

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1851  
ANSWERED ON 13.03.2023**

**DEVELOPMENT OF TOURIST DESTINATIONS THROUGH CHALLENGE  
MODE**

**1851. SHRIMATI KESHARI DEVI PATEL:  
DR. SANGHMITRA MAURYA:  
DR. KALANIDHI VEERASWAMY:  
SHRI KRIPANATH MALLAH:  
SHRIMATI JASKAUR MEENA:**

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

- (a) whether the Government has planned to select fifty tourist destinations through challenge mode to be developed as a complete package for domestic and foreign tourists within the country;**
- (b) if so, the details thereof;**
- (c) the details of the funds allocated under this scheme;**
- (d) the details of the target likely to be set under this scheme;**
- (e) the details of the number of States likely to be covered initially under this scheme;**
- (f) whether the Government has planned to cover Tamil Nadu under this scheme;**
- (g) if so, the details thereof and if not, the time by which it is likely to be covered; and**
- (h) the time by which this scheme is likely to be implemented?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (h): The Union Budget for the financial year 2023-24 announces that - 'With an integrated and innovative approach, at least 50 destinations will be selected through challenge mode. In**

**addition to aspects such as physical connectivity, virtual connectivity, tourist guides, high standards for food streets and tourists' security, all the relevant aspects would be made available on an App to enhance tourist experience. Every destination would be developed as a complete package.'**

**Thereafter, the Ministry of Tourism organized Post Budget Webinar on 3<sup>rd</sup> March, 2023 on 'Developing Tourism in Mission Mode' with the objective to seek fruitful inputs of stakeholder for implementation of budget announcements. In addition, the Ministry of Tourism has initiated process to work out the modalities in this context.**

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