

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.318
ANSWERED ON 19.11.2019

TOURISM DEVELOPMENT IN LAST THREE YEARS

318. SHRI SYED NASIR HUSSAIN:

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

- (a) the steps taken by Government to promote synergy amongst various stakeholders towards the development of tourism in the last three years including the current year.
- (b) what are the new initiatives taken up by Government in order to promote tourism amenities in the country; and
- (c) the State-wise list of tourism programmes run by Government to promote the indigenous history of every State?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): Ministry of Tourism works in close collaboration with various stakeholders for the development of tourism in the country. Different mechanisms to seek synergy and convergence with stakeholders are:

- i. National Conference of State Tourism Ministers which are held to discuss various issues related to the development of tourism sector in the country.
- ii. National Tourism Advisory Council which serves as a 'Think Tank' of experts in the field of tourism and advises the Ministry on various tourism related issues. It includes representatives of various Union Ministries, Trade and Industry Associations and Individual Experts in the field of travel and tourism management.
- iii. The Inter-Ministerial Coordination Committee on Tourism Sector (IMCCTS) facilitates resolution of Inter-Ministerial issues involved in the development of tourism in the country.
- iv. Meetings/Consultations held from time to time to take suggestions/inputs from stakeholders in tourism sector for the development and promotion of tourism in the country.

(b) and (c): The promotion of tourist destinations and products is primarily the responsibility of the concerned State Governments/Union Territory Administrations. However, Ministry of Tourism promotes India as a holistic destination including historical significance of various tourism sites to boost tourism in the country. Several initiatives/programmes implemented throughout the country are:

- i. Launched the Swadesh Darshan Scheme with a vision to develop theme based tourist circuits.
- ii. Launched the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme for holistic development of identified pilgrimage destinations.
- iii. Launched the Adopt a Heritage Project for development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites.
- iv. Development and promotion of 'Niche Tourism' products to attract tourist with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage.
- v. Launched 24x7 toll free Multi-Lingual Tourist Helpline.
- vi. Promoting India as a holistic tourism destination including its various tourism sites and products through Incredible India 2.0 Campaign.
- vii. Providing facility of e-Visa for 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa for nationals of 169 countries.
- viii. Revamp of Incredible India Website having information on tourism sites/destinations in different States/Union Territory Administrations.
- ix. Launch of the Incredible India Tourist Facilitator Programme on an online digital platform to provide basic, advanced and refresher courses for tourist facilitators.
- x. E-Visa has been further liberalized and the visa fee has been substantially reduced.
- xi. New mountain peaks have been opened for Mountaineering/Trekking to give boost to adventure tourism in the country.
- xii. Lowering of GST on hotels rooms with tariffs of ₹ 1,001 to ₹ 7,500/night to 12% and those above ₹ 7,501 to 18% to increase India's competitiveness as a tourism destination.

State/UT-wise list of projects sanctioned under Swadesh Darshan & PRASHAD Schemes is at **Annexure-I**. List of signed Memorandum of Understanding (MoUs) under Adopt a Heritage Project is at **Annexure-II**.

ANNEXURE-I

STATEMENT IN REPLY TO PARTS (b) AND (c) OF RAJYA SABHA UNSTARRED QUESTION NO.318 ANSWERED ON 19.11.2019 REGARDING TOURISM DEVELOPMENT IN LAST THREE YEARS.

State/UT-wise list of projects sanctioned under Swadesh Darshan & PRASHAD Schemes

(Rs. in Crore)

Sl. No.	State/UTs	Swadesh Darshan		PRASHAD	
		No. of Projects	Amt. Sanctioned	No. of Projects	Amt. Sanctioned
1.	Andaman & Nicobar Islands	01	42.19	0	0.00
2.	Andhra Pradesh	03	179.88	02	75.81
3.	Arunachal Pradesh	02	146.91	0	0.00
4.	Assam	02	194.02	01	30.71
5.	Bihar	05	301.61	02	45.81
6.	Chhattisgarh	01	99.00	0	0.00
7.	Goa	02	199.34	0	0.00
8.	Gujarat	03	212.90	03	108.26
9.	Haryana	01	97.35	0	0.00
10.	Himachal Pradesh	01	86.85	0	0.00
11.	Jammu & Kashmir	06	552.50	01	42.02
12.	Jharkhand	01	52.72	01	39.13
13.	Kerala	06	503.83	01	46.14
14.	Madhya Pradesh	04	359.75	01	40.67
15.	Maharashtra	02	136.18	01	37.81
16.	Manipur	02	126.03	0	0.00
17.	Meghalaya	02	184.10	0	0.00
18.	Mizoram	02	193.98	0	0.00
19.	Nagaland	02	197.03	01	25.26
20.	Odisha	01	70.82	01	50.00
21.	Puducherry	03	192.31	0	0.00
22.	Punjab	01	99.95	01	6.40
23.	Rajasthan	04	340.23	01	32.64
24.	Sikkim	02	193.37	0	0.00
25.	Tamil Nadu	01	74.58	02	22.08
26.	Telangana	03	274.92	0	0.00
27.	Tripura	02	164.59	0	0.00
28.	Uttar Pradesh	08	505.39	06	139.75
29.	Uttarakhand	02	150.05	02	74.02
30.	West Bengal	01	85.39	01	30.03
31.	Wayside Amenities (Uttar Pradesh & Bihar)	01	17.93	0	0.00
Total		77	6035.70	28	846.54

ANNEXURE-II

STATEMENT IN REPLY TO PARTS (b) AND (c) OF RAJYA SABHA UNSTARRED QUESTION NO.318 ANSWERED ON 19.11.2019 REGARDING TOURISM DEVELOPMENT IN LAST THREE YEARS.

List of signed Memorandum of Understanding (MoUs) under Adopt a Heritage Project

Sl. No.	Name of Site	Name of Agency (Monument Mitra)
1.	Gangotri Temple Area & Trail to Gaumukh, Uttarakhand	Adventure Tour Operators Association of India (ATOAI)
2.	Trail from Village Stok to base camp of Mt. Stok Kangri, J&K	Adventure Tour Operators Association of India (ATOAI)
3.	Red Fort, Delhi	Dalmia Bharat Ltd.
4.	Gandikota Fort, Andhra Pradesh	Dalmia Bharat Ltd.
5.	Surajkund, Haryana	Bliss Inns (India) Pvt. Ltd. (VResorts)
6.	Jantar Mantar, Delhi	Apeejay Surrendra Park Hotels Pvt. Ltd.
7.	Ajanta Caves, Maharashtra	Yatra Online Pvt. Ltd.
8.	Qutub Minar, Delhi	Yatra Online Pvt. Ltd.
9.	Hampi & Hazara Rama Temple, Hampi, Karnataka	Yatra Online Pvt. Ltd.
10.	Leh Palace, J&K	Yatra Online Pvt. Ltd.
11.	Development of Multi-Lingual Audio Guide App for 3 Tourist Sites (PAN India)	Resbird Technologies Pvt. Ltd.
12.	Rani-ki-Vav, Patan, Gujarat	Akshar Travels Pvt. Ltd.
13.	Sun Temple, Modhera, Gujarat	Akshar Travels Pvt. Ltd.
14.	Champaner-Pavagadh Archaeological Park, Gujarat	Akshar Travels Pvt. Ltd.
15.	Buddhist Caves, Junagadh, Gujarat	Akshar Travels Pvt. Ltd.
16.	Tomb of Abdur Rahim Khan-i-Khana, Delhi	Interglobe Foundation
17.	Bekal Fort, Kerala	Drishti Lifesaving Pvt. Ltd.
18.	Development of Multi-Lingual Audio Guide app for 9 Tourist Sites (ASI Monuments)	Resbird Technologies Pvt. Ltd.
19.	Badavilinga Temple, Hampi, Karnataka	Hotel Malligi Pvt. Ltd.
20.	Ugra Narsimha Temple, Hampi, Karnataka	Hotel Malligi Pvt. Ltd.
21.	Elephant Stables, Hampi, Karnataka	Evolve Back (Orange County Resorts & Hotels Ltd.)
22.	Pattabhirama Temple, Hampi, Karnataka	Evolve Back (Orange County Resorts & Hotels Ltd.)
23.	Zenana Enclosure (Lotus Mahal), Karnataka	Evolve Back (Orange County Resorts & Hotels Ltd.)
24.	Krishna Temple, Hampi, Karnataka	Heritage Resort, Hampi (Indoasia Hotels)
25.	Aguada Fort, Goa	Drishti Lifesaving Pvt. Ltd.
26.	Gol Gumbad, Delhi	Resbird Technologies Pvt. Ltd.
