

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†3108
ANSWERED ON 20.03.2023**

PROMOTION OF TOURISM INDUSTRY THROUGH DPPH AND OPMD

**†3108. SHRI AJAY KUMAR MANDAL:
SHRIMATI NAVNEET RAVI RANA:
SHRIMATI RAMA DEVI:
MS. LOCKET CHATTERJEE:
SHRI RAMESH CHANDER KAUSHIK:
SHRI SUNIL KUMAR PINTU:**

Will the Minister of TOURISM be pleased to state:

- (a) the steps being taken by the Government to promote tourism industry in Maharashtra, Bihar, West Bengal and Haryana;**
- (b) the details of the works carried out for promotion of Maharashtra, Bihar, West Bengal and Haryana as tourist places in domestic and global markets through Domestic Promotion and Publicity including Hospitality (DPPH) and (OPMD);**
- (c) the benefits derived out of the said work and the amount of funds spent under the said schemes during the last three years;**
- (d) the year-wise details of the amount of funds sanctioned released and spent under the Swadesh Darshan Scheme in Maharashtra including the details thereof;**
- (e) whether the sanctioned schemes and approved projects have been completed; and**
- (f) if so, the details thereof and if not, the reasons therefor?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (f): The Ministry of Tourism has taken several steps/initiatives to boost tourism in the country including Maharashtra, Bihar, West Bengal and Haryana to attract foreign & domestic tourists as per details given below:

- i. 24x7 toll free Multi-Lingual Tourist Helpline.**
- ii. Providing facility of e-Visa for 5 sub-categories i.e. e-Tourist visa, e-Business visa, e-Medical visa, e-Medical Attendant visa and e-Conference visa for nationals of 165 countries.**

- iii. **E-Visa has been further liberalized and the visa fee has been substantially reduced.**
- iv. **Adopt a Heritage Project for development and maintenance of tourist amenities at heritage sites/monuments and other tourist sites.**
- v. **Lowering of GST on hotels rooms with tariffs of ₹1,001 to ₹7,500/night to 12%, those above ₹7,501 to 18% to increase India's competitiveness as a tourism destination.**
- vi. **On the recommendation of the Ministry of Tourism, 59 tourism routes have been awarded to the identified airlines by the Ministry of Civil Aviation under the RCS UDAN Scheme, for which Ministry of Tourism extends financial support in form of VGF (Viability Gap Funding). 51 of these routes have been operationalized till date.**

The above objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders and takes their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival, Ministry of Tourism, Government of India has declared "Incredible India! Visit India Year 2023".

Ministry of Tourism promotes the tourism destinations and tourism products of the country including those in Maharashtra, Bihar, West Bengal and Haryana, in a holistic manner. The promotions are carried out under the schemes of "Domestic Promotion and Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity" (OPP) in the domestic and important global markets. Information on tourist destinations in the country, are also promoted through the website – www.incredibleindia.org, Dekho Apna Desh Webinars and the social media handles of the Ministry of Tourism.

Details of amount spent in last three years under the schemes Domestic Promotion and Publicity including Hospitality (DPPH) and Overseas Promotion and Publicity (OPP) is as below:-

(Rs. in Crore)

| S. No. | Scheme/Head | 2019-20 | 2020-21 | 2021-22 |
|---------------|--------------------|----------------|----------------|----------------|
| 1 | DPPH | 99.63 | 33.89 | 40.00 |
| 2 | OPP | 312.04 | 108.09 | 09.42 |

The Ministry of Tourism is also promoting tourism to the country by providing financial assistance to State Governments/Union Territory Administrations/Central Agencies under the 'Swadesh Darshan', 'National

Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' Schemes for the development of tourism related infrastructure and facilities to provide an enriching tourism experience to the visitors.

The year-wise details of the amount of funds sanctioned released, spent and Status of Projects under the Swadesh Darshan Scheme in Maharashtra is at ANNEXURE.

ANNEXURE**STATEMENT IN REPLY TO PARTS (a) TO (f) OF LOK SABHA UNSTARRED QUESTION NO.†3108 ANSWERED ON 20.03.2023 REGARDING PROMOTION OF TOURISM INDUSTRY THROUGH DPPH AND OPMD****DETAILS OF PROJECTS SANCTIONED IN MAHARASHTRA UNDER SWADESH DARSHAN SCHEME**

The Ministry of Tourism has sanctioned 2 projects under its Swadesh Darshan scheme in the State of Maharashtra the details of which is as below:-

(Rs. in Crore)

| Circuit / Sanction Year | Name of the Project | Amount Sanction ed | Amount Released | Amount Utilised | Physical Status (%) | Implementing Agency |
|--|---|-----------------------------------|----------------------------|----------------------------|--------------------------------|---|
| Coastal Circuit 2015-16 | Development of Sindhudurg Coastal Circuit - Sagareswar, Tarkarli, Vijaydurg (Beach & Creek), Mitbhav | 19.06 | 18.11 | 16.45 | Complete | Maharashtra Tourism Development Corporation |
| Spiritual Circuit 2018-19 | Development of Waki- Adasa- Dhapewada- Paradsingha- Telankhandi- Girad | 53.96 | 32.04 | 22.04 | 59% | Nagpur Metropolitan Region Development Authority |
| | Total | 73.02 | 50.15 | 38.49 | | |

The Ministry of Tourism has now revamped its Swadesh Darshan scheme as 'Swadesh Darshan 2.0 (SD2.0)' with the objective to develop sustainable and responsible tourism destinations. 'Sindhudurg' has been identified as a destination for development under SD2.0 in the State of Maharashtra.
