

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.146
ANSWERED ON 25.04.2016**

NEW TOURISM POLICY

146. SHRI N.K. PREMACHANDRAN:

PROF. SAUGATA ROY:

SHRI B.V. NAIK:

SHRI CHANDU LAL SAHU:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to formulate a new tourism policy in the country to promote heritage tourism;**
- (b) if so, the details thereof including the salient features of the policy;**
- (c) whether the Government proposes to introduce single window clearance for tourism promotion and if so, the details thereof;**
- (d) whether the Government proposes to start new tourism projects with the participation of State Governments and private sector and if so, the details thereof, State/UT-wise along with the steps taken by the Government to encourage trade at tourist places, State/UT-wise including the State of Chhattisgarh; and**
- (e) whether the Government has received proposals from various State Governments including West Bengal and Kerala for promotion of tourism and if so, the details thereof and the status of such proposals?**

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(DR. MAHESH SHARMA)

(a) & (b): The Ministry of Tourism has formulated a draft National Tourism Policy for the overall development and promotion of tourism in the country including the various tourism products such

as heritage tourism, amongst others. The salient features of the Policy include:

- **Focus on Employment Generation and Community Participation in tourism development.**
- **Stress on development of tourism in a sustainable and responsible manner.**
- **An all-encompassing policy involving linkages with various Ministries, Departments, States/Union Territories and Stakeholders.**
- **Development and promotion of the varied tourism products of the country.**
- **Includes aspects of Swachhta (cleanliness), Suraksha (safety) and Swagat (welcome).**
- **Development of core infrastructure as well as Tourism Infrastructure.**
- **Emphasis on skill development across all segments.**
- **Emphasis on technology enabled development in tourism.**
- **Focus on promotions in established source markets and potential markets.**
- **A more pro-active role at multilateral tourism fora.**
- **Emphasis on Market Research and Intelligence.**

(c): There is no such proposal. For all promotion works which are undertaken by the Ministry of Tourism presently, clearances and approvals are accorded at different levels of Ministry including overseas and domestic offices, as follows:

- (i) Ministry of Tourism, as part of its on-going promotional activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote various tourism destinations and products of the country.**
- (ii) A series of promotional activities are undertaken in important and potential tourist generating markets overseas and within the country through the Indiatourism Offices (Overseas and Domestic) with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising**

road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

(d) & (e): The Ministry of Tourism (MOT) has launched two schemes in 2014-15 namely, Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes and the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrim centres.

Under these Schemes, the Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for various tourism projects subject to availability of funds, liquidation of pending utilization certificates against the funds released earlier, submission of suitable Detailed Project Report (DPR) and adherence to the relevant scheme guidelines.

The State/UT wise details of project proposals sanctioned under the schemes of Swadesh Darshan and PRASAD including the States of Chhattisgarh, West Bengal and Kerala are given in the Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (d) AND (e) OF LOK SABHA UNSTARRED QUESTION NO.146 ANSWERED ON 25.04.2016 REGARDING NEW TOURISM POLICY.****a) Number of Projects and Amount Sanctioned under “Swadesh Darshan Scheme” during 2014-15 & 2015-16.****2014-15****(Rs. in Crore)**

Sl. No.	Name of the Circuit	State	Name of the Project	Amount Sanctioned
1.	North-East India Circuit	Arunachal Pradesh	Development of Bhalukpong- Bomdila-Tawang in Arunachal Pradesh	50.00
2.	Buddhist Circuit	Bihar	Construction of Cultural Centre at Bodhgaya, Bihar	33.17
3.	Coastal Circuit	Andhra Pradesh	Development of Kakinada-Hope Island-Konaseema as World class Coastal & Eco Tourism Circuit in Andhra Pradesh	69.83
Total				153.00

2015-16**(Rs. in Crore)**

Sl. No.	Circuit	State	Name of Project	Amount Sanctioned
1.	North East India Circuit	Sikkim	Development of Tourist Circuit linking Rangpo(entry)-Rorathang-Aritar-Phadamchen - Nathang-Sherathang-Tsongmo- Gangtok-Phodong-Mangan-Lachung-Yumthang-Lachen- Thangu-Gurudongmer-Mangan-	98.05

			Gangtok-TuminLingee-Singtam (exit) in Sikkim	
2.	North East India Circuit	Manipur	Development of Tourist Circuit in Manipur:Imphal-Moirang-Khongjom-Moreh.	89.66
3.	Desert Circuit	Rajasthan	Development of Sambhar Lake Town and other destinations	63.96
4.	Eco Circuit	Uttarakhand	Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake & Surroundings as New Destination-District Tehri, Uttarakhand	80.37
5.	Tribal Circuit	Nagaland	Development of Tribal Circuit Peren- Kohima-Wokha, Nagaland	97.36
6.	Coastal Circuit	Andhra Pradesh	Development of Coastal Tourism Circuit in Sri PottiSriramalu Nellore in Andhra Pradesh	60.38
7.	Wildlife Circuit	Madhya Pradesh	Development of Wildlife Circuit at Panna-Mukundpur-Sanjay-Dubri-Bandhavgarh-Kanha-Mukki-Pench in Madhya Pradesh	92.22
8.	Eco Circuit	Telangana	Integrated Development of Eco Tourism Circuit in Mahaboobnagar district, Telangana	91.62
9.	Eco Circuit	Kerala	Development of Pathanamthitta – Gavi – Vagamon – Thekkady as Eco Tourism Circuit in Idduki and Pathanamthitta Districts in Kerala	99.22
10.	North East	Mizoram	Integrated Development of New Eco Tourism under	94.91

	India Circuit		Swadesh Darshan – North East Circuit at Thenzawl & South Zote, District Serchhip and Reiek, Mizoram	
11.	North East India Circuit	Arunachal Pradesh	Integrated Development of Adventure Tourism in Arunachal Pradesh	97.14
12.	Wildlife Circuit	Assam	Wildlife Circuit of Assam	95.67
13.	Coastal Circuit	Puducherry	Development of Union Territory of Puducherry as Tourist Circuit under “Swadesh Darshan” Scheme	85.28
14.	North East India Circuit	Tripura	Development of North East Circuit: Agartala - Sipahijala - Melaghar - Udaipur - Amarpur - Tirthamukh - Mandirghat – Dumboor- NarikelKunja - Gandachara – Ambassa	99.59
15.	Coastal Circuit	West Bengal	Development of Beach Circuit – Udaipur - Digha – Shankarpur – Tajpur – Mandarmani – Fraserganj – Bakhlai -Henry Island	85.39
16.	Tribal Circuit	Chhattisgarh	Development of Tribal Tourism Circuit Jashpur-Kunkuri-Mainpat-Ambikapur-Maheshpur-ratanpur-Kurdar-Sarodadadar-Gangrel-Kondagaon-Nathyanawagaon-Jagdarpur-Chitrakoot-Tirthgarh in Chhattisgarh	99.94
17.	Coastal Circuit	Maharashtra	Sindhudurg Coastal Circuit	82.76
Total				1513.52

b) Number of Projects and Amount Sanctioned under “PRASAD” Scheme during 2014-15 & 2015-16.

2014-15

(Rs. in Crore)

Sl. No.	State / UT	Name of the project	Amount sanctioned
1.	Bihar	Development of Basic Facilities at Vishnupad temple, Gaya	4.29
2.	Uttar Pradesh	Development of Mathura Vrindavan as Mega Tourist Circuit (Phase-II).	14.93
3.	Uttar Pradesh	Tourist Facilitation Centre at Vrindavan	9.36
4.	Odisha	Infrastructure Development at Puri, Shree JagannathDham-Ramachandi-Prachi River Front at Deuli under Mega Circuit	50.00
		Total	78.58

2015-16

(Rs. in Crore)

Sl. No.	State / UT	Name of the project	Amount sanctioned
1.	Punjab	Development of KarunaSagar Valmiki Sthal at Amritsar	6.45
2.	Rajasthan	Integrated Development of Pushkar/ Ajmer	40.44
3.	Assam	Development of Kamakhya	33.98
4.	Andhra Pradesh	Development of Amaravati	28.36
5.	Bihar	Development at Patna Sahib	41.54
6.	Uttar Pradesh	Development of Varanasi	20.04
7.	Uttarakhand	Development of Kedamath	34.78
8.	Bihar	Development of Basic Facilities at Vishnupad temple, Gaya*	
		Total	205.59

*** Project sanctioned in 2014-15, 2nd instalment released.**
