

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†190
ANSWERED ON 25.11.2024**

STRATEGIES TO INCREASE NUMBER OF INTERNATIONAL TOURISTS

**†190 SHRI JASWANTSINH SUMANBHAI BHABHOR:
SMT. SHOBHANABEN MAHENDRASINH BARAIYA:
SHRI JUGAL KISHORE:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of various marketing and promotional strategies adopted by the Government to increase the number of international tourists to India;**
- (b) the impact of adoption of the said strategies in Dahod, Gujarat;**
- (c) the details of current rate structure for services related to tourism;**
- (d) the details of number of projects sanctioned along with the amount of funds allocated under the Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) Scheme particularly with respect to Gujarat State; and**
- (e) the details of various projects implemented in toto under the said scheme till date?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): The Ministry of Tourism undertakes various promotional activities in important and potential tourist generating markets in a holistic manner with the objective of showcasing India's tourism potential and promoting tourism to the country, including the state of Gujarat. Details of promotional activities to increase the number of international tourist to the country are as follows:

- i. Participation in international travel fairs and exhibitions such as World Travel Market (WTM) London, Feria Internacional de Turismo (FITUR) Madrid, International Travel & Hospitality Show (MITT)**

Moscow, Asia-Pacific Incentives and Meetings Event (AIME) Sydney, Internationale Tourismusbörse (ITB) Berlin, Arabian Travel Market (ATM) Dubai, International Meeting Exchange (IMEX) Frankfurt, International & French Travel Market (IFTM) Top Resa Paris, Japan Expo, Internationale Tourismusbörse Asia (ITB Asia), Singapore etc.

- ii. The Chalo India initiative has been launched by the Ministry to encourage the huge Indian diaspora to become Incredible India ambassadors and encourage their five non-Indian friends to visit India every year.**
- iii. A Chalo India portal has been developed for registration of the Indian diaspora. Further gratis e visa to one lakh foreign tourists, visiting India under the referral program was announced.**
- iv. Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in) on 27th September, 2024. The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe required to amplify Incredible India in all their marketing and promotional efforts. The revamped Incredible India Digital Portal is a tourist-centric, one-stop digital solution designed to enhance the travel experience for visitors to India.**
- v. Inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.**
- vi. The promotions in the overseas countries are being carried out in association with the State Governments and the Indian Missions including the 20 identified Indian missions.**

(c): Ministry of Tourism, Government of India is not the regulatory authority for deciding the rate structure charged by Tourism Stakeholders.

(d) & (e): An amount of Rs.1605.20 crore was sanctioned under the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) for 46 projects, including Gujarat is placed at Annexure.

ANNEXURE

STATEMENT IN REPLY TO PARTS (d) & (e) OF LOK SABHA UNSTARRED QUESTION NO.†190 ANSWERED ON 25.11.2024 REGARDING STRATEGIES TO INCREASE NUMBER OF INTERNATIONAL TOURISTS RAISED BY SHRI JASWANTSINH SUMANBHAI BHABHOR, SMT. SHOBHANABEN MAHENDRASINH BARAIYA AND SHRI JUGAL KISHORE.

PRASHAD SCHEME

| (Rs. In Crore) | | | | | |
|-------------------|--------|--|---------------|---------------|-----------------|
| State/UT | S. No. | Project Name | Sanction Year | Approved Cost | Amount Released |
| Andhra Pradesh | 1 | Development of Pilgrim Amenities at Amaravati | 2015-16 | 27.77 | 27.77 |
| | 2 | Development of Srisailam Temple | 2017-18 | 43.08 | 43.08 |
| | 3 | Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam | 2022-23 | 54.04 | 13.69 |
| Arunachal Pradesh | 4 | Development of Parshuram Kund | 2020-21 | 37.88 | 21.95 |
| Assam | 5 | Development of Pilgrimage amenities at Kamakhya Temple | 2015-16 | 29.80 | 29.80 |
| Bihar | 6 | Development at Patna Sahib | 2015-16 | 29.62 | 29.62 |
| | 7 | Development of basic facilities at Vishnupad temple | 2014-15 | 3.63 | 3.63 |
| Chhattisgarh | 8 | Development of Pilgrimage amenities at Maa Bamleshwari Devi Temple | 2020-21 | 48 .44 | 32.13 |
| Gujarat | 9 | Development of Dwarka | 2016-17 | 13.08 | 10.46 |
| | 10 | Development of Pilgrimage Amenities at Somnath | 2016-17 | 45.36 | 45.36 |
| | 11 | Development of | 2018-19 | 47.12 | 47.12 |

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|--------------------------|-----------|---|----------------|--------------|--------------|
| | | Promenade at Somnath | | | |
| | 12 | Development of Pilgrim Plaza with Queue management complex at Somnath Gujarat | 2021-22 | 49.97 | 0.00 |
| | 13 | Development of Pilgrimage Facilities at Ambaji Temple | 2022-23 | 50.00 | 10.54 |
| Haryana | 14 | Development of Mata Mansa Devi Temple and Nada Saheb Gurudwara | 2019-20 | 48.53 | 34.68 |
| Jammu and Kashmir | 15 | Development at Hazratbal Shrine | 2016-17 | 40.46 | 34.30 |
| Jharkhand | 16 | Development of Baba Baidya Nath Dham | 2018-19 | 36.79 | 34.95 |
| Karnataka | 17 | Development of Pilgrimage Amenities at Sri Chamundeshwari Devi Temple | 2023-24 | 45.71 | 0.00 |
| Kerala | 18 | Development at Guruvayur Temple | 2016-17 | 45.19 | 45.19 |
| Madhya Pradesh | 19 | Development of Amarkantak | 2020-21 | 49.99 | 34.73 |
| | 20 | Development of Omkareshwar | 2017-18 | 43.93 | 43.93 |
| Maharashtra | 21 | Development of Trimbakeshwar | 2017-18 | 42.18 | 29.93 |
| Meghalaya | 22 | Development of Pilgrimage Facilitation at Nongswalia Church, Nartiang Shakti Peeth, Aitnar Pool and Charantala Kali Temple | 2020-21 | 29.29 | 24.92 |
| Mizoram | 23 | Development of Infrastructure for Pilgrimage and Heritage Tourism at Chite Vang, Zuangtai, Reiek and Aizawl | 2022-23 | 44.89 | 13.18 |

| | | | | | |
|-------------------|-----------|--|----------------|--------------|--------------|
| Nagaland | 24 | Development of Pilgrimage Infrastructure at Molungkimong, Noksen Church, Aizuto, Wokha and Kohima | 2018-19 | 25.20 | 21.33 |
| | 25 | Development of Pilgrimage Tourism Infrastructure at Zunheboto | 2022-23 | 18.18 | 10.90 |
| Odisha | 26 | Infrastructure Development at Puri | 2014-15 | 50.00 | 10.00 |
| Punjab | 27 | Development of Karuna Sagar Valmiki Sthal at Amritsar | 2015-16 | 6.40 | 6.40 |
| | 28 | Development of Chamkaur Sahib | 2021-22 | 31.57 | 17.49 |
| Rajasthan | 29 | Integrated Development of Pushkar/Ajmer | 2015-16 | 32.64 | 26.11 |
| Sikkim | 30 | Development of Pilgrimage Facilitation at Four Patron Saints, Yuksom | 2020-21 | 33.32 | 28.31 |
| Tamil Nadu | 31 | Development of Kanchipuram | 2016-17 | 13.99 | 13.99 |
| | 32 | Development of Velankanni | 2016-17 | 4.86 | 4.86 |
| Telangana | 33 | Development of Jogulamba Devi Temple | 2020-21 | 38.90 | 33.07 |
| | 34 | Development of Pilgrimage and Heritage Tourism Infrastructure at Rudreshwara (Ramappa) Temple | 2022-23 | 62.00 | 12.82 |
| | 35 | Development of Pilgrimage Infrastructure at Bhadrachalam | 2022-23 | 41.38 | 8.43 |
| Tripura | 36 | Development of Tripura Sundari | 2020-21 | 34.43 | 25.62 |

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|----------------------|-----------|--|----------------|----------------|----------------|
| | | Temple | | | |
| Uttar Pradesh | 37 | Development of Varanasi –Phase –I | 2015-16 | 18.73 | 18.73 |
| | 38 | Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II) | 2014-15 | 10.98 | 10.98 |
| | 39 | Development of River Cruise Tourism at Varanasi | 2017-18 | 9.02 | 9.02 |
| | 40 | Construction of Tourist Facilitation Centre at Vrindavan | 2014-15 | 9.36 | 9.36 |
| | 41 | Development of Varanasi – Phase II | 2017-18 | 44.60 | 31.77 |
| | 42 | Development of Infrastructure facilities at Govardhan | 2018-19 | 37.59 | 30.97 |
| Uttarakhand | 43 | Integrated Development of Kedarnath | 2015-16 | 34.77 | 34.77 |
| | 44 | Development of Infrastructure for Pilgrimage Facilitation in Badrinath Ji Dham | 2018-19 | 56.15 | 27.43 |
| | 45 | Augmentation of Pilgrimage Infrastructure Facilities at Gangotri and Yamunotri Dham | 2021-22 | 54.36 | 10.22 |
| West Bengal | 46 | Development of Belur Math | 2016-17 | 30.03 | 23.39 |
| | | Total | | 1605.20 | 1036.96 |
