

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.\*266  
ANSWERED ON 06.08.2018**

**NATIONAL TOURISM ADVISORY COUNCIL**

**\*266. SHRI RAJENDRA AGRAWAL:**

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

**nb**

- (a) the special steps taken by the Government to promote tourism in Uttar 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.**

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**STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO.\*266 ANSWERED ON 06.08.2018 REGARDING NATIONAL TOURISM ADVISORY COUNCIL.**

**(a): The Ministry of Tourism promotes India as a holistic destination and as part of its on-going 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 and Union Territories of the country including Uttar Pradesh. Promotions are also undertaken through the Website and Social Media accounts of the Ministry. In addition, the India tourism Offices in India and overseas undertake various promotional activities with the objective of showcasing the tourism potential of the country and increasing tourist arrivals / tourist visits to the different States / Union Territories of the country. Domestic Tourist Visits to the State of Uttar Pradesh increased from 213544204 in 2016 to 233977619 (Provisional) in 2017, a growth of 9.6 % and Foreign Tourist Visits from 3156812 in 2016 to 3556204 (Provisional) in 2017, a growth of 12.7%.**

**The Ministry of Tourism extends Central Financial Assistance (CFA) to State Governments/Union Territories (UTs) including Uttar 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. Under the Scheme of Assistance to Central Agencies for Tourism Infrastructure Development, CFA is provided to central agencies like Archaeological Survey of India, Port Trust of India, ITDC, Ministry of Railways, etc. CFA is also given to States and UTs for organising Fairs, Festivals and tourism related events and for IT related projects. The list of the projects sanctioned under these Schemes to the State Government of Uttar Pradesh during the last three years is given in Annexure.**

**(b) and (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 27<sup>th</sup> 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): The Ministry of Tourism has launched the "Incredible India 2.0" Campaign in 2017-18 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, wellness, wildlife, cuisine, heritage, medical tourism, golf, river cruises, fashion, etc. The Campaign covers the important source markets for Indian tourism and also takes into account emerging markets with significant potential.**

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**ANNEXURE****STATEMENT IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO.\*266 ANSWERED ON 06.08.2018 REGARDING NATIONAL TOURISM ADVISORY COUNCIL.****THE DETAILS OF PROJECTS SANCTIONED TO UTTAR PRADESH UNDER THE SWADESH DARSHAN SCHEME DURING THE LAST THREE YEARS****(Rs. in Crore)**

<b>Sl. No.</b>	<b>State/UT</b>	<b>Name of the Circuit</b>	<b>Name of the Project</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>
<b>Year 2016-17</b>					
<b>1.</b>	<b>Uttar Pradesh</b>	<b>Buddhist Circuit</b>	<b>Development of Buddhist Circuit – Srawasti, Kushinagar, &amp; Kapilvastu in Uttar Pradesh.</b>	<b>99.97</b>	<b>19.99</b>
<b>2.</b>	<b>Uttar Pradesh</b>	<b>Ramayana Circuit</b>	<b>Development of Chitrakoot and Shringverpur as Ramayana Circuit in Uttar Pradesh</b>	<b>69.45</b>	<b>13.89</b>
<b>3.</b>	<b>Uttar Pradesh</b>	<b>Spiritual Circuit</b>	<b>Development of Spiritual Circuit (Shahjahanpur – Basti – Ahar- Aligharh – Kasgunj - Sarosi- Pratapgarh – Unnao - Kaushambi- Mirzapur - Gorakpur- Kairana- Doamriyagunj – Bagpat – Barabanki - Azamgarh)</b>	<b>76.00</b>	<b>15.20</b>

<b>4.</b>	<b>Uttar Pradesh</b>	<b>Spiritual Circuit</b>	<b>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</b>	<b>63.77</b>	<b>31.89</b>
<b>5.</b>	<b>Uttar Pradesh</b>	<b>Heritage Circuit</b>	<b>Development of Heritage Circuit (Kalinjar Fort (Banda)- Marhar Dham (SantKabir Nagar)- Chauri Chaura, Shaheed Sthal (Fatehpur) - Mavahar Sthal (Ghosi)- Shaheed Smarak (Meerut) in Uttar Pradesh under Swadesh Darshan Scheme</b>	<b>41.51</b>	<b>8.30</b>
<b>Year 2017-18</b>					
<b>6.</b>	<b>Uttar Pradesh</b>	<b>Ramayan a Circuit</b>	<b>Development of Ayodhya under Ramayana Circuit theme of Swadesh Darshan Scheme</b>	<b>133.30</b>	<b>23.53</b>

**THE DETAILS OF PROJECTS SANCTIONED TO UTTAR PRADESH  
UNDER THE PRASHAD SCHEME DURING THE LAST THREE YEARS**

(Rs. in Crore)

<b>Sl. No.</b>	<b>State/UT</b>	<b>Name of the Project</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>
<b>Year 2015-16</b>				
<b>1.</b>	<b>Uttar Pradesh</b>	<b>Development of Varanasi</b>	<b>20.40</b>	<b>16.32</b>
<b>Year 2017-18</b>				
<b>2.</b>	<b>Uttar Pradesh</b>	<b>Cruise Tourism in River Ganga, Varanasi</b>	<b>10.72</b>	<b>2.14</b>
<b>3.</b>	<b>Uttar Pradesh</b>	<b>Development of Varanasi under PRASHAD Scheme - II</b>	<b>62.82</b>	<b>Only Administrative Approval given.</b>

**THE DETAILS OF PROJECTS SANCTIONED FOR UTTAR PRADESH  
UNDER THE SCHEME OF ASSISTANCE TO CENTRAL AGENCIES  
DURING THE LAST THREE YEARS**

(Rs. in Lakh)

<b>Sl. No.</b>	<b>State/UT</b>	<b>Central Agency</b>	<b>Name of the Project</b>	<b>Amt. Sanctioned</b>	<b>Amt. Released</b>
<b>Year 2017-18</b>					
<b>1.</b>	<b>Uttar Pradesh</b>	<b>CPWD</b>	<b>Illumination of three monuments in Varanasi, Uttar Pradesh (Dashashwamedh Ghat to Darbanga Ghat; Tulsi Manas Mandir and Sarnath museum)</b>	<b>293.55</b>	<b>234.845</b>

**THE DETAILS OF CENTRAL FINANCIAL ASSISTANCE (CFA) GIVEN TO UTTAR PRADESH FOR ORGANISING FAIRS, FESTIVALS & TOURISM RELATED EVENTS AND FOR IT RELATED PROJECTS DURING THE LAST THREE YEARS**

(Rs. in Lakh)

<b>Sl. No.</b>	<b>Name of Projects</b>	<b>Amount Sanctioned</b>	<b>Amount Released</b>
<b>Year 2016-17</b>			
<b>1.</b>	<b>Celebration of Ganga Mahotsav 2016, Varanasi</b>	<b>25.00</b>	<b>25.00</b>
<b>2.</b>	<b>CFA for Celebration of Shilpotsav 2016, Noida</b>	<b>30.00</b>	<b>30.00</b>
<b>Year 2017-18</b>			
<b>3.</b>	<b>CFA for Shilpotsav 2017, Noida</b>	<b>25.00</b>	<b>25.00</b>
<b>4.</b>	<b>Organizing a two day seminar on Cultural/ Tourism Development at Naimisharanya, Sitapur</b>	<b>25.00</b>	<b>25.00</b>
<b>5.</b>	<b>CFA for Web Portal for Varanasi</b>	<b>42.68</b>	<b>38.412</b>

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