GOVERNMENT OF INDIA
MINISTRY OF TOURISM

LOK SABHA
UNSTARRED QUESTION NO.2763
ANSWERED ON 07.08.2023

PROMOTION OF FILM TOURISM

2763. SHRI SHIVAKUMAR C. UDASI:
SHRI SUDHAKAR TUKARAM SHRANGARE:
SHRI DILIP SAIKIA:
SHRI RANJEET SINGH NAIK NIMBALKAR:
SHRI DEVJI M. PATEL:

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any institutional framework for promoting ‘Incredible India’ through Film Tourism;
(b) if so, the details thereof; and
(c) the steps taken by the Government to ensure ease of film making and upgradation of the existing studios to promote Film Tourism?

ANSWER

THE MINISTER OF TOURISM (SHRI G. KISHAN REDDY)

(a) to (c): While promotion and development of Tourism, including Film Tourism, is primarily the responsibility of the State Governments/UT Administrations.

However, Ministry of Tourism promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential
markets overseas, under the ‘Incredible India’ brand-line, to promote various tourism destinations and products of the country.

Ministry of Tourism has drafted a National Strategy for Film Tourism. Following strategic pillars have been identified in the strategy:-

(i) National & State level Coordination  
(ii) Country & Destination Branding  
(iii) Destination Infrastructure Development  
(iv) International scale skilling  
(v) Financial Incentives  
(vi) Post Film travel & tourism outreach  
(vii) Institutional Structure and Governance Mechanism

The Ministry of Information and Broadcasting has set up the Film Facilitation Office (FFO) 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 the filmmakers, both foreign and domestic, to get requisite permission for filming. The FFO website acts as a single point repository of filming permissions, shooting locations and resources related to filming in India as well as for postproduction facilities.

In addition, in order to promote India as a preferred filming destination, the Ministry of Information and Broadcasting has launched the following schemes w.e.f. 01.04.2022:-

(i) Incentive scheme for foreign film shooting in India.  
(ii) Incentive scheme for official Audio Visual Co-productions of films with Foreign Countries.

******