

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. 5084
ANSWERED ON 04.04.2022**

DEVELOPMENT OF HERITAGE PLACES IN KARNATAKA

**5084.SHRI B.Y. RAGHAVENDRA:
SHRI SANGANNAAMARAPPA:
SHRI S. MUNISWAMY:
SHRI G.M. SIDDESHWAR:
SHRI ANNASAHEB SHANKAR JOLLE:
SHRI PRATHAP SIMHA:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry finds Karnataka to be the tourist hotspot with places ranging from Jogfalls, Coorg, Mysore, Gol Gumbaz, wildlife sanctuaries, sea shores, Hampi, Aanegundi to a host of other heritage places and scenic beauties;**
- (b) if so, the measures that the Union Government intends to take up with the State Government in this matter;**
- (c) whether there is a joint venture between the State and the Centre to further develop Heritage places, places of ancient importance and some un-explored sites in the State of Karnataka;**
- (d) whether the Ministry is considering a private player and Government module to further boost tourism across the country and particularly in Karnataka in the upcoming financial year; and**
- (e) the details of various methods through which the Government expects a boost in tourism?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a)& (b): The Ministry of Tourism has launched various infrastructure development schemes like Swadesh Darshan (SD) and Pilgrimage Rejuvenation And Spiritual Augmentation Drive (PRASHAD) Scheme to develop and promote tourism destinations/circuits across India in collaboration with the State Governments/UT Administrations.

As per the nomination received from the State Government of Karnataka, Chamundeshwari Devi, Mysore has already been included

under the scheme for development of Pilgrimage Tourism Infrastructure under PRASHAD Scheme.

Swadesh Darshan (SD) scheme aims to promote, develop and harness the potential of tourism in India. Under the scheme, the Ministry of Tourism provides Central Financial Assistance – CFA to State Governments, Union Territory Administrations for the infrastructure development of circuits.

(c) to (d): 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.

Under the project, 29 Memorandum of Understandings (MoUs) have been awarded to 15 Monument Mitras for twenty-seven (27) sites and two (2) Technological interventions across India.

Under Adopt a Heritage project, MoUs have been signed to develop, upgrade, and maintain amenities at 7 sites in Hampi- Hampi & Hazara Rama Temple, Krishna Temple, Ugra Narsimha Temple, Badavilinga Temple, Elephant Stables, Pattabhirama Temple and Zenana Enslosure (Lotus Mahal)and Memorandum of Understandings (MoU) is under process to develop, upgrade, and maintain amenities at Gol Gumbaz in Karnataka.

(e): Ministry of Tourism promotes India as a holistic destination including Karnataka. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, participates in travel fairs/ exhibitions, tourism related conferences/ seminars/ conventions, Road Shows and other promotional activities for the promotion of various tourist destinations and products of the country under the ‘Incredible India’ brand-line, through its Scheme of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion and Publicity including

Market Development assistance” (OPMD). Promotions are also regularly undertaken through the website (www.incredibleindia.org) and the Social Media accounts of the Ministry.

The Ministry of Tourism has launched the Dekho Apna Desh initiative in January, 2020 with the objective of creating awareness among the citizens about the rich heritage, culture, lesser-known destinations, local destination of the country to promote domestic tourism. Under this initiative Ministry is carrying out promotional activities like webinars, online pledge and Quiz programmes to generate awareness among the public about the country and its tourism destinations / products. Dekho Apna Desh initiative is being promoted extensively on social media platforms and website of the Ministry and also by the Domestic India Tourism offices.

The Ministry of Home Affairs, Government of India, has relaxed the restriction for all foreign nationals intended to visit India for Tourism purposes subject to the Covid related guidelines of the Ministry of Health and Family Welfare (MoH&FW). The e-Tourist Visa / Tourist Visa is fully restored for all individual foreign nationals intended to visit India for tourism purposes w.e.f. 15th November, 2021. Long term tourist visa/ e-tourist visa has also been restored. Further, the Government of India has announced first 500,000 free visa fee to the international tourists.

The Marketing Development Assistance (MDA) programme of the Overseas Promotion and Publicity Scheme provides for extending financial assistance to approved Tourism Service Providers and States Government/ Union Territory Administrations for undertaking promotion of tourism to India in the overseas markets. The long term tourist visa/ e-tourist visa has also been restored.

The Ministry of Tourism has revised the Guidelines for Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November, 2020 to enhance the scope and reach of the scheme. As per the guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced. Tourism Departments of State Governments / UT Administrations are also now eligible for obtaining financial support under the scheme.
