

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.2080  
ANSWERED ON 24.12.2018**

**IDENTIFICATION OF TOURISM CIRCUITS**

**2080. DR. MANOJ RAJORIA:**

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

- (a) the steps taken/being taken by the Government to popularize the 15 identified circuits to people of the country and from abroad so that it can be beneficial for the economy of the country; and**
- (b) details of the major criteria being taken to identify these 15 circuits?**

**ANSWER**

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

**(a): The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets. The Ministry, as part of its on-going activities, regularly releases print, electronic, online and outdoor media campaigns, under the “Incredible India” brand-line, to promote various tourism destinations and products of various States/Union Territories in the country with the objective of showcasing their tourism potential and promoting tourism in the country. The Ministry also organizes and extends support to tourism related events, produces brochures, leaflets, maps, films, CDs, etc. on various themes, destinations and niche tourism products which are also part of the 15 identified circuits.**

**(b): As per scheme guidelines of the Swadesh Darshan Scheme, the sanctioning of projects under the scheme is based on following criteria:**

- i. Potential to be showcased as world class destination with diverse tourism experiences.**

- ii. Proximity to existing destinations with connectivity and other infrastructure.**
- iii. Job creation and livelihood enhancement in the region, while conserving and promoting the local arts, cultural, handicrafts, cuisine etc. at the destination.**
- iv. Ability to attract investment in private sector/PPP with specific provisions.**
- v. Follow a comprehensive area development approach for ensuring all the facilities required by the tourists in the identified circuits.**
- vi. Robust Operation and Management plan (O&M) as per pre-agreed service standards evaluated periodically by an independent agency.**

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