

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2700
ANSWERED ON 23.03.2023

PROMOTION OF TOURISM IN VISAKHAPATNAM

2700 SHRI G.V.L. NARASIMHA RAO:

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

- (a) whether the Ministry has supported any tourism infrastructure development projects in Visakhapatnam city, the details thereof;
- (b) if not, reasons therefor;
- (c) whether the Ministry has undertaken any study to assess Visakhapatnam as a tourist destination;
- (d) if not, whether Ministry will undertake such a study;
- (e) whether the Ministry has ever promoted Visakhapatnam as a tourist destination, if not, reasons therefor;
- (f) the passenger cruise services operational from Visakhapatnam and scope for cruise tourism development, details thereof;
- (g) status of passenger cruise terminal in Visakhapatnam; and
- (h) Ministry's plan for promotion of coastal, cruise, beach tourism in different States/cities, including Visakhapatnam?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & b): Ministry of tourism supports tourism infrastructure development by providing Central Financial Assistance (CFA) under its various schemes like Swadesh Darshan, PRASHAD and Assistance to Central Agencies for Tourism Infrastructure Development. A project for Construction of Cruise Berth and Channel Berth in the Outer Harbour of Visakhapatnam Port has been funded by the Ministry of Tourism under the Scheme Assistance to Central Agencies for Tourism Infrastructure Development. The total project cost is Rs.38.50 crore, of which Rs.29.91 crore has been released to the Visakhapatnam Port Trust. Further under the PRASHAD scheme, CFA of Rs.54.04 crore has been approved in 2022-23 for development of pilgrimage amenities at Sh. Varaha Lakshmi Narsimha Swamy Vari Devasthanam at Simhachalam in Visakhapatnam.

(c) & d): No separate study has been conducted or is proposed to be conducted to assess Visakhapatnam as a tourist destination. However, Ministry of Tourism undertook a Tourism Survey for Andhra Pradesh in the year 2010 in which Visakhapatnam was also included. The

aim of the survey was to collect relevant tourist related statistics, from the State of Andhra Pradesh.

(e): Ministry of Tourism promotes India in a holistic manner, including tourist destinations like Visakhapatnam. It releases global print, electronic and online media campaigns in domestic and international markets under the “Incredible India” brand-line, to promote various tourism destinations and products through Domestic Publicity and Promotion including Hospitality (DPPH) Scheme and Overseas Promotion and Publicity including Market Development Assistance (OPMD) Scheme. The tourist destinations are also promoted through official website of the Ministry – www.incredibleindia.org as well and through the Ministry’s dedicated social media handles.

(f): Cruise Tourism is one of the priority sectors for the Ministry as it is one of the most vibrant and fast growing sectors of leisure and travel industry. The first Incredible India International Cruise Conference was held on 14th and 15th May 2022 in Mumbai which showcased abundant business opportunities in India’s Cruise Tourism sector. The Conference highlighted various ports, including Visakhapatnam, as cruise hubs of the nation. Eight Memorandum of Understanding were signed during the two days conference. As on date, there is no dedicated cruise terminal at Visakhapatnam.

(g): The Ministry of Ports, Shipping and Waterways has provided financial assistance to Visakhapatnam Port Authority for construction of Cruise Terminal Building and 64% of work has been completed.

(h): Ministry of Tourism promotes India in a holistic manner, including tourist destinations including Visakhapatnam. It releases global print, electronic and online media campaigns in domestic and international markets under the “Incredible India” brand-line, to promote various tourism destinations and products through Domestic Publicity and Promotion including Hospitality (DPPH) Scheme and Overseas Promotion and Publicity including Market Development Assistance (OPMD) Scheme. The tourist destinations are also promoted through official website of the Ministry – www.incredibleindia.org as well and through the Ministry’s dedicate social media handles.
