

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.41
ANSWERED ON 28.11.2024

PROMOTING TOURISM IN GOA

41 SHRI SADANAND MHALU SHET TANAVADE:

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

- (a) the initiatives and measures undertaken by Government in promoting tourism in Goa, especially focusing on eco-tourism, cultural-tourism, and beach-tourism;
- (b) the budgetary allocation made by the Central Government to the State of Goa for tourism development from 2021-22 to 2023-2024, year-wise;
- (c) whether Government has undertaken any targeted projects to mitigate the seasonal fluctuations in tourism inflow, if so, the specific details and outcomes of such projects; and
- (d) the role of public-private partnerships and foreign investments in promoting and sustaining tourism in Goa and any efforts made by Government to attract such investments?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): A Statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (a) TO (d) OF RAJYA SABHA STARRED QUESTION NO.41 ANSWERED ON 28.11.2024 REGARDING PROMOTING TOURISM IN GOA BY SHRI SADANAND MHALU SHET TANAVADE.

(a) to (c): Promotion and Development of tourism is primarily the responsibility of the concerned State Government/UT Administration. However, Ministry of Tourism promotes tourism destinations and tourism products such as eco-tourism, cultural tourism and beach-tourism in Domestic and International Markets. Promotion is carried out through initiatives including events, social media and campaigns.

Information on tourist destinations in the country is promoted through the Incredible India Digital Portal. Ministry of Tourism has launched the Incredible India Content Hub on the revamped Incredible India digital portal (www.incredibleindia.gov.in). The Incredible India Content Hub is a comprehensive digital repository of high-quality images, films, brochures and newsletters which can be easily accessed by the industry stakeholders (travel media, tour operators, travel agents) across the globe, required to amplify Incredible India in all their marketing and promotional efforts.

Ministry of Tourism promotes Niche Tourism products such as Adventure, Medical & Wellness, Cruise, Meetings Incentives Conferences & Exhibitions (MICE), Eco-tourism, Film Tourism and Rural Tourism to overcome the aspect of 'seasonality' and to promote India as a 365 days' destination. Ministry of Tourism has launched 'Wed in India' campaign and 'Meet in India' Campaign.

Ministry of Tourism has also been providing financial assistance to State Governments/ UT Administrations including the State of Goa for organizing fairs/festivals and tourism related events under its Domestic Promotion & Publicity including Hospitality (DPPH) Scheme.

The Ministry of Tourism launched its Swadesh Darshan and PRASHAD scheme in the year 2014-15 with the objective to augment tourism facilities in the country thereby promoting culture and heritage of the country, enhancing tourist attractiveness in a sustainable manner. The Ministry of Tourism 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' has been providing 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 destinations in Goa. Under the Swadesh Darshan Scheme, 15 themes were identified for developing theme based circuits. These

themes included Coastal Circuit, Eco Circuit and Heritage Circuit. For Goa, two Coastal circuits have been developed.

The Ministry of Tourism has now revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourism centric approach.

Details of funds sanctioned for Goa under various schemes of the Ministry are at **Annexure**.

(d): Public-Private Partnerships (PPPs) and foreign investment play a key role in the tourism industry of Goa. The projects under Swadesh and PRASHAD Scheme are 100% financed by the Government of India. However, the Schemes encourage State Governments/UT Administrations for operation and maintenance of Assets created through Public Private Partnership.

In order to attract foreign investment in the tourism sector, 100% Foreign Direct Investment (FDI) is allowed under the automatic route in the tourism and hospitality industry in India, subject to applicable regulations and laws. 100% FDI is allowed in tourism construction projects, including the development of hotels, resorts and recreational facilities.

The Government has taken steps to give fillip to private investment through declaration of status of tourism infrastructure for (i) three-star or higher category classified hotels located outside cities with population of more than 1 million, (ii) ropeways and cable cars (iii) Exhibition-cum-Convention Centre Projects with minimum built-up floor area of 100,000 square metres of exclusively exhibition space or convention space or both combined have been included in the Harmonized Master List.

To support efforts of States/UTs in granting and implementing 'industry status' for the tourism and hospitality sector, Ministry of Tourism launched a Handbook. The handbook aims to serve as a guide to States/UTs and provide them a step-by-step guide on granting Industry Status to Tourism and thereby benefiting from greater investments.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA STARRED QUESTION NO.41 ANSWERED ON 28.11.2024 REGARDING PROMOTING TOURISM IN GOA BY SHRI SADANAND MHALU SHET TANAVADE.

List of Projects sanctioned under Swadesh Darshan Scheme in Goa is as under:

(Rs. in Crore)

S. No.	Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released*	Amount Utilised	Physical Status (%)	Implementing Agency
1.	Coastal Circuit 2016-17	Development of Sinqerim-Baga, Anjuna-Vagator, Morjim-Keri, Aguada Fort and Aguada Jail	97.65	97.65	92.76	Complete	Goa Tourism Development Corporation
2.	Coastal Circuit 2017-18	Development of Coastal Circuit II: Rua De Orum Creek - Dona Paula - Colva - Benaulim	99.35	99.35	94.38	Complete	Goa Tourism Development Corporation

* Includes amount of authorization to CNA through TSA Model I for Central Sector Scheme.

List of Projects sanctioned under Swadesh Darshan 2.0 in Goa is as under:-

Sl No.	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Porvorim	Porvorim Creek Experience	23.56	20-08-2024
2	Colva	Colva Beach Experience	15.65	20-08-2024

List of projects sanctioned under Assistance to Central Agencies scheme in Goa is as under:-

(Rs. in Lakh)

Sl. No	Sanction Year	Name of Project	Agency	Amount sanctioned	Amount Released
1.	2014-15	Cruise Terminal Building at Mormugao Port Trust	Mormugao Port trust	879.04	767.187
2.	2017-18	CFA to Konkan Railway Corporation Ltd. For	M/o Railways	2500	2000

		Development of Madgaon, Thivim and Karmali railway Stations			
3.	2018-19	Improvement of immigration facility and deepening of existing cruise berth at Mormugao	Mormugao Port trust	1316.40	658.20
4.	2021-22	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

List of fairs and festivals and events supported under Domestic Promotion and Publicity including Hospitality (DPPH) scheme in last five years is as under:

(Rs. in Lakh)

Year	Name of Fairs & Festivals	Amount Sanctioned	Amount Released
2020-21	Carnival Festival	25.00	25.00
	Shigmo Festival	25.00	25.00
2021-22	Carnival Festival	25.00	25.00
	Shigmo Festival	25.00	25.00
2022-23	Carnival Festival	25.00	25.00
	Shigmo Festival	25.00	25.00
