

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2233**  
ANSWERED ON 16.12.2021

**PROMOTION OF TOURISM IN THE COUNTRY**

2233. SHRI P. WILSON:

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

- (a) steps Government has taken to promote tourism in the Country especially in the State of Tamil Nadu, including the funds allotted, identification of new tourist spots, advertisement of tourist spots etc from 2017 onwards;
- (b) whether Government intends to increase funding to enable accessible tourism to all citizen by not only increasing accessible facilities but also employing experts to aid people with disabilities;
- (c) whether Government has put into place a proper plan of action to reduce the phenomenon of over-tourism in certain tourist spots in the country; and
- (d) if so, the details thereof, and if not the reasons therefor?

**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. Funds allocated for tourism promotion under the Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD) and other schemes are given in Annexure I .

(b): Ministry of Tourism under its various schemes of development of infrastructure and tourist amenities ensures development of tourism facilities and amenities to include universal accessibility or accessible tourism to all. Scheme wise inputs are given in annexure II

(c) to (d): Development and Promotion of Tourism is primarily the responsibility of the State Government/ Union Territory Administration. However, Ministry of Tourism has evolved Sustainable Tourism Criteria for India (STCI) for major segments of the tourism industry applicable for the entire country after consultation with the various stakeholders.

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**ANNEXURE I**

**STATEMENT IN REPLY TO PART (a) OF RAJYA SABHA UNSTARRED QUESTION NO. 2233 ANSWERED ON 16.12.2021 REGARDING PROMOTION OF TOURISM IN THE COUNTRY**

Funds allocated for tourism promotion under the Schemes of 'Domestic Promotion & Publicity including Hospitality (DPPH)' and 'Overseas Promotion & Publicity Including Market Development Assistance' (OPMD)

(₹ in Crore)

Year	Revised Estimates (DPPH Scheme)	Revised Estimates (OPMD Scheme)
2017-18	90.00	297.59
2018-19	127.40	416.23
2019-20	100.00	312.39
2020-21	63.33	115.00

Central Financial Assistance released to Central Institute of Hotel Management (CIHM) in Tamil Nadu

SI. NO.	Year	Amount released (In ₹)
1	2017-18	29,82,493
2	2019-20	2,08,59,160
3	2020-21	67,15,200

Amount sanctioned for fairs & festivals under DPPH Scheme in the State of Tamil Nadu

(₹ in Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned
2016-17	India Dance Festival at Mamallapuram	25.00
2017-18	India Dance Festival at Mamallapuram	25.00
2018-19	India Dance Festival at Mamallapuram	25.00
2019-20	i) Indian Dance Festival ii) Kumari Festival iii) Tourism Cultural Festival	50.00

Projects sanctioned under Central Agencies Scheme in Tamilnadu

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

Swadesh Darshan

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

	Rameshwaram – Manpadu – Kanyakumari) Coastal Circuit		
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PRASHAD (National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive)

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

The amount released to various implementing agencies under Capacity Building for Service Providers (CBSP) Programme in the State of Tamil Nadu

SI. No	Financial Year	Amount (in Lakhs)
1	2017-18	96.97
2	2018-19	213.06
3	2019-20	155.82
4	2020-21	170.46
5	2021-22	5.49

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## ANNEXURE II

### STATEMENT IN REPLY TO PART (b) OF RAJYA SABHA UNSTARRED QUESTION NO. 2233 ANSWERED ON 16.12.2021 REGARDING PROMOTION OF TOURISM IN THE COUNTRY

(i) Ministry of Tourism promotes India as a holistic destination by providing financial assistance to State Governments/UTs for development of infrastructure and tourist amenities under the 'SWADESH Darshan' and 'PRASHAD' schemes of Government of India, or extending Financial Support to Central Agencies like Railways, Port Trust, ASI, reputed educational institutions etc. to ensure development of tourism facilities and amenities to the assets owned by them, which includes universal accessibility.

(ii) The scheme of Financial Assistance to Central Agencies (CFA) commenced during the financial year 2012-13, and till date 53 projects have been sanctioned. All completed projects under CFA are accessible by disabled persons.

(iii) Ministry of Tourism in collaboration with the Ministry of Culture and ASI (Archaeological Survey of India) has launched the "Adopt a Heritage Project" to provide world class tourist facilities at the various natural/cultural heritage sites, monuments and other tourist sites by involving private/public sector companies and individuals known as Monument Mitras. It is mandatory that a 'Monument Mitra' ensures that the monument is barrier free (accessible to all) with provision for differently-abled friendly toilets, ramps, wheelchair facility, braille signage and monument models/3-D artworks for the visually impaired, app based Multi-Lingual Audio-Guide and Battery-Operated vehicles.

(iv) National Tourism Award by the Ministry of Tourism also have two categories - i) "Best Maintained and Disabled Friendly Monument" & ii) "for hotels providing best facilities for the differently abled persons" to encourage the agencies responsible for maintaining monuments/tourist attraction and hotels for providing best facilities for the differently abled persons

(v) Under 'Swadesh Darshan Scheme' of the Ministry, projects are sanctioned subject to an undertaking submitted by the concerned State Government/UT Administration certifying that the barrier free environment for differently abled tourists shall be incorporated in the design of the built-up areas of the project in accordance with relevant building bye-laws of the State/Ministry of Urban Development.

(vi) Projects sanctioned under 'PRASHAD' Scheme of the Ministry are being executed with due care to the concept of universal access.

(vii) The Ministry of Tourism, under a voluntary scheme for Approval of Hotels at Project Stage and Star Classification/Re-classification of Operational Hotels, grants project approval/classification and re-classification to tourist accommodation units in various categories. The extant scheme guidelines include mandatory stipulations for provision of facilities for the differently abled. Accordingly, all hotels classified under the various star categories should provide at least one room designated for the differently abled, with low height furniture, low peep hole, sliding almirah doors, cordless telephone, blinking light connected to the doorbell, wide door for easy accessibility of wheel chair etc. In addition, anti-slip ramps in public areas, designated toilet (Unisex) at the lobby level, designated parking etc are also to be provided. Further, the Ministry has also instituted a National Tourism Award to be given to hotels providing best facilities for differently abled persons.

(viii) ITDC (India Tourism Development Corporation) a Public Sector Undertaking under Ministry of Tourism is concerned separate toilets at work place for Persons with Disabilities (Divyangjan) have been created in association with Standing Conference of Public Enterprises (SCOPE). As per the Business Responsibility Report 2019-20 (part of Annual Report 2019-20) it has been incorporated that there are 4 employees under PwD category (2 executives and 2 non-executives) on the rolls of ITDC. 2% dedicated room inventory in Ashok Hotel, which includes 3 suites are furnished with special fittings for the differently abled guests.

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