

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†2315
ANSWERED ON 03.08.2026**

TOURISM COMPETITIVENESS AND GLOBAL PROMOTION OF INDIA

**†2315. SHRI ALOK SHARMA:
SMT. SANJNA JATAV:
SHRI DINESHBHAI MAKWANA:
DR. VINOD KUMAR BIND:
SHRI DILIP SAIKIA:
SHRI BIDYUT BARAN MAHATO:
DR. MANNA LAL RAWAT:
SHRI PRATAP CHANDRA SARANGI:
SHRI LUMBARAM CHOUDHARY:
SHRI P C MOHAN:
SHRI MANISH JAISWAL:
SHRI RAMVIR SINGH BIDHURI:
SHRI ANUP SANJAY DHOTRE:
SMT. SMITA UDAY WAGH:
SHRI MAHENDRA SINGH SOLANKY:
DR. NISHIKANT DUBEY:
SMT. KAMLESH JANGDE:
SHRI SURESH KUMAR KASHYAP:
DR. HEMANT VISHNU SAVARA:
SHRI KANWAR SINGH TANWAR:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of the steps taken to strengthen the global competitiveness of India's tourism sector through digital platforms, destination branding and international marketing campaigns thereof along with included destinations of Madhya Pradesh, particularly**

Dewas–Shajapur Lok Sabha Constituency and Himachal Pradesh, especially the Shimla Lok Sabha Constituency;

- (b) whether any digital ecosystem has been developed to integrate tourist services, destination information, bookings and grievance redressal through a unified platform and, if so, the details thereof, especially in Palghar in Maharashtra for Coastal tourism development and Himachal Pradesh along with registered destinations, users and services under it;**
- (c) whether the Government has formulated any strategy to promote niche tourism segments, including wedding tourism, wellness tourism, cruise tourism, coastal tourism, rural tourism and spiritual tourism across the country;**
- (d) if so, the details thereof, State/UT-wise, particularly for Madhya Pradesh, Rajasthan especially Bharatpur Lok Sabha Constituency and approved projects, financial assistance, number of tourists and employment generation district-wise in Himachal Pradesh, especially the Shimla Lok Sabha Constituency;**
- (e) the details along with the measures taken to improve international tourist arrivals, average tourist expenditure and the contribution of tourism to employment and economic growth to GDP along with assessment of impact of the said initiatives thereof, particularly in Madhya Pradesh and Maharashtra, including Jalgaon Lok Sabha Constituency and Palghar for Coastal tourism development during the last three years;**
- (f) whether the Government proposes to promote tourism infrastructure and digitally integrated tourist destinations in Jalgaon Lok Sabha Constituency and if so, the details thereof; and**
- (g) whether the Government proposes financial or infrastructure support for developing tourism circuits and heritage destinations in Dewas–Shajapur?**

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (g): The Ministry of Tourism promotes tourism destinations and experiences across the country, including those in Madhya Pradesh, Himachal Pradesh, Maharashtra and Rajasthan, through a range of domestic and international promotional initiatives aimed at enhancing the global competitiveness of India's tourism sector. These initiatives include

participation in international travel fairs and exhibitions, roadshows, integrated marketing campaigns, and digital and social media outreach.

The Ministry has developed the Incredible India Digital Platform (IIDP) as a unified digital platform providing destination information, multilingual content, curated itineraries and integration with booking services for flights, hotels, cabs, buses and ASI monument tickets through partner platforms across the country.

The Ministry has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE Tourism, Adventure Tourism, Medical & Wellness Tourism and Eco-tourism and circulated them to all State Governments and UT Administrations for implementation. The Ministry also promotes niche tourism segments, including wedding, wellness, cruise, coastal, rural and spiritual tourism, through its domestic and international promotional initiatives.

Identification and development of tourism destinations is primarily the responsibility of the concerned State Governments/UT Administrations. The Ministry complements these efforts by providing financial assistance under the Swadesh Darshan, Swadesh Darshan 2.0, Challenge Based Destination Development (CBDD) and SASCI schemes, subject to scheme guidelines. The details of projects sanctioned in Madhya Pradesh, Rajasthan, Maharashtra and Himachal Pradesh are enclosed at Annexure.

The Ministry does not maintain constituency-wise data of international tourist arrivals, tourist expenditure, contribution of tourism to GDP and employment.

ANNEXURE

STATEMENT IN REPLY TO PARTS (A) TO (G) OF LOK SABHA UNSTARRED QUESTION NO.†2315 ANSWERED ON 03.08.2026 REGARDING TOURISM COMPETITIVENESS AND GLOBAL PROMOTION OF INDIA RAISED BY SHRI ALOK SHARMA, SMT. SANJNA JATAV, SHRI DINESHBHAI MAKWANA, DR. VINOD KUMAR BIND, SHRI DILIP SAIKIA, SHRI BIDYUT BARAN MAHATO, DR. MANNA LAL RAWAT, SHRI PRATAP CHANDRA SARANGI, SHRI LUMBARAM CHOUDHARY, SHRI P C MOHAN, SHRI MANISH JAISWAL, SHRI RAMVIR SINGH BIDHURI, SHRI ANUP SANJAY DHOTRE, SMT. SMITA UDAY WAGH, SHRI MAHENDRA SINGH SOLANKY, DR. NISHIKANT DUBEY, SMT. KAMLESH JANGDE, SHRI SURESH KUMAR KASHYAP, DR. HEMANT VISHNU SAVARA, SHRI KANWAR SINGH TANWAR

List of the projects sanctioned by the Ministry of Tourism in Himachal Pradesh, Madhya Pradesh, Maharashtra and Rajasthan under its various infrastructure schemes:

Himachal Pradesh

S. No.	Name of Project	Scheme	Sanction Cost (in ₹ Crore)
1.	Integrated Development of Himalayan Circuit: Kiarighat, Shimla, Hatkoti, Manali, Kangra, Dharamshala, Bir, Palampur and Chamba (March 2017)	Swadesh Darshan 1.0	68.34
2.	Development of Maa Chintpurni Devi Temple, Una (July 2025)	Swadesh Darshan 2.0	56.26
3.	Tourism Infrastructure Development at Kaza under Culture & Heritage (March 2025)	CBDD	24.82
4.	Tourism Infrastructure Development at Rakchham, Chhitkul under Vibrant Villages Programme (March 2025)	CBDD	4.96
Total Sanction Cost			154.38

Madhya Pradesh

S. No.	Name of Project	Scheme	Sanction Cost
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			(in ₹ Crore)
1.	Development of Wildlife Circuit at Panna–Mukundpur–Sanjay–Dubri–Bandhavgarh–Kanha–Mukki–Pench (December 2015)	Swadesh Darshan 1.0	92.10
2.	Development of Sanchi–Satna–Rewa–Mandsaur–Dhar (July 2016)	Swadesh Darshan 1.0	74.02
3.	Development of Gwalior–Orchha–Khajuraho–Chanderi–Bhimbetka–Mandu (September 2016)	Swadesh Darshan 1.0	89.82
4.	Development of Gandhisagar Dam–Mandleshwar Dam–Omkareshwar Dam–Indira Sagar Dam–Tawa Dam–Bargi Dam–Bhedaghat–Bansagar Dam–Ken River (September 2017)	Swadesh Darshan 1.0	93.76
5.	Spiritual Experience at Chitrakoot (March 2024)	Swadesh Darshan 2.0	27.22
6.	Phoolbagh Experience Zone (February 2024)	Swadesh Darshan 2.0	16.74
7.	Development of Pitambara Peeth, Datia (July 2025)	Swadesh Darshan 2.0	44.24
8.	Orchha – A Medieval Splendour 2.0 (March 2025)	CBDD	25.00
9.	Mandu – A Medieval Wonder (January 2026)	CBDD	24.88
10.	Development of Amarkantak (January 2021)	PRASHAD	49.99
11.	Development of Omkareshwar (June 2017; Revised December 2022)	PRASHAD	43.93
12.	International Convention Centre for MICE (November 2024)	SASCI	99.38
13.	Orchha – A Medieval Splendour (November 2024)	SASCI	99.92
Total Sanction Cost			781.00

Maharashtra

S. No.	Name of Project	Scheme	Sanction Cost
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			(in ₹ Crore)
1.	Development of Sindhudurg Coastal Circuit – Sagareshwar, Tarkarli, Vijaydurg (Beach & Creek) and Mitbhav (March 2016)	Swadesh Darshan 1.0	19.06
2.	Development of Waki–Adasa–Dhapewada–Paradsingha–Telankhedi–Girad (May 2018)	Swadesh Darshan 1.0	45.47
3.	Shivrushti Historical Theme Park – Phase 3, Pune (September 2025)	Swadesh Darshan 2.0	75.47
4.	Development of Ahmednagar Fort (March 2025)	CBDD	25.00
5.	Development of Trimbakeshwar, Nashik (January 2018; Revised February 2025)	PRASHAD	45.41
6.	RAM-KAL PATH, Nashik (November 2024)	SASCI	99.14
7.	Ex-INS Guldar Underwater Museum, Artificial Reef and Submarine Tourism, Sindhudurg (November 2024)	SASCI	46.91
Total Sanction Cost			356.46

Rajasthan

S. No.	Name of Project	Scheme	Sanction Cost (in ₹ Crore)
1.	Development of Sambhar Lake Town and Other Destinations in Jaipur District (September 2015)	Swadesh Darshan 1.0	50.01
2.	Integrated Development of Govind Dev Ji Temple (Jaipur), Khatu Shyam Ji (Sikar) and Nathdwara (Rajsamand) (September 2016)	Swadesh Darshan 1.0	75.80
3.	Development of Spiritual Circuit: Churu (Salasar Balaji)–Jaipur–Viratnagar–	Swadesh Darshan 1.0	87.05

	Bharatpur–Dholpur–Mehandipur Balaji–Chittorgarh (March 2017)		
4.	Development of Heritage Circuit: Rajsamand–Jaipur–Jhalawar–Chittorgarh–Jaisalmer–Hanumangarh–Udaipur–Dholpur–Nagaur–Tonk (June 2017)	Swadesh Darshan 1.0	70.61
5.	Spiritual Experience, Keshavraipatan (February 2024, Revised June 2025)	Swadesh Darshan 2.0	21.65
6.	Development Works at Shri Khatu Shyam Ji Temple, Sikar (March 2025)	Swadesh Darshan 2.0	87.87
7.	Development Works at Shri Karni Mata Mandir, Bikaner (July 2025)	Swadesh Darshan 2.0	22.58
8.	Development of Malaseri Dungri, Bhilwara District (July 2025)	Swadesh Darshan 2.0	48.73
9.	Integrated Development of Pushkar/Ajmer (October 2015)	PRASHAD	32.64
10.	Development at Amber-Nahargarh and Surrounding Area (November 2024)	SASCI	49.31
11.	Development at Jal Mahal (November 2024)	SASCI	96.61
Total Sanction Cost			642.86
