

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2360
ANSWERED ON 08.07.2019**

FILM TOURISM

2360. DR. AMOL RAMSING KOLHE:

SHRIMATI SUPRIYA SULE:

DR. SUBHASH RAMRAO BHAMRE:

SHRI SUNIL DATTATRAY TATKARE:

Will the Minister of TOURISM be pleased to state:

- (a) whether film tourism has a scope to generate \$3 billion by 2022 in India and if so, the details thereof along with the initiatives taken by the Government to encourage film tourism in the country and the extent of success achieved therefrom so far;**
- (b) whether the Government has taken up the matter of promoting India as a destination for film shooting with the State Governments and if so, their response in this regard;**
- (c) whether the Government proposes to extend financial support to State Governments and Union Territories for promoting film tourism and if so, the details thereof and the criteria fixed for this purpose; and**
- (d) whether the Ministry of Information and Broadcasting and the Ministry of Tourism has signed a Memorandum of Understanding (MoU) to provide strong support for Film Tourism and if so, the details thereof and the objective behind the move?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (d): The Ministry of Tourism has recognised films as a powerful tool for the development and promotion of destinations under Niche Tourism Product. Several destinations have gained in

terms of tourist inflow by being the venue/location of popular domestic and international films.

‘Film Tourism’ provides exposure and promotion to the filmed destinations, which thereby brings job creation, investment opportunities, and income generation contributing to the overall economic development of the area.

The Ministry of Tourism has taken following steps to promote Film Tourism in the country:

- **Signing of a Memorandum of Understanding with the Ministry of Information and Broadcasting in 2012, inter-alia, to promote Cinema of India as a sub-brand of ‘Incredible India’ at various International Film Festivals and markets abroad, to develop synergy between tourism and the film industry to provide a platform for enabling partnerships between the Indian and global film industry.**
- **Institution of a National Tourism Award in the category “Most Film Promotion Friendly State/UT” to encourage the State Governments and Union Territories to facilitate filming in their region;**
- **Formulated guidelines for extending Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for promotion of Film Tourism. As per these Guidelines, CFA of Rs. 2.00 Lakh per film is extended, to the State Governments/Union Territory Administrations during each financial year.**

The Ministry of Information and Broadcasting, Government of India has informed that Film Facilitation Office (FFO) has been set up with a view to promote and facilitate film shootings in India. FFO acts as a Single Window facilitation point for ease of filming in India by assisting them to get requisite permission and disseminating information on shooting locations and facilities available with the Indian Film Industry for production and post- production. FFO has also launched its web-portal <https://ffo.gov.in/en> for this purpose.
