

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1197
ANSWERED ON 11.12.2023**

PROMOTION OF HERITAGE TOURISM IN GUJARAT

1197.SHRIMATI POONAMBEN MAADAM:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any measures to promote heritage tourism in the country, especially Gujarat;**
- (b) if so, the details thereof;**
- (c) whether the Government has the details of the revenue generated through heritage tourism during the last three years, year-wise;**
- (d) if so, the details thereof; and**
- (e) the details of the funds allocated for the promotion of heritage sites in Gujarat during the last three years, year-wise?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, the Government has taken a number of measures to promote heritage tourism in the country including Gujarat.

(b): Ministry of Tourism promotes the tourism destinations and tourism products of the country in a holistic manner. The promotions are carried out under the schemes of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity” (OPP) in the domestic and significant global markets. Information on tourist destinations in the country, including heritage sites, in Gujarat, are promoted through the promotional web-site – www.incredibleindia.org and the social media handles of the Ministry.

Further, Ministry of Tourism is also promoting heritage tourism by providing Central Financial Assistance (CFA) to State Governments/Union Territory Administrations/Central Agencies under the Swadesh Darshan, National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) and Assistance to Central Agencies for Tourism Infrastructure Development” Schemes for development of

tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors. Two destinations of Dholavira and Dwarka have also been identified for development under Swadesh Darshan 2.0.

(c) and (d): Ministry of Tourism does not maintain details of revenue generated through tourism and related activities at National and State level.

(e): The details of the funds allocated for promotion of heritage sites in Gujarat have been given at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PART (e) OF LOK SABAH UNSTARRED QUESTION NO.1197 ANSWERED ON 11.12.2023 REGARDING PROMOTION OF HERITAGE TOURISM IN GUJARAT BY SHRIMATI POONAMBEN MAADAM****DETAILS OF THE FUNDS FOR DEVELOPMENT OF TOURISM INFRASTRUCTURE IN GUJARAT INCLUDING HERITAGE TOURISM YEAR-WISE****SWADESH DARSHAN****(Rs. in Crore)**

S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Gujarat	2016-17	Development of Ahmedabad- Rajkot- Porbandar –Bardoli- Dandi.	58.42	56.21
2.	Gujarat	2016-17	Development of Vadnagar- Modhera	91.12	87.25
Total				149.54	143.46

PRASHAD**(Rs. in Crore)**

S. No.	Project Name	Year	Amount sanctioned	Amount released
1.	Development of Dwarka	2016-17	13.08	10.46
2.	Development of Pilgrimage Amenities at Somnath	2016-17	45.36	45.36
3.	Development of Promenade at Somnath	2018-19	47.12	47.12
4.	Development of Pilgrim Plaza with Queue management complex at Somnath Gujarat	2021-22	49.97	0.00
5.	Development of Pilgrimage Facilities at Ambaji Temple, Banaskantha, Gujarat	2022-23	50.00	10.54
