

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.4692
ANSWERED ON 23.03.2020**

FINANCIAL ASSISTANCE TO TOURISM PROJECTS IN KERALA

4692. ADV. DEAN KURIAKOSE:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any plan to implement new Tourism Circuits in Kerala;**
- (b) if so, the details thereof and if not, the reasons, therefor;**
- (c) the steps taken by the Government to promote tourism in Kerala during the last three years; and**
- (d) the details of ongoing tourism projects in the said State along with the financial assistance given to each project during the last three years?**

ANSWER

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

(a) to (d): The Ministry of Tourism under its scheme of Swadesh Darshan is developing thematic tourist circuits in the country. The details of project sanctioned in Kerala under the scheme are as follows:

(Rs. in crore)

S. No.	Year of Sanction	Name of the project	Amount Sanctioned	Amount Released
1.	2015-16	Development of Pathanamthitta-Gavi-Vagamon-Thekkady under Eco Tourism Circuit in Idduki and Pathanamthitta Districts	76.55	61.24
2.	2016-17	Development of Sabarimala - Erumeli-Pampa-	99.99	20.00

		Sannidhanam under Spiritual Circuit in District Pathanamthitta		
3.	2016-17	Development of Sree Padmanabha Arnamula-Sabrimala under Spiritual Circuit	92.22	73.77
4.	2018-19	Development of Malanad Malabar Cruise Tourism Project under Rural Circuit	80.37	0.00

The above projects are at various stages of implementation /completion.

Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country, including those in Kerala. Promotions are also undertaken through the website and Social Media accounts of the Ministry.
