GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  

LOK SABHA  
UNSTARRED QUESTION NO.1682  
ANSWERED ON 02.03.2020  

IMPROVEMENT OF FACILITIES IN TAMIL NADU  

1682. SHRIMATI KANIMOZHI KARUNANIDHI:  

Will the Minister of TOURISM be pleased to state:  

(a) whether the Government is aware of the study by World Trade and Tourism Council – India Initiative, which found that the State of Tamil Nadu attracts most international tourists in the country; and  

(b) whether the Government has taken any measures to improve the facilities and tourism-friendly initiatives, particularly in the State of Tamil Nadu and the Central Government expenditure for tourism in the State of Tamil Nadu since 2014?  

ANSWER  

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)  
(SHRI PRAHLAD SINGH PATEL)  

(a): As per the report “2019 India, State Ranking Survey” prepared by Hotelivate in association with World Travel and Tourism Council-India Initiative, Tamil Nadu stands first in International Tourists Visits in 2018.  

(b): Development of tourism, is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry of Tourism, Government of India under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides central financial assistance to State Governments/Union Territories/Central Agencies including to the State Government of Tamil Nadu for improvement of tourism related infrastructure and facilities. Details of projects sanctioned since
2014 under the schemes of Swadesh Darshan and PRASHAD in Tamil Nadu are attached as annexure.

Further, Ministry of tourism has taken various steps to attract foreign tourist in the country, which inter-alia include the following:

- Extended E- Visa facility to citizens of several countries.
- The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.
- 24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 launched in 10 International Languages and Hindi & English.
- Organization of biennial International Buddhist Conclave.
- Organization of Annual International Tourism Mart for promotion of tourism in North Eastern States.
- Promotion of activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in International Tourism Events.

In addition to this, Ministry of Tourism launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased manner.

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ANNEXURE

STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.1682 ANSWERED ON 02.03.2020 REGARDING IMPROVEMENT OF FACILITIES IN TAMIL NADU.

(Rs. in Crore)

<table>
<thead>
<tr>
<th>Name of The Scheme</th>
<th>Name of the Project</th>
<th>Amount Sanctioned</th>
<th>Amount Released</th>
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<tr>
<td>Swadesh Darshan</td>
<td>Development of Chennai-Mamallapuram – Rameshwaram – Kulasekaranpattinam – Kanyakumari</td>
<td>74.58</td>
<td>59.66</td>
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<tr>
<td>PRASHAD</td>
<td>Development of Kanchipuram</td>
<td>16.48</td>
<td>13.18</td>
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<td></td>
<td>Development of Vellankani</td>
<td>5.60</td>
<td>4.48</td>
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