

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.452
ANSWERED ON 25.07.2024

PROMOTING DOMESTIC TOURISM IN ANDHRA PRADESH

452 SHRI BEEDHA MASTHAN RAO YADAV:

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

- (a) whether Government is aware that the State Government of Andhra Pradesh is taking various steps to attract investors to boost the tourism sector and develop luxury resorts and hotels;
- (b) if so, whether Government plans to aid the State financially in its endeavour to boost tourism and if so, the details thereof and if not, the reasons therefor; and
- (c) the details of measures taken or schemes underway to promote domestic tourism in the country, especially in Andhra Pradesh?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) & (b): Yes. The Government of Andhra Pradesh has informed that they have put in place Andhra Pradesh Tourism Policy 2020-25 vide G.O.Ms. No. 11 YAT&C Department dated 28.12.2020 extending incentives to tourism projects and special package of incentives to Luxury resorts and hotels.

The Ministry of Tourism also under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism-related infrastructure and facilities at various tourism destinations in the country, including the State of Andhra Pradesh to boost tourism. The Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0). Proposals are received from States/UTs including the State of Andhra Pradesh from time to time for seeking financial assistance under the various schemes of the Ministry of Tourism. These proposals are examined in context of the scheme guidelines and financial assistance is extended for projects subject to fulfilment of the stipulated provisions and availability of funds. The details of projects sanctioned under the above-mentioned schemes in the State of Andhra Pradesh are given in the **Annexure**.

(c): The Ministry of Tourism, under its scheme of Domestic Promotion and Publicity provides financial assistance to State Governments/UT Administrations including the State of Andhra Pradesh for organising fairs and festivals and events which have the potential for promoting tourism. The Ministry of Tourism has taken following initiatives for promotion of domestic tourism in the country, including the State of Andhra Pradesh:

- **Promotion of Fairs/ festivals/Events** – To create awareness among the masses the Ministry celebrates special events / days with citizen's participation like International Day of Yoga, World Tourism Day, Independence Day and other regional festivals. Some of the major events organised by the Ministry in the country including Andhra Pradesh during the year 2023-24 are as follows:

- Ministry of Tourism organised **Krishnaveni Sangeetha Neerajanam**, a music and cultural festival in collaboration with the Ministry of Culture, Ministry of Textiles and Government of Andhra Pradesh from 10th to 12th December 2023 at Vijayawada. The three-day cultural extravaganza celebrated the legacy of the rich heritage of Indian classical music by bringing together renowned singers and musicians of the country under one roof. A food and crafts festival showcasing handicrafts, handlooms, cuisine and culture of the vibrant State of Andhra Pradesh was also organised during the festival.
- Ministry of Tourism has been organizing **International Tourism Mart (ITM)** in the North Eastern Region to showcase the tourism potential of North Eastern States of India. ITMs have been held at Shillong (Meghalaya), Gangtok (Sikkim), Imphal (Manipur), Guwahati (Assam), Agartala (Tripura), Kohima (Nagaland) and Aizawl (Mizoram). The last i.e., 11th edition of ITM was held in Shillong (Meghalaya).
- Ministry of Tourism, organized the “**Bharat Parv**” at the Lawns and Gyan Path in front of Red Fort, Delhi as part of the Republic Day Celebrations. This year event was held from 23rd to 31st January 2024. The event was inaugurated by Hon’ble Prime Minister on 23rd January 2024. The highlights of the mega event are the Republic Day Parade tableaux, dynamic cultural performances by the Zonal Cultural Centres and engaging presentations by cultural troupes from various States and Union Territories, food stall representing all the States and UTs, handicraft and handloom display and performances by the Armed Forces Band.
- The Ministry of Tourism in collaboration with Department of Tourism, Government of Rajasthan and Federation of Indian Chambers of Commerce and Industry (FICCI) organized the ‘**Wed in India**’ expo alongside the Great India Travel at Jaipur on 5th May 2024. The event was attended by approximately 250 pax which included foreign and domestic wedding planners, State Governments, media, international & domestic tour operators and event management companies.
- “**YUVA Tourism Club**”: The Ministry of Tourism launched the "YUVA Tourism Club" campaign. This initiative aims to cultivate interest, awareness and a sense of responsibility towards India's natural and cultural heritage among children and youth. With India's youthful population being a major force in innovation, entrepreneurship and diversity, these clubs are crucial for educating and engaging young minds in tourism. Over 35000 plus clubs have been established in schools, colleges and institutes, organizing competitions and activities to nurture young and responsible ambassadors for tourism, cultural heritage.
- **Dekho Apna Desh**: The Ministry had launched the Dekho Apna Desh (DAD) initiative in January 2020. DAD is promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry organizes Webinars, quiz, pledge, discussions to keep connected with the stake-holders and to encourage citizens to travel within the country.
- **Ek Bharat Shrestha Bharat**: The Ministry organizes various tourism promotional activities like road shows, Familiarization trips, B2B Meetings, Quiz programmes, webinars to promote Ek Bharat Shrestha Bharat.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) & (b) OF RAJYA SABHA UNSTARRED QUESTION NO.452 ANSWERED ON 25.07.2024 REGARDING PROMOTING DOMESTIC TOURISM IN ANDHRA PRADESH RAISED BY SHRI BEEDHA MASTHAN RAO YADAV

(I) Swadesh Darshan Scheme:

(Rs. in crore)

Sl. No.	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released
1.	Coastal Circuit 2014-15	Development of Kakinada - Hope Island - Coringa Wildlife Sanctuary - Passarlapudi - Aduru - S Yanam – Kotipally	67.83	67.83
2.	Coastal Circuit 2015-16	Development of Nellore - Pulikat Lake - Ubblamadugu Water Falls – Nelapattu-Kothakoduru- Mypadu - Ramateertham – Iskapalli	49.55	49.55
3.	Buddhist Circuit 2017-18	Development of Buddhist Circuit: Shalihundam-Bavikonda- Bojjanakonda -Amravati- Anupu	35.24	30.03

(II) Swadesh Darshan 2.0 Scheme:

(Rs. in crore)

S. No.	Destination	Interventions Name	Sanctioned cost
1.	Araku-Lambasingi	Borra Cave Experience at Araku	29.87

(III) PRASHAD Scheme:

(Rs. in crore)

S. No.	Project Name	Sanction Year	Approved Cost	Amount Released
1.	Development of Pilgrim Amenities at Amaravati	2015-16	27.77	27.77
2.	Development of Srisailam Temple	2017-18	43.08	43.08
3.	Development of Pilgrimage Amenities at Sri Varaha Lakshmi Narsimha Swami Vari Devasthanam at Simhachalam	2022-23	54.04	13.69

(IV) Assistance to Central Agencies for Tourism Infrastructure Development Scheme:

(Rs. in crore)

Name of Project	Agency	Amount sanctioned	Amount Released
Year 2017-2018			
Sound and Light Show at Puttaparthi, Andhra Pradesh	ITDC	7.08	3.54
Year 2018-2019			
Construction of Cruise Berth at Channel Berth in outer Harbour of Patnam Port	Visakhapatnam Port Trust	38.50	29.91
