

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.1682  
ANSWERED ON 02.03.2020**

**IMPROVEMENT OF FACILITIES IN TAMIL NADU**

**1682. SHRIMATI KANIMOZHI KARUNANIDHI:**

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

- (a) whether the Government is aware of the study by World Trade and Tourism Council – India Initiative, which found that the State of Tamil Nadu attracts most international tourists in the country; and**
- (b) whether the Government has taken any measures to improve the facilities and tourism-friendly initiatives, particularly in the State of Tamil Nadu and the Central Government expenditure for tourism in the State of Tamil Nadu since 2014?**

**ANSWER**

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

**(a): As per the report “2019 India, State Ranking Survey” prepared by Hotelivate in association with World Travel and Tourism Council-India Initiative, Tamil Nadu stands first in International Tourists Visits in 2018.**

**(b): Development of tourism, is primarily the responsibility of the concerned State Government/Union Territory Administration. However, Ministry of Tourism, Government of India under its schemes of Swadesh Darshan, PRASHAD and Assistance to Central Agencies provides central financial assistance to State Governments/Union Territories/Central Agencies including to the State Government of Tamil Nadu for improvement of tourism related infrastructure and facilities. Details of projects sanctioned since**

**2014 under the schemes of Swadesh Darshan and PRASHAD in Tamil Nadu are attached as annexure.**

**Further, Ministry of tourism has taken various steps to attract foreign tourist in the country, which inter-alia include the following:**

- **Extended E- Visa facility to citizens of several countries.**
- **The Incredible India 2.0 campaign launched with market specific promotional plans and content creation.**
- **24x7 Toll Free Multi-Lingual Tourist Helpline 1800111363 launched in 10 International Languages and Hindi & English.**
- **Organization of biennial International Buddhist Conclave.**
- **Organization of Annual International Tourism Mart for promotion of tourism in North Eastern States.**
- **Promotion of activities in tourist generating markets overseas through the India Tourism Offices abroad with active participation in International Tourism Events.**

**In addition to this, Ministry of Tourism launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased manner.**

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**ANNEXURE****STATEMENT IN REPLY TO PART (b) OF LOK SABHA UNSTARRED QUESTION NO.1682 ANSWERED ON 02.03.2020 REGARDING IMPROVEMENT OF FACILITIES IN TAMIL NADU.****(Rs. in Crore)**

| <b>Name of The Scheme</b> | <b>Name of the Project</b>                      | <b>Amount Sanctioned</b> | <b>Amount Released</b> |
|---------------------------|---|--------------------------|------------------------|
| <b>Swadesh Darshan</b>    | <b>Development of Chennai- Mamamallapuram</b> – | <b>74.58</b>             | <b>59.66</b>           |
|                           | <b>Rameshwaram</b> –                            |                          |                        |
|                           | <b>Kulasekaranpattinam</b> –                    |                          |                        |
|                           | <b>Kanyakumari</b>                              |                          |                        |
| <b>PRASHAD</b>            | <b>Development of Kanchipuram</b>               | <b>16.48</b>             | <b>13.18</b>           |
|                           | <b>Development of Vellankani</b>                | <b>5.60</b>              | <b>4.48</b>            |

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