

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO. 1426
ANSWERED ON 09.12.2021

SCHEMES TO ATTRACT TOURISTS IN THE COUNTRY

1426. SHRI M. SHANMUGAM:

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

- (a) whether any new schemes are proposed to attract more domestic and foreign tourists in the country, especially in the State of Tamil Nadu;
- (b) whether important tourist spots in the State of Tamil Nadu would be renovated with more infrastructure facilities, with an emphasis on rural tourism and adventure tourism;
- (c) if so, the details thereof;
- (d) whether the State Government would be helped through various schemes for the development of tourism in Tamil Nadu; and
- (e) if so, the details thereof?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner, including Tamil Nadu through its ongoing 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. Further, 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.

(b) to (e): Ministry of Tourism under the schemes of Swadesh Darshan, PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive) and Assistance to Central Agencies Scheme provides financial assistance to State Governments / Union Territory (UT) Administration / Central Agencies for development of infrastructure facilities. The details of infrastructure projects in Tamil Nadu sanctioned under these schemes are as under:-

Swadesh Darshan

SI No	Name of the Project & Circuit	Year of Sanction	Approved cost (₹)
1	Development of (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari) Coastal Circuit	2016-17	73.13 crore

PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive)

SI No	Name of the Project	Year of Sanction	Approved cost (Rs.)
1	Development of Kanchipuram	2016-17	13.99 crore
2	Development of Vellankani	2016-17	4.86 crore

Projects sanctioned under Central Agencies Scheme

SI No	Name of the Project & Circuit	Central Agency	Year of Sanction	Approved cost (₹)
1	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	2016-17	1724.66 Lakh
