

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.144
ANSWERED ON 02.02.2021

PROMOTING COASTAL TOURISM IN ODISHA

144. Dr. Amar Patnaik:

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

- (a) whether Government has taken any measures to promote coastal tourism in the State of Odisha;
- (b) if so, the details of the budgetary allocation made for the same; and
- (c) the steps taken by Government to attract foreign tourists to the beaches of Odisha?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (c): The Ministry of Tourism, under its Swadesh Darshan Scheme, has identified Coastal Circuit as one of the thematic circuits for development of tourism infrastructure in coastal areas in the country **including Odisha**.

The Swadesh Darshan Scheme is project-specific; hence State-wise budgetary allocation is not made under the Scheme. The details of the projects sanctioned by the Ministry of Tourism in Odisha under the Coastal Circuit theme of Swadesh Darshan Scheme are as below:

State/Year of sanction	Details	Amount Sanctioned (in Rs. Crores)
Odisha (2016-17)	Development of Gopalpur, Barkul, Satapada and Tampara.	70.82

The Ministry of Tourism promotes India as a holistic destination as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic markets, under the Incredible India brand-line, to promote tourism products and destinations of the country **including beaches**. Ministry of Tourism also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country.
