cruse Tourism in River Ganga, Varanasi	2017-18	10.72	2.14
22.	MAHARASHTRA	Development of Trimbakeshwar	2017-18	37.81	Administrative approval conveyed vide letter dated 30.01.2018
23.	UTTAR PRADESH	Development of Varanasi Under PRASHAD Scheme - II	2017-18	62.82	Administrative approval conveyed vide letter dated 08.02.2018
		Total		687.92	241.28
