

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1425
ANSWERED ON 09.12.2021

SCHEMES TO PROMOTE TOURISM IN THE COUNTRY

1425# SHRI RAM SHAKAL:

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

the details of schemes currently being run by Government to promote tourism in the country ?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

Ministry of Tourism promotes tourism in the country through its Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD). Under these schemes, Ministry of Tourism releases domestic and international print, electronic and online media campaigns under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.

The Ministry of Tourism undertakes various activities for promotion & publicity of domestic tourism within the country. These activities are primarily aimed at increasing awareness about tourism destinations and products, promoting tourism within the country with focus on priority areas like the North East and Jammu and Kashmir as well as on Niche Tourism products, spreading social awareness messages and promoting events which have tourism potential.

Further, Ministry of Tourism has following schemes for tourism infrastructure development to promote tourism in the country:

1) **Swadesh Darshan:** It's a Central Sector Scheme which provides financial assistance to State Governments/Union Territory Administrations/ Central Agencies etc. for development of tourism infrastructure in the country. The projects under the schemes are identified for development in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

2) **PRASHAD:** The "National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) has been launched by the Ministry of Tourism as a Central Sector Scheme with the objective of integrated development of identified pilgrimage and heritage destinations. The scheme aimed at infrastructure development such as development/up gradation of destination entry points viz. passenger terminals (of road, rail and water transport), basic conveniences like tourism Information/Interpretation Centers with

ATM/ Money exchange counters, improvement of road connectivity (last mile connectivity), procurement of equipment for eco-friendly modes of transport and equipment for tourist activities such as Light & Sound Show, renewable sources of energy for tourist infrastructure, parking facilities, toilets, cloak room facilities, waiting rooms, construction of craft haats/bazars/souvenir shops/cafeteria, rain shelters, watch towers, first aid centers, improvement in communication through establishing telephone booths, mobile services, internet connectivity, Wi-Fi hotspot.

3) **Central Financial Assistance to Central Agencies** like Archaeological Survey of India, Port Trusts, India Tourism Development Corporation etc. for Tourism Infrastructure Development. the objective of the scheme is to promote tourist projects under Public Private Partnership (PPP) mode.

4) **Central Financial Assistance to IHMs/FCIs:** To boost the education in the tourism & hospitality sector, the Ministry of Tourism has an enabling plan scheme “Assistance to IHMs/FCIs etc.” under which Central financial assistance can be sanctioned to a State/Union Territory Governments for establishment of an Institute of Hotel Management (IHM), a Food Craft Institute (FCI) and for broad-basing of hospitality education through government sponsored Industrial Training Institutes (ITIs), Polytechnics, Colleges, Public Sector Undertakings.

5) **Champion Services Sector Scheme:** Ministry of Tourism under The Champion Services Sector (CSS) Scheme undertakes the following:

- i) Creation of Tented Accommodation in Buddhist Circuit including Promotion & Marketing
- ii) Extending Incentives for Improving Air Connectivity
- iii) Capacity Building Programmes in & Around Iconic Sites [Language training of Tourist Facilitators]
- iv) Incentives to Tour Operators in Emerging Markets
- v) Promotion of MICE Tourism

6) **Adopt A Heritage Project:** The Ministry of Tourism, Government of India has launched the “Adopt a Heritage: Apni Dharohar, Apni Pehchaan” project which is a collaborative effort by the Ministry of Tourism, Ministry of Culture, Archaeological Survey of India and State/ UTs Government for developing tourism amenities at heritage/ natural/ tourist sites spread across India for making them tourist friendly, in a planned and phased manner.

The project aims to encourage companies from public sector, private sector, trusts, NGOs, individuals and other stakeholders to become ‘Monument Mitras’ and take up the responsibility of developing and upgrading the basic and advanced tourist amenities at these sites as per their interest and viability in terms of a sustainable investment model under CSR. They would also look after the Operation & Maintenance of the same.
