

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. †2811
ANSWERED ON 21.03.2022**

STEPS TO ATTRACT DOMESTIC TOURISTS AT HERITAGE SITES

†2811. SHRI OMPRAKASH BHUPALSINH ALIAS PAWAN RAJENIMBALKAR:

Will the Minister of TOURISM be please to state:

- (a) the steps being taken by the Government to attract domestic tourists to the heritage sites in the country;**
- (b) the number of domestic tourists and the revenue generated at the national level during the last five years, State-wise;**
- (c) whether any concrete steps have been taken by the Government to improve the tourist inflow;**
- (d) whether the Government has any proposal to promote tourism in Maharashtra and if so, the details thereof; and**
- (e) the steps taken to increase the tourist footfall so as to ensure the stability of the tourism and hospitality industry?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (e): The Ministry of Tourism has taken following steps to attract and increase the tourist footfall to various tourism destinations including the heritage sites and Maharashtra in the country:

- Ministry of Tourism has developed thematic tourist circuits under the Swadesh Darshan Scheme. Heritage circuit has been identified as one of the thematic circuit for development under the scheme.**
- Development of integrated tourism infrastructure at religious and heritage sites has been undertaken under the National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD) Scheme.**
- Development of tourist amenities at tourist sites, heritage sites and monuments to make them tourist friendly by enhancing overall tourist experience under Adopt a Heritage programme.**
- Promoting India as a holistic destination including various tourism destinations and products under the Incredible India brand line.**

- Launched Dekho Apna Desh initiative in January 2020 with the objective of promoting various tourism destinations including the lesser known destinations and heritage sites of India among the citizens.
- Domestic and Overseas India tourism offices promote tourism destinations and heritage sites through various promotional and marketing activities/ events.

The Ministry does not maintain state wise data of the revenue generated by the domestic tourists. The State wise details of Domestic Tourist Visits (DTVs) during 2016 to 2020 are given at annexure.

The details of projects sanctioned by the Ministry of Tourism in Maharashtra for promotion of Tourism is as follows:

Sr. No.	Name of the Scheme/ Year of Sanction	Name of the project	Sanction Amount in ₹ crore
Swadesh Darshan			
1.	2015-16	Development of Sindhudurg Coastal Circuit (Shiroda Beach, Sagarshwar, Tarkarli, Vijaydurg (Beach & Creek), Devgad (Fort & Beach), Mitbhav, Tondavali, Mocehmad and Nivati Fort)	19.06
2.	2018-19	Development of Waki- Adasa- Dhapewada- Paradsingha- Chota Taj Bagh- Telankhandi- Girad under Spiritual Circuit	54.01
PRASHAD Scheme			
3.	2017-18	Development of Trimbakeshwar	37.81
Assistance to Central Agencies			
4.	2016-17	Central Financial Assistance to Mumbai Port Trust for Development of Kanoji Angre Lighthouse as a tourist Destination	15.00
5.	2016-17	Joint Development of Nanded Railway Station	5.18
6.	2017-18	Up-gradation/ modernization to International Cruise terminal at Indira Dock, Mumbai.	12.50
7.	2017-18	Joint Development of Aurangabad Railway Station	5.71
8.	2021-22	Upgradation/Modernisation to International Cruise Terminal at Indira Dock, Mumbai Port Trust	37.50

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA UNSTARRED QUESTION NO. †2811 ANSWERED ON 21.03.2022 REGARDING STEPS TO ATTRACT DOMESTIC TOURISTS AT HERITAGE SITES

The State-wise details of Domestic Tourist Visits (DTV) during 2016 to 2020 are as follows:

State wise Domestic and Foreign Tourist Visits during 2016-2020						
S. No.	State/ UT	2016	2017	2018	2019	2020
		DTV	DTV	DTV	DTV	DTV
1	Andaman & Nicobar Islands	384552	471919	498279	505398	191207
2	Andhra Pradesh	153163354	165433898	194767874	237051508	70828590
3	Arunachal Pradesh	385875	444005	512436	555639	42871
4	Assam	5160599	6052667	4710617	5447805	1266898
5	Bihar	28516127	32414063	33621613	33990038	5638024
6	Chandigarh	1182504	1425781	1538796	1563795	417953
7	Chhattisgarh	16534471	17350030	19329501	17304506	2810227
8	Dadra & Nagar Haveli	589074	614182	609435	618330	104959
9	Daman & Diu	826201	858131	898824	897804	297436
10	Delhi #	28460832	29114423	29114423	36467598	9583671
11	Goa	5650061	6895234	7081559	7127287	3258715
12	Gujarat	42252909	48343121	54369873	58864661	19464517
13	Haryana	7382995	6050325	4888952	4549017	2114731
14	Himachal Pradesh	17997750	19130541	16093935	16829231	3170714
15	Jammu & Kashmir	9414579	14235473	17076315	16163330	2519524
16	Jharkhand	33389286	33723185	35408822	35580768	2574704
17	Karnataka	129762600	179980191	214306456	227934714	77453339
18	Kerala	13172536	14673520	15604661	18384233	4988972
19	Lakshadweep	8716	6620	10435	6985	3462
20	Madhya Pradesh	150490339	78038522	83969799	88707139	23519632
21	Maharashtra#	116515801	119191539	119191539	149294703	39234591
22	Manipur	150638	153454	176109	167560	49669
23	Meghalaya	830887	990856	1198340	1245633	24734

24	Mizoram	67238	67772	76551	163762	30890
25	Nagaland	58178	63362	101588	125949	10979
26	Odisha	12842766	14011229	15208540	15307637	4622273
27	Puducherry	1398289	1531972	1616660	1713248	1114942
28	Punjab	38703326	40293352	44595061	47385387	16692197
29	Rajasthan	41495115	45916573	50235643	52220431	15117239
30	Sikkim	747343	1375854	1426127	1421823	316408
31	Tamil Nadu	343812413	345061140	385909376	494865257	140651241
32	Tripura	370618	398669	414388	437201	127815
33	Telengana	95160830	85266596	92878329	83035894	39997001
34	Uttar Pradesh	213544204	233977619	285079848	535855162	86122293
35	Uttarakhand	30505363	34359989	35609650	37585920	7005264
36	West Bengal	74460250	79630345	85657365	92366025	28841732
37	Ladakh	-	-	-	241285	6743
	Total	1615388619	1657546152	1853787719	2321982663	610216157

Source: State/Union Territory Tourism Departments,

#: 2017 data is repeated for 2018 data; 2019 data is estimated by applying all India growth rate for 2019/18 on 2018 data; 2020 data is estimated by applying all India growth rate for 2020/19 on 2019 data
