

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.946**  
ANSWERED ON 09.02.2023

**PROMOTING HAMPI AS A TOP NOTCH TOURIST DESTINATION**

946 SHRI NARAYANA KORAGAPPA:

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

- (a) whether Government is promoting Hampi, a classified UNESCO world heritage site in the State of Karnataka as a top notch tourist destination, if so, the details thereof;
- (b) the number of local tourists and foreign tourists who visited Karnataka and Hampi in the year 2022;
- (c) whether Public - Private Partnership has been incorporated to promote Hampi, if so, the details thereof;
- (d) the details of direct and indirect manpower generated in Karnataka's tourism sector; and
- (e) the top five tourist destinations in Karnataka in terms of tourist visits both by local and foreign tourists?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism promotes India in a holistic manner, through various initiatives, under its Schemes of "Domestic Promotion & Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity" (OPP), including Hampi in Karnataka. As part of its on-going activities, it regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India as well as regularly promote various tourism destinations and products through its website and social media promotions.

(b): Destination-wise data on tourist visits is not maintained by Ministry of Tourism. However, the details of Domestic Tourists Visits and Foreign Tourists Visits for Karnataka for last 3 years are as follows:

Domestic Tourist Visits (DTV) & Foreign Tourist Visits (FTV) of Karnataka during 2019-2022

Year	DTVs	FTVs
2019	227934714	608754
2020	77453339	165325
2021	81333659	72487
2022 (P)(Jan-Sep)	125998687	41270

P-Provisional

(c): The Ministry under the Adopt a Heritage project aims for developing tourism amenities at heritage/natural/tourist sites spread across India for making them tourist friendly, in a planned and phased manner, which is an example of public – private partnership. Under the said project, 29 Memorandum of Understandings (MoUs) were awarded to 15 Monument Mitras for twenty-seven (27) sites, which included Hampi. Subsequently, for monuments/sites under the jurisdiction of Archaeological Survey of India, the MOU signed with various Monument Mitras have now been transferred to Ministry of Culture.

(d): State-wise manpower generation is not maintained by Ministry of Tourism. As per estimation in accordance with 3<sup>rd</sup> Tourism Satellite Account (TSA) for intervening years & subsequent years, the contribution of tourism to employment of the country for year 2017-18, 2018-19, 2019-20 and 2020-21.

	<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>	<b>2020-21</b>
Share in jobs (in %)	14.78	14.87	13.50	12.91
Direct (%)	6.44	6.48	5.89	5.63
Indirect (%)	8.33	8.38	7.61	7.28
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	69.44	68.07

(e): Same as Part (b).

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