

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.340  
ANSWERED ON 24.06.2019**

**SCHEMES IMPLEMENTED FOR PROMOTION OF TOURISM**

**340. DR. T.R. PAARIVENDHAR:  
SHRI BHAGWANTH KHUBA:**

**Will the Minister of TOURISM be pleased to state:**

- (a) the total number of various schemes being implemented by the Government for the promotion of tourism sector across the country;**
- (b) the total number of tourist destinations being included in the Union List for the promotion of tourism in the country during the last three years, State/UT-wise;**
- (c) whether the Government has any proposal to include Pachamalai Hills and its surrounding areas in Perambalur district of Tamil Nadu in the tourism promotion list and if so, the details thereof;**
- (d) the number of domestic and foreign tourists visiting various parts of the country including Karnataka during the last two years; and**
- (e) the funds allocated for promotion of tourism allocated to various States, State/UT-wise?**

**ANSWER**

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

**(a) to (c): There are two Schemes being implemented by Ministry of Tourism, Government of India for the promotion of Tourism. These are:**

- (i) Domestic Promotion and Publicity including Hospitality for promotion of Domestic Tourism.**
- (ii) Restructured Scheme of Overseas Promotion and Publicity including Marketing Development Assistance to promote Indian tourism in Overseas Markets.**

**Under these schemes, the Ministry of Tourism, as part of its on-going activities, annually 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, including those in the state of Tamil Nadu. Promotions are also undertaken through the Social Media accounts and website of the Ministry. In addition, the India Tourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.**

**(d): Details of domestic and foreign tourist visits to the States/UTs during the last two years are at Annexure.**

**(e): The Ministry of Tourism does not allocate funds to State/UTs for the promotion of tourism. However, The Ministry of Tourism provides Central Financial Assistance to State Governments/Union Territory Administrations for the following promotional activities, based on proposals received from the States/Union Territories, subject to adherence to scheme guidelines and availability of funds:**

- (i) Organising Fairs, Festivals and Tourism related Events.**
- (ii) Joint Advertising in Print Media Campaign.**
- (iii) Production of Publicity Material in collaboration with private Sector.**
- (iv) Promotion of Film Tourism.**

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**ANNEXURE**

**STATEMENT IN REPLY TO PART (d) OF LOK SABHA UNSTARRED QUESTION NO.340 ANSWERED ON 24.06.2019 REGARDING SCHEMES IMPLEMENTED FOR PROMOTION OF TOURISM.**

**(Figure of 2018 not available)**

**STATE/UT-WISE DOMESTIC AND FOREIGN TOURIST VISITS, 2016-17**

S. No.	State/ UT	2016		2017(P)		Growth Rate		Rank 2017	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	DTVs	FTVs
1	Andaman & Nicobar Island	384552	15466	471919	15313	22.7	-1.0	30	27
2	Andhra Pradesh	153163354	341764	165433898	271362	8.0	-20.6	4	15
3	Arunachal Pradesh	385875	6598	444005	7147	15.1	8.3	31	29
4	Assam	5160599	19456	6052667	21760	17.3	11.8	22	26
5	Bihar	28516127	1010531	32414063	1082705	13.7	7.1	14	9
6	Chandigarh	1182504	31549	1425781	31832	20.6	0.9	25	25
7	Chhattisgarh	16534471	9220	12231935	6655	-26.0	-27.8	20	30
8	Dadra & Nagar Haveli	589074	1891	614182	1908	4.3	0.9	29	34
9	Daman & Diu	826201	5669	858131	5535	3.9	-2.4	28	31
10	Delhi *	28460832	2520083	29114423	2740502	2.3	8.7	15	4
11	Goa	5650061	680683	6895234	842220	22.0	23.7	21	10
12	Gujarat	42252909	343752	48343121	448853	14.4	30.6	9	13
13	Haryana	7382995	331291	6050325	193381	-18.1	-41.6	23	17
14	Himachal Pradesh	17997750	452770	19130541	470992	6.3	4.0	16	12
15	Jharkhand	33389286	169442	33723185	170987	1.0	0.9	13	18
16	J&K	9414579	63207	14235473	79765	51.2	26.2	18	22
17	Karnataka	129762600	461752	179980191	498148	38.7	7.9	3	11
18	Kerala	13172536	1038419	14673520	1091870	11.4	5.1	17	8
19	Lakshadweep	8716	753	6620	1027	-24.0	36.4	36	36
20	Madhya Pradesh	150490339	363195	78038522	359119	-48.1	-1.1	8	14
21	Maharashtra *	116515801	4670049	119191539	5078514	2.3	8.7	5	1
22	Manipur	150638	3064	153454	3497	1.9	14.1	33	33
23	Meghalaya	830887	8476	990856	12051	19.3	42.2	27	28
24	Mizoram	67238	942	67772	1155	0.8	22.6	34	35
25	Nagaland	58178	3260	63362	4166	8.9	27.8	35	32
26	Odisha	12842766	76361	14011229	100014	9.1	31.0	19	21
27	Puducherry	1398289	117437	1531972	131407	9.6	11.9	24	20
28	Punjab	38703326	659736	40293352	1108635	4.1	68.0	11	7

29	Rajasthan	41495115	1513729	45916573	1609963	10.7	6.4	10	5
30	Sikkim	747343	66012	1375854	49111	84.1	-25.6	26	24
31	Tamil Nadu	343812413	4721978	345061140	4860455	0.4	2.9	1	2
32	Telangana	95160830	166570	85266596	251846	-10.4	51.2	6	16
33	Tripura	370618	36780	398669	69899	7.6	90.0	32	23
34	Uttar Pradesh	213544204	3156812	233977619	3556204	9.6	12.7	2	3
35	Uttarakhand	30505363	117106	34359989	133725	12.6	14.2	12	19
36	West Bengal	74460250	1528700	79687645	1574915	7.0	3.0	7	6
	Total	1615388619	24714503	1652485357	26886638	2.3	8.8	-	-

**Source: State/ Union Territory Tourism Departments.**

**\*: Estimated using all India Growth rate; P: Provisional**

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