

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1739
ANSWERED ON 03.08.2023

MARKETING OF TOURISM IN FOREIGN COUNTRIES

1739 SMT. JEBI MATHER HISHAM:

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

- (a) the amount of spending made for appropriate marketing of country's tourism in foreign countries, the details thereof over the last three years;
- (b) whether it has come to the notice of the Government that the extinction of local culture, as well as traditional environmental awareness, has negatively impacted the tourism sector, if so, what measures taken to improve the scenario; and
- (c) whether Government will provide the data on spending to maintain and renovate heritage and monuments as an integral part of Indian tourism, State/UT-wise details thereof over the last three years?

ANSWER

THE MINISTER FOR TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism, Government of India promotes India as a holistic destination in tourism generating markets to showcase various Indian tourism products and tourism destinations of the country to increase India's share of the global tourism market.

The Ministry of Tourism also endeavours to position India as a preferred global destination for sustainable and responsible tourism and Ministry of Tourism has formulated National Strategy for Sustainable Tourism.

The Ministry has signed a Memorandum of understanding (MoU) with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on 27th September 2021 on the occasion of World Tourism Day.

In order to create mass awareness Ministry in collaboration with Indian Institute of Tourism and Travel Management (IITTM) (Central Nodal Agency- Sustainable Tourism) has launched Travel for Life Pledge on MyGov.in and monthly e- newsletters are also being sent to State Governments/UT Administrations and industry stake holders.

The details of the financial assistance to various central agencies including Archaeological Survey of India for development of places of tourist interest, illumination and preservation of monuments, and to provide all facilities required by the tourists is given at Annexure.

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.1739 ANSWERED ON 03.08.2023 REGARDING MARKETING OF TOURISM IN FOREIGN COUNTRIES

List of Projects Sanctioned under the Scheme Assistance to Central Agencies for Tourism Infrastructure Development

(Rs. in Lakh)

Sl. No.	Year	Name of State	Name of Project	Agency	Amount sanctioned	Amount Released	Status
1	2012-13	Tamil Nadu	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	1724.66	1724.66	Completed
2		J & K	sound and Light Show at Dal Lake (Nigeen Lake)	ITDC	500.00	400.00	Project Closed
3		Haryana	Implementation of Multi media /Laser show at Tilyar Lake	ITDC	500.00	224.05	Completed
			Total		2724.66	2348.71	
4	2013-14	Delhi	Construction of Interpretation Centre at the World Heritage Site of Humayun's Tomb, New Delhi.	Aga Khan Foundation, New Delhi	4944.84	4944.84	Completed
			Total		4944.84	4944.84	
5	2014-15	Uttar Pradesh	Illumination of monuments in Varanasi/Sarnath (Dhamekh Stupa in SarnathChaukhandi Stupa in Sarnath, Tomb of Lalkan in Sarnath and Man Mahal in Banaras).	ITDC	512.43	381.47	Completed
6		Daman & Diu	Sound & Light Show at Diu Fort, Diu	ITDC	775.54	620.43	Completed
7		Goa	Cruise Terminal Building at Mormugao Port Trust	Mormugao Port trust	879.04	767.187	Completed
			Total		2167.01	1769.087	
8	2016-17	Kerala	Development of a Walkway/Promenade on Willingdon Island, Cochin, Kerala	Cochin Port Trust	901.00	826.59	Completed
9		Kerala	Central Financial Assistance for upgrading of Births & Backup area of Ernakulam Wharf	Cochin Port Trust	2141.00	1912.80	Completed

10		Maharashtra	Central Financial Assistance to Mumbai Port Trust for Development of Kanoji Angre Lighthouse as a tourist Destination	Mumbai Port trust	1500.00	1500.00	Completed
11		Kerala	Project for Up-gradation of Golf Course at SAI Trivandrum Golf Club by the Sports Authority of India	Sport Authority of India	2464.99	1232.49	Project closed
				Total	7006.99	5471.88	
12	2017-18	Uttar Pradesh	Illumination of three monuments in Varanasi, Uttar Pradesh- 1. DashashwamedhGhat to DarbangaGhat (stretch of 300 m) 2. TulsiManas Mandir 3. Sarnath Museum	CPWD	293.55	293.54	Completed
13		Punjab	Project for Infrastructural Development at JCP Attari	BSF	1312.00	1029.59	Completed
14		Haryana	Sound and Light Show at Yadavindra Gardens, Pinjore, Haryana.	ITDC	600.00	300.00	Project closed
15		Andhra Pradesh	Sound and Light Show at Puttaparthi, Andhra Pradesh	ITDC	708.67	354.33	Completed
16		Delhi	Sound and Light Show at (Purana Quila) Delhi	ITDC	1404.00	685.00	Ongoing
17	2017-18	Maharashtra	Up-gradation/modernization to International Cruise terminal at Indira Dock, Mumbai.	Mumbai Port Trust	1250.00	1250.00	Completed
				Total	5568.22	3912.46	
18	2018-19	Goa	Improvement of immigration facility and deepening of existing cruise berth at Mormugao	Mormugao Port trust	1316.40	658.20	Project closed
19		Kerala	Developing infrastructure at Cochin Port Cruise Terminal.	Cochin Port Trust	120.79	114.17	Completed
20		Kerala	Creation of additional tourism facilities at the Cochin north Trust Walkway	Cochin Port Trust	466.47	466.47	Completed
21		Andhra Pradesh	Construction of Cruise Berth at Channel Berth	Visakhapatnam Port	3850.00	2991.00	Ongoing

			in outer Harbour of patnam Port	Trust			
22		Punjab	CFA for Restoration/ Renovation of 'Jallianwala Bagh Memorial' & Additional work to be taken at Jallianwala Bagh National Memorial at Amritsar, Punjab.	ASI	2302.00	2197.00	Completed
				Total	8055.66	6426.84	
23	2019-20	Delhi	CFA for Development & renovation of selected facilities of National Museum	National Council of Science Museums (NCSM)	4373.00	2186.00	Project closed
24		Delhi	CFA for Illumination of Building of National Gallery of Modern Art	National Council of Science Museums (NCSM)	380.00	304.00	Completed
25		Kerala	CFA for Development of Additional infrastructure in the new Cochin Port Trust Terminal	Cochin Port Trust	1029.70	888.62	Completed
26		Uttar Pradesh (Varanas i & Allahaba d-I, Allahaba d-II), Bihar (Bhagalp ur), West Bengal (Kolkata) & Assam (Neamati , Pandu, Jogighop a & Biswanat hghat)	CFA for Development of Jetties at nine (09) main points of embarkation/disembarka tion of River Cruise on National Water ways No. 1& 2 Revised approval for Development of 4 nos jetties in NW-2	IWAI	2803.05	700.76	Ongoing
				Total	8585.75	4013.61	
27.	2020-21	Madhya Pradesh	Tourism Infrastructure at Beltaal Lake, Damoh, Madhya Pradesh by ITDC.	ITDC	2316.30	1008.27	Ongoing
28.		Leh	Sound & Light Show at	ITDC	2321.99	515.99	Ongoing

		&Ladakh	Leh, Ladakh & Water Screen Projection Multimedia Show at Tourist Facilitation Centre, Kargil, Ladakh				
29.		Delhi	3D visual projection mapping of NGMA Building	NGMA	616.72	425.63	Completed
30.		Mizoram	Development of Convention Centre and associated Infrastructure at Aizawl, Mizoram	WAPCOS	3994.75	1570.71	Ongoing
				Total	9249.76	3520.60	
31.	2021-22	Goa	Creation of facilities for International and Domestic Cruise Vessels at Mormugao Port, Goa by Mormugao Port Trust (MPT)	Mormugao Port Trust	5000.00	4000.00	Ongoing
32.	2021-22	Maharashtra	Upgradation/Modernization to International Cruise Terminal at Indira Dock, Mumbai Port Trust	Mumbai Port Trust	3750.00	3000.00	Ongoing
				Total	8750.00	7000.00	
33	2022-23	Rajasthan	Development of border tourism at Border Security Force Check Post, Tanot complex	BSF	1767.66	160.70	Ongoing
34	2022-23	NER	Development of 22 viewpoints in p Eastern State (i) Nagaland (2 view points)- Rs.5.77 Cr. (ii) Meghalaya (3 view points) – Rs.6.26 Cr. (iii) Mizoram (9 view points)- Rs.12.78 Cr. (iv) Arunachal Pradesh (4 view points) – Rs.6.25 Cr. (v) Manipur (3 view points)- Rs.5.93 Cr. (vi) Sikkim/West Bengal (1 view point)- Rs.3.70 Cr.	NHIDCL	4444.00	444.40	Ongoing
35	2022-23	Telangana	Multimedia Laser Show with Water Screen and	BECIL	4965.00	1990.00	Ongoing

			Musical Fountain at Sanjeevaiah Park, Hyderabad, Telanagana				
36		Telangana	Design, Supply, Installation, Testing & Commissioning of Digital Multimedia Technology and Lightings at Osmania Arts University, Hyderabad Telangana	BECIL	1179.00	943.47	Ongoing
37	2022-23	Delhi	Project 'Major Upgradation of National Science Centre	NCSM	3180.00	318.00	Ongoing
			Total		15535.66	3502.60	
