

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
STARRED QUESTION NO.\*364  
ANSWERED ON 22.03.2021**

**PROMOTION OF TOURISM IN KARNATAKA**

**\*364. SHRI PRAJWAL REVANNA:**

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

- (a) whether the Government is aware of the tourism potential in the State of Karnataka popularly known as 'One State many Worlds' as the State is blessed with hill stations, beaches, wildlife, heritage sites, historical places and temples;**
- (b) if so, the details thereof; and**
- (c) the steps taken by the Government to promote tourism in Karnataka?**

**ANSWER**

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

**(a) to (c): A statement is laid on the table of the House.**

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**STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA  
STARRED QUESTION NO.\*364 ANSWERED ON 22.03.2021  
REGARDING PROMOTION OF TOURISM IN KARNATAKA.**

**Promotion and development of Tourism is primarily undertaken by the State Governments/Union Territory Administrations. However, Ministry of Tourism under its schemes of Swadesh Darshan and PRASHAD provides financial assistance to State Governments/UT Administrations/Central Agencies for development of tourism infrastructure and facilities in the country. Submission of projects proposal by the State Governments and its sanctioning is a continuous process. The projects for development under the schemes are identified in consultation with the State Governments/UT Administrations/Central Agencies and are sanctioned subject to submission of project proposals, their adherence to relevant scheme guidelines, submission of suitable detailed project reports, availability of funds and utilization of funds released earlier.**

**Ministry of Tourism has provided financial assistance of Rs. 25 Lakh during 2019-20 to Government of Karnataka for Hampi Utsav, 2020 under the Guidelines for Financial Assistance to State Governments/Union Territory Administrations for organizing Fair and Festivals and Tourism related Events.**

**Ministry of Tourism has identified 19 sites in the country for development under Iconic Tourist Sites Development Project. Hampi in Karnataka is one of these 19 sites.**

**The Ministry of Tourism, Govt. of India promotes India as a holistic tourism destination including ancient heritage & culture as part of its ongoing activities, releases print, electronic, online and outdoor media campaigns in the domestic and International markets, under the Incredible India brand-line, to promote tourism products and destinations in the country including Rural Tourism. The Ministry also promotes the tourism destinations and products**

**through its websites and publicity and promotional material produced by it from time to time.**

**In this connection, Government of Karnataka has also informed about the steps taken by the State Government to promote tourism in Karnataka. The Government of Karnataka is continuously endeavouring to promote the state both nationally as well as internationally through participation in national and international trade fairs, investor meets, festivals, tour travel markets, through publication and production of quality promotional materials and advertising through undertaking of theme campaigns, dissemination of tourism information and the like. A summary of the activities for promotion of tourism undertaken by the Government of Karnataka is given at Annexure.**

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## ANNEXURE

### STATEMENT IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.\*364 ANSWERED ON 22.03.2021 REGARDING PROMOTION OF TOURISM IN KARNATAKA.

#### NOTE ON STEPS TAKEN BY GOVERNMENT TO PROMOTE TOURISM IN KARNATAKA

##### 1. Overview of Karnataka Tourism

Karnataka state has various tourism products such as beaches, hill stations, heritage monuments, national parks, wildlife sanctuaries etc. Given the variety of tourism assets, the State is promoted under the tagline “*One State, Many Worlds*”. The Department of Tourism, Government of Karnataka is continuously endeavouring to promote the state both nationally as well as internationally through participation in national and international trade fairs, investor meets, festivals, tour travel markets through publication and production of quality promotional materials and advertising through undertaking of theme campaigns, dissemination of tourism information and the like.

The budget for undertaking promotional activities for Karnataka Tourism has been as follows:-

(Rs. In Crore)

S. No.	Year	Budget
1.	2019-20	INR 48.02
2.	2020-21	INR 44.90
3.	2021-22	INR 95.00

A summary of the promotional activities undertaken by the Department of Tourism and its undertakings is summarized in the following sections.

##### 2. Marketing of Karnataka Tourism

###### (a) Tourism Campaign

Karnataka Tourism has been promoting the State with the “Script Your Adventure” theme. The campaign received the globally

renowned PATA Gold Award 2020 in the Marketing Campaign (State & City) category.

In lines with the theme, a brand campaign TVC along with a print ad campaign and marketing collaterals were launched. To retain the momentum generated for Karnataka Tourism in previous years, the Script Your Adventure theme has been continued with for promotion and publicity campaign since 2018.

**(b) Travel & Tourism Marts:**

As part of tourism promotion, Department of Tourism participates every year in national and international travel, tourism and hospitality events such as marts, expos, exhibitions, and festivals among others. During the past few years, Karnataka Tourism has participated in travel marts and roadshows in 25+ cities across the world and 25+ cities in India.

In 2019-20 Karnataka Tourism participated in 6 International Travel & Tourism Marts and 19 Domestic Travel, Tourism and Hospitality Marts.

<b>A</b>	<b>List of International Travel, Tourism and Hospitality Events</b>
1.	Arabian Travel Market 2019, Dubai
2.	JATA Tourism Expo Japan 2019, Osaka
3.	International & French Travel Market (IFTM)- Top Resa 2019, Paris
4.	World Travel Market- WTM 2019- London
5	International Tourism Trade Fair- FITUR 2020, Madrid
6	New York Times Travel Show 2020, New York

<b>B</b>	<b>List of Domestic Travel Tourism and Hospitality Events</b>
1.	Travel & Tourism Fair- TTF- Kolkatta
2.	TTF- Hyderabad
3.	India International Travel Mart- IITM- Bengaluru
4	IITM- Chennai
5	TTF- Ahmedabad
6	TTF- Surat
7	IITM- Delhi
8	IITM- Cochin
9	South Asia Travel Tourism Event ( SATTE), Delhi

<b>10</b>	<b>Outbound Travel Market- OTM- Mumbai</b>
<b>11</b>	<b>TTF- Bengaluru</b>
<b>12</b>	<b>India Travel Mart- ITM- Goa</b>
<b>13</b>	<b>PARYATAN PARV</b>
<b>14</b>	<b>BHARAT PARV</b>
<b>15</b>	<b>Incredible India Global tourism Mart- IGTM- New Delhi</b>
<b>16</b>	<b>Holiday Expo- Coimbatore</b>
<b>17</b>	<b>11<sup>th</sup> Great Indian Travel Bazaar- GITB- Jaipur</b>
<b>18</b>	<b>Indian Association of Tour Operators- IATO Annual Convention</b>
<b>19</b>	<b>SKAL Asia World Congress</b>
<b>20</b>	<b>Bengaluru Tech Summit</b>
<b>21</b>	<b>Anandabazar Patrika- ABP Tourist spot- Kolkata</b>
<b>22</b>	<b>GOA Film Bazar</b>
<b>23</b>	<b>Global Exhibitions &amp; Services Bengaluru</b>
<b>24</b>	<b>107<sup>th</sup> India Science Congress</b>

**(c) Tourism Roadshows:**

In addition to its marketing campaigns and participation in events, Department of Tourism also organizes roadshows in multiple domestic and international cities to directly connect with the tourism industry of those markets and engage directly with tourism service providers.

In 2019-20, Karnataka Tourism organized 9 International Roadshows and 14 Domestic Roadshows. The list of Karnataka Tourism roadshows for 2019-20 is as follows: -

<b>Sl. No.</b>	<b>International Cities</b>	<b>Domestic Cities</b>
<b>1</b>	<b>Tokyo</b>	<b>New Delhi</b>
<b>2</b>	<b>Manchester</b>	<b>Lucknow</b>
<b>3</b>	<b>London</b>	<b>Kolkata</b>
<b>4</b>	<b>Milan</b>	<b>Chennai</b>
<b>5</b>	<b>Madrid</b>	<b>Guwahati</b>
<b>6</b>	<b>Barcelona</b>	<b>Pune</b>
<b>7</b>	<b>New York</b>	<b>Hyderabad</b>
<b>8</b>	<b>Chicago</b>	<b>Vishakhapatnam</b>
<b>9</b>	<b>Los Angeles</b>	<b>Ahmedabad</b>
<b>10</b>		<b>Cochin</b>
<b>11</b>		<b>Coimbatore</b>

<b>12</b>		<b>Bhubaneshwar</b>
<b>13</b>		<b>Raipur</b>
<b>14</b>		<b>Vadodara</b>
<b>15</b>		<b>Surat</b>
<b>16</b>		<b>Indore</b>

**(d) Website and Mobile App:**

**development of a new website and mobile app for Karnataka Tourism is underway. The new website shall provide a variety of information on the State’s Tourism offerings act as a one-step portal for tourists and investors.**

**The key objectives behind the development of the new website are as follows: -**

- To attract and retain tourists with primary focus on foreign tourists**
- To showcase the destinations of Karnataka and the variety of tourism attractions of Karnataka**
- To provide more activity-based content and details regarding tour packages, hotels and so on so as to make it convenient for the tourists to plan the trip**
- To create an ergonomic site with more importance for photos, videos so as to be more engaging and attractive for tourists**

**The website acts as the gateway into the “*One State, Many Worlds*” of Karnataka Tourism and acts as the anchor for the active presence of Karnataka Tourism in the digital space.**

**(e) Social Media**

**Karnataka Tourism has initiated a strong push for its digital marketing activities and a dedicated digital marketing agency had been on boarded for the promotion of Karnataka Tourism on social media platforms and other digital channels. This has led to a rapid increase in Karnataka Tourism’s social media presence.**

**The official Facebook page for Karnataka Tourism (<https://www.facebook.com/karnatakaworld/>) has grown from 26 Thousand followers in August 2019 to 12.25 lakh followers in March**

**2021. Additionally Karnataka Tourism's official page has 54.4 Thousand followers on Twitter and 91.9 Thousand followers on Instagram. Further, Jungle Lodges and Resorts has over 9 Lakh followers on its Facebook page (<https://www.facebook.com/jlr.junglelodges/>) and Karnataka State Tourism Development Corporation has nearly 2 Lakh followers on its Facebook page (<https://www.facebook.com/KSTDCLtd1/>).**

**During the ongoing pandemic, the Department and its undertakings have been using their social media channels to both promote Karnataka's tourism offerings as well as the encourage customers to adhere to safety and hygiene protocols while undertaking tourism activities.**

**(f) Festivals and Sponsored Events**

**Festivals and events sponsored by the Department of Tourism in 2019-20 are given below-**

<b>Sl. No.</b>	<b>Festivals</b>	<b>Sponsored events</b>
<b>1</b>	<b>World Tourism Day Celebration</b>	<b>State Sub Junior &amp; Junior Aquatic Championship</b>
<b>2</b>	<b>Mysuru Dasara</b>	<b>Bengali Film Festival</b>
<b>3</b>	<b>Srirangapattana Dasara</b>	<b>Garden City 7<sup>th</sup> International Conference on Tourism</b>
<b>4</b>	<b>Gaganachukki Festival</b>	<b>FHIV Royal Classic car drive</b>
<b>5</b>	<b>Chunchanakatte Festival</b>	<b>Chikmagalur Ultra Run Malnad</b>
<b>6</b>	<b>Dasara Rural Tourism Product Exhibition, Ramanagara</b>	<b>Range Shankara Theater Festival</b>
<b>7</b>	<b>Dasara Rural Tourism Product Exhibition, Mandya</b>	<b>World Tourism Day Celebration - MS Ramaiah college</b>
<b>8</b>	<b>Koppal Festival</b>	<b>Musical programme at NDA RangaMandir-Bengaluru</b>
<b>9</b>	<b>Mysuru Winter festival</b>	<b>Sri Karikana Parameshwari Festival</b>
<b>10</b>	<b>Hampi Festival</b>	<b>Mangaluru Classic car Carnival</b>
<b>11</b>	<b>BanavasiKadambotsava Festival - Uttara Kannada</b>	<b>Chitra Santhe at Chitrakala Parishat</b>

<b>12</b>	<b>Chikkamagaluru District festival</b>	<b>Chikmagalur Blossom</b>
<b>13</b>	<b>Mysuru Yoga Day</b>	<b>Allwas Cultural Programme Sponsorship Hampi-Anegundi Festival</b>
<b>14</b>		<b>Sapthaswara Musical Program</b>
<b>15</b>		<b>Ranga Sambrama, Range Sangama program</b>

### **3. Karnataka Tourism Policy 2020-25:**

- a. The Policy is envisioned to attract investments of INR 5,000 Crore during the Policy period and lead to the creation of 10 Lakh jobs.**
- b. The Policy is anticipated to lead to the creation of 350+ tourism projects of various types across the State. The Policy provides for a range of incentives, subsidies and concessions for the tourism projects and tourism service providers.**
- c. 18 Tourism Themes including Rural & Agri, Culture, Heritage, Eco, Coastal, & Adventure and 26 Tourism Projects have been identified for support during policy period.**
- d. Focus Tourism Destinations identified in all districts of Karnataka for prioritized yet equitable development of tourism sector.**
- e. Through Karnataka Tourism Policy 2020-25, Karnataka Tourism shall adopt a 360\* marketing strategy to promote Karnataka in domestic and key international markets to attract higher tourist footfalls and position Karnataka as a most preferred destination.**

### **4. Development of World-Class Tourism Destinations**

- a. Karnataka is the only State of India with two Blue Flag beaches – Kasarkod Beach near Honnavar in Uttara Kannada and Padubidri Beach near Udupi.**
- b. Jog Falls development: Government of Karnataka has authorized INR 165 Crore to undertake comprehensive development of tourism infrastructure and facilities.**
- c. Nandi Hills and Kemmangundi have been handed over to KSTDC and JLR respectively for development as world-class eco-tourism destinations.**

- d. **Tourist spots surrounding Bengaluru will be identified and developed as weekend tourism circuits by improving infrastructure through Karnataka State Tourism Development Corporation.**
- e. **Development of coastal destinations including Thrasi, Maravanthe, Ottinene Someshwara, and other beaches shall be undertaken.**
- f. **Hampi is being developed under ICONIC Destinations scheme and inputs have been provided regarding the master plan.**
- g. **Chamundeshwari Temple, Mysuruhas been proposed to be developed under the PRASHAD scheme of the Ministry of Tourism.**
- h. **Pattadakal, Chitradurga, Badami and Vijayapura have been identified for improvement of road connectivity and provision of wayside amenities in coordination between the Ministry of Tourism and the Ministry of Road Transport and Highways.**

## **5. Karnataka International Travel Expo 2021**

### **a. Karnataka International Travel Expo 2019**

**Department of Tourism, Government of Karnataka, and Karnataka Tourism Society jointly hosted the inaugural edition of “Karnataka International Travel Expo”. The event was held from 25-27 August 2019 and has participation from over 400 registered buyers and media personnel from 30 countries.**

**The Chief goal of the KITE expo was to showcase Karnataka Tourism to the world and increase the overall size of the State’s tourism sector. The event has facilitated approximately 10,000 B2B Meetings to bring together International and Indian buyers and sellers, showcasing the best of Karnataka and creating an opportunity for visitors to get first-hand exposure to the various tourism products of Karnataka. The B2B Meetings have the potential to offer immense business opportunities for the tourism industry in Karnataka.**

#### **Key Features of KITE 2019:**

- One of India’s biggest Hosted Buyer Travel Event**
- The first time such an event has been held in Karnataka, making it the sixth state of India to successfully host such an event**

- **More than 10,000 B2B meetings between tourism stakeholders for Karnataka over 2 days**
- **Over 100 Exhibitors representing various destinations and marquee products of Karnataka**
- **Coverage from over 40 media representatives and bloggers, including 17 representatives from international markets.**
- **Over 15 different tourism segments of Karnataka including Heritage, Wildlife, Adventure, Coastal, Spiritual, Ecotourism, Wellness, and Meetings & Conferences were showcased.**
- **Familiarisation Tours showcasing major destination of Karnataka were conducted before and after the KITE event. Prominent destinations covered include Hampi, Coorg, Kabini, Mysore, Chikmagalur, Vijayapura, Badami and Pattadakal among several others.**

**b. Karnataka International Travel Expo 2021 is being organized in August 2021 to showcase Karnataka Tourism and promote the revival of the tourism sector. Primary focus shall be on domestic tourism.**

## **6. Karnataka Tourism Investors Meet**

**An investor's meet shall be held in 2021 to catalyse investments in the State's tourism sector.**

## **7. Other notable activities undertaken by Government for Development and Promotion of Tourism in Karnataka**

**a. Industry Status: Government of Karnataka has recently approved the according of industry status to star- classified hotels in Karnataka. Establishments that have received a star classification from Ministry of Tourism, Government of India can avail the industry status benefits.**

**The decision is expected to boost the recovery of the hospitality sector through various benefits including availing of industry rates for property tax and electricity charges.**

**b. Support during COVID-19 Pandemic: The Department of Tourism has held regular consultations with the State's tourism industry to Assess the impact of the pandemic and understand what**

**are the support measures required for survival and revival of the tourism industry.**

**Karnataka was the first State of India to release COVID-19 Preparedness Protocols for tourists and tourism service providers in anticipation of the easing of lockdown restrictions on 08 June 2020. Efforts have been made to facilitate the revival of tourism through measures such as industry status for star-classified hotels, easing of travel restrictions, and government aid to taxi & auto drivers.**

**c. Golden Chariot: Golden Chariot is south India's only luxury train and has routes covering Karnataka, Kerala, Tamil Nadu and Puducherry. It is one of the key tourism products of Karnataka Tourism is ready to resume operations. KSTDC has entered into an MoU with IRCTC for the marketing, operation and maintenance of Golden Chariot. Golden Chariot is now open for booking and will resume operations shortly.**

**d. District Tourism Promotion Council: Every district has a District Tourism Promotional Council headed by the Deputy Commissioners of the concerned districts. The District Tourism Promotional Council looks after tourism activities in the respective districts and also monitors the progress of tourism works.**

**e. Heritage Tourism: Department of Archaeology, Museums and Heritage was also brought in the ambit of Department of Tourism to facilitate overall development of heritage tourism in the State.**

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