

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.3262
ANSWERED ON 09.08.2021**

**AGREEMENT WITH VARIOUS COUNTRIES TO DEVELOP FILM
TOURISM**

**3262. SHRI REBATI TRIPURA:
SHRI DHANUSH M. KUMAR:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware that film tourism has vast potential for growth in the country including North Eastern Region (NER) and Tamil Nadu and if so, the details of the initiatives taken by the Government to encourage film tourism in the country and the extent of success achieved therefrom so far;**
- (b) the reasons due to which the film tourism not been fully developed despite the vast potential in the country;**
- (c) whether the Government proposes to extend financial support to the States and Union Territories for promoting tourism and if so, the details thereof and the criteria fixed for this purpose; and**
- (d) whether India has signed MoU/agreement with various countries to develop film tourism and if so, the details thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): The Ministry of Tourism has recognized films as a powerful tool for promotion of destinations and has taken following steps to promote Film Tourism as an important Niche Tourism product in the country including North Eastern Region (NER) and Tamil Nadu:

- i. Ministry of Tourism has issued guidelines for extending financial support to State Governments/ Union Territory Administrations, for promotion of 'Film Tourism'. The financial assistance is provided up to Rs.2.00 Lakh per film for components such as Space Hiring/ Filming charges, Facilitation Fee etc. In an endeavour to establish India as a filming destination, the Ministry of Tourism is making all efforts to promote Cinema of India as a sub-brand of "Incredible India" at various International Film Festivals like IFFI Goa, European Film Market, Cannes Film festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and global film industry.**
- ii. Ministry of Tourism has given financial support to National Film Development Corporation (NFDC) for Film Bazar held at Goa in 2015. Apart from this, Ministry has also supported Global Film Festival Sikkim held from 28th February to 1st March, 2020 to showcase Film Tourism.**

(d): No MoU / Agreement has been signed by Ministry of Tourism specifically for promotion of Film Tourism with other countries.
