

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.74
ANSWERED ON 04.02.2019**

PROMOTION OF TOURISM IN KERALA

**74. SHRI N.K. PREMACHANDRAN:
SHRI MULLAPPALLY RAMACHANDRAN:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has received any proposals for the development and promotion of tourism in the State of Kerala and if so, the details thereof along with the status of such proposals;**
- (b) whether the Government has sanctioned any projects for the Malabar region of the State and if so, the details thereof;**
- (c) the details of growth of tourism sector in the country during the last four years along with the funds sanctioned for various tourism projects, State-wise including Kerala;**
- (d) whether the Government has taken note of the advisory/alert issued by some countries to their citizens regarding their visit to India especially Kerala and if so, the details thereof and the reasons therefor along with the reaction of the Government thereto; and**
- (e) whether the Government has initiated action to make a tourist friendly climate in Kerala and if so, the details thereof along with the initiatives taken by the Government to promote tourism in Kerala?**

ANSWER

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

(a) and (b): The Ministry of Tourism under the schemes of Swadesh Darshan and PRASHAD (Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) provides Central Financial Assistance to the State Governments/Union Territory (UT)

Administrations for development of tourism infrastructure in the country.

Submission of project proposals by the State Governments/UT Administrations under the above schemes is a continuous process. The projects for development are identified in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed projects reports, adherence to relevant scheme guidelines and utilization of funds released earlier. Based on the above criteria, the Ministry has sanctioned following projects in Kerala including the project for Malabar region: -

(Rs. in crore)

S. No.	Scheme/ Year of Sanction	Name of the project	Amount Sanctioned
1.	Swadesh Darshan (2015-16)	Development of Pathanamthitta- Gavi-Vagamon- Thekkady under Eco Tourism Circuit in Idduki and Pathanamthitta Districts	76.55
2.	Swadesh Darshan (2016-17)	Development of Sabarimala - Erumeli-Pampa-Sannidhanam under Spiritual Circuit in District Pathanamthitta	99.99
3.	Swadesh Darshan (2016-17)	Development of Sree Padmanabhaswamy- Arnamula-Sabrimala under Spiritual Circuit	92.22
4.	Swadesh Darshan (2018-19)	Development of Malanad Malabar Cruise Tourism Project under Rural Circuit	80.37
5.	Swadesh Darshan (2018-19)	Development of Sivagiri Sree Narayana Guru Ashram- Arruvipuram-Kunnumpara Sree Subrahmania-Chembazhanthi Sree Narayana Gurukulam under Spiritual Circuit	69.47
6.	Swadesh Darshan (2018-19)	Development of Kasaragod, Wayanad, Kannur, Kozhikode, Palakkad, Mallapuram, Thrichur, Ernakulam, Idukki, Kottayam, Allaphuza, Pathananamithitta, Kollam, Trivandrum under Spiritual Circuit	85.23

7.	PRASHAD (2016-17)	Development at Guruvayur Temple	46.14
Total			549.97

All the above projects are at various stages of implementation.

(c): The numbers of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Visits (DTVs) in the country during the last four years and the current year along with the respective growth rates are as below:

Year	FTAs (in million)	Annual growth in FTAs (%)	DTVs (in million)	Annual growth in DTVs (%)
2014	7.68	10.2	1282.8	12.3
2015	8.03	4.5*	1431.97	11.6
2016	8.80	9.7*	1615.39	12.8
2017	10.04	14.0*	1652.49	2.3
2018(P)	10.06	5.2*	--	--

*** The growth has been calculated in terms of absolute total**

P: Provisional

The State-wise details of funds sanctioned under Swadesh Darshan and PRASHAD Schemes in the country including Kerala are given at the Annexure.

(d): The Ministry of Tourism is aware of advisory/alerts issued by foreign countries to their citizens regarding their visits to India. To address this issue, Overseas offices of the Ministry carries out regular interaction/ engagements with overseas tour operators, travel agents, opinion makers, media and consumer, to keep them updated about the ground situation in the country with an objective of reassuring them regarding travel to India.

(e): For creating conducive environment for tourists, the Ministry has implemented facilities of E-Visa, WiFi connectivity at tourist destinations, Web based public delivery system, 24X7 helpline service, Safety and Security, Cleanliness at the tourist destinations in the country including Kerala.

For Promotion of Tourism, the Ministry undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism products and destinations of the country including Kerala. As part of its marketing/promotional activities, the Ministry produces publicity material and collaterals in English and foreign languages, annually releases print, electronic and online media campaigns in important and potential markets overseas and within the country under the 'Incredible India' brand-line. Promotions are also undertaken through the website and Social Media accounts of the Ministry.

ANNEXURE**STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO.74 ANSWERED ON 04.02.2019 REGARDING PROMOTION OF TOURISM IN KERALA.****THE STATE-WISE DETAILS OF FUNDS SANCTIONED UNDER SWADESH DARSHAN AND PRASHAD SCHEMES IN THE COUNTRY INCLUDING KERALA****(Rs. In crore)**

S. No	State/ UTs	Swadesh Darshan		PRASHAD		TOTAL Sanctioned
		No. of Projects	Amt. Sanctioned	No. of Projects	Amt. Sanctioned	
STATES						
1.	Andhra Pradesh	03	179.88	02	75.81	255.69
2.	Arunachal Pradesh	02	146.91	0	0.00	146.91
3.	Assam	02	194.02	01	33.98	228
4.	Bihar	05	301.61	02	45.81	347.42
5.	Chhattisgarh	01	99.21	0	0.00	99.21
6.	Goa	02	199.34	0	0.00	199.34
7.	Gujarat	03	219.61	03	108.26	327.87
8.	Haryana	01	97.35	0	0.00	97.35
9.	Himachal Pradesh	01	99.76	0	0.00	99.76
10.	Jammu & Kashmir	06	569.19	01	42.02	611.21
11.	Jharkhand	01	52.72	01	39.13	91.85
12.	Karnataka	0	0.00	0	0.00	0.00
13.	Kerala	06	503.83	01	46.14	549.97
14.	Madhya Pradesh	04	366.55	01	40.67	407.22
15.	Maharashtra	02	136.18	01	37.81	173.99
16.	Manipur	02	126.03	0	0.00	126.03
17.	Meghalaya	02	184.10	0	0.00	184.1
18.	Mizoram	02	193.98	0	0.00	193.98
19.	Nagaland	02	197.03	0	0.00	197.03
20.	Odisha	01	76.49	01	50.00	126.49

21.	Punjab	01	99.95	01	6.40	106.35
22.	Rajasthan	04	348.91	01	40.44	389.35
23.	Sikkim	02	193.37	0	0.00	193.37
24.	Tamil Nadu	01	99.92	02	22.08	122.00
25.	Telangana	03	274.92	0	0.00	274.92
26.	Tripura	02	164.59	0	0.00	164.59
27.	Uttar Pradesh	08	505.38	06	139.75	645.13
28.	Uttarakhand	02	152.86	02	74.02	226.88
29.	West Bengal	01	85.39	01	30.03	115.42
UNION TERRITORIES						
30.	Andaman & Nicobar Islands	01	42.19	0	0.00	42.19
31.	Chandigarh	0	0.00	0	0.00	0.00
32.	Dadar & Nagar Haveli	0	0.00	0	0.00	0.00
33.	Daman & Diu	0	0.00	0	0.00	0.00
34.	Delhi	0	0.00	0	0.00	0.00
35.	Lakshadweep	0	0.00	0	0.00	0.00
36.	Puducherry	03	192.31	0	0.00	192.31
	Wayside Amenities	01	18.10	0	0.00	18.10
Total		77	6121.69	24	832.35	6954.04
