

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 2336
ANSWERED ON 13.12.2021**

**FINANCIAL ASSISTANCE TO DEVELOP TOURISM DESTINATION OF
ALAPPUZHA**

2336. ADV. A.M. ARIFF:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware that Backwaters in Alappuzha district in Kerala is one of the most sought after tourism destination of international and domestic tourists in the country;**
- (b) whether the Government proposes the development of a comprehensive tourism project linking the back-waters, coastal areas and monuments in and around Alappuzha;**
- (c) whether the Government proposes to provide financial assistance for increasing the infrastructure facilities to develop Alappuzha as an environmental friendly House-Boat tourism destination; and**
- (d) whether the Government proposes to provide financial assistance to Nehru Trophy Boat Race, the competition of snake-boats held annually in Punnamda Lake in Alappuzha considering its promotional value for Indian Tourism and if not, the reasons therefor?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Backwaters in Alappuzha district in Kerala is one of the most sought after tourism destination of international and domestic tourists in the country.

(b) & (c): Development and Promotion of Tourism is primarily the responsibility of the State Government/ Union Territory Administration. The Ministry of Tourism however under its scheme of 'Swadesh Darshan' provides financial assistance to State

Governments/Union Territory Administrations/ Central Agencies etc. including Kerala for development of tourism infrastructure in the country.

The Ministry of Tourism under its Swadesh Darshan scheme is not sanctioning any new projects. However, the Department of Tourism, Government of Kerala has informed that it is having a comprehensive project for linking backwaters, coastal and monuments viz. Alappuzha Heritage Project.

(d): The Ministry of Tourism under its scheme of 'Domestic Promotion and Publicity including Hospitality (DPPH)' provides financial assistance to State Governments/Union Territory Administrations for organizing fairs/ festivals and tourism related events etc. The Ministry of Tourism has sanctioned Rs. 25 lakh each during 2018-19 and 2019-2020 for Nehru Trophy Boat Race.
