

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.135
ANSWERED ON 25.11.2024**

PROMOTION OF DOMESTIC TOURISM

135 DR. HEMANT VISHNU SAVARA:

Will the Minister of TOURISM be pleased to state:

- (a) whether it is a fact that Government has taken various initiatives to promote domestic tourism;**
- (b) if so, the details thereof and fund allocation during the last three years, year-wise;**
- (c) the details of domestic and foreign tourists that have visited the State of Maharashtra during the last three years, district-wise, including Palghar district;**
- (d) whether the Government has any plans for developing new Eco Tourism and Coastal Tourism in the State of Maharashtra including Palghar district;**
- (e) if so, the details thereof; and**
- (f) the details of steps being taken by the Government for the growth of eco-tourism in the country?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Ministry of Tourism promotes India in a holistic manner, as a tourist destination, through various initiatives including promotional events, assistance to State Governments for organizing fairs and festivals, etc. The Ministry also promotes various tourist destinations and products through its website and social media.

The Ministry of Tourism had launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. Under this initiative, the Ministry undertakes activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours etc.

Details of fund allocated under Domestic Promotion and Publicity including Hospitality scheme during last three years is as under:-

(In Rs. Crore)

Financial Year	Budget Estimates
2022-23	75
2023-24	75
2024-25	176.97

(c): The details of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) in Maharashtra during 2021-2023 is given below:-

(In lakh)

Year	DTVs*	FTVs*
2021	435.69	1.86
2022	1112.98	15.12
2023	1613.60	33.88

***Estimated data**

(d) to (f): Ministry of Tourism has undertaken various initiatives to promote eco-tourism and Coastal Tourism in the country. The Ministry under Swadesh Darshan Scheme has developed Sindhudurg - Sagarshwar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav under Coastal Circuit in the state of Maharashtra.

The Ministry has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations in partnership with the States/UTs for promoting sustainable and responsible tourism in the country. Under this scheme, Sindhudurg in Maharashtra has been selected for development.

Through a combination of infrastructure development, capacity building, tourism promotions, National strategy for Ecotourism, the Ministry of Tourism is working to make eco-tourism a key pillar of sustainable development in the country.
