

Heritage Tourism Promotion

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The Ministry promotes various tourist destinations and products including Heritage Tourism in the country through various initiatives including promotional events, assistance to State Governments/UT administrations, organizing fairs and festivals, participation in exhibitions, website and social media.

The Ministry had set up the "Incredible India" exhibition for the International delegates of 46th Session of World Heritage Committee Meeting, at Bharat Mandapam, New Delhi in July 2024. In addition, during the event Heritage walks for the delegates were also organised.

Ministry of Tourism also organised 12th International Tourism Mart in Kaziranga, Assam, one of the UNESCO World Heritage Sites in India. The delegates also visited Charaideo Moidams, Rangghar, Sivasagar during the event.

Ministry of Tourism through its domestic tourism offices undertakes various activities such as Webinars, Quiz, Seminars, Tourism Promotional Events, Fam tours, Heritage walks etc. across country for promotion of Heritage Tourism.

Ministry of Tourism has launched Dekho Apna Desh People's Choice poll which aim to engage with citizens to identify most preferred tourist attractions across 5 tourism categories - Spiritual, Nature & Wildlife, Adventure, Cultural & Heritage.

The Ministry of Tourism is also promoting heritage tourism 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.

Details of some of the achievements in terms of tourism activities during the last three years is below:-

- The Ministry of Tourism launched its Swadesh Darshan scheme in the year 2014-15 under which financial assistance is provided to the States/UT Administrations/Central Agencies etc. for development of Tourism Infrastructure in the country. Since its inception in 2014-15 till 2018-19, a total number of 76 projects, have been sanctioned in the country for a revised sanction amount of Rs.5287.90 Crore. Out of these 76 projects, 75 projects are reported physically complete.
- The Ministry of Tourism has revamped its Swadesh Darshan scheme in the form of Swadesh Darshan 2.0 with the mission to create a robust framework for integrated development of tourism destinations. In consultation with the State Governments/UT Administrations and in line with the scheme guidelines, 34 projects in the country have been sanctioned for development under Swadesh Darshan 2.0 at a total cost of Rs.793.20 Crore.
- The 'National Mission on Pilgrimage Rejuvenation and Spiritual, Augmentation Drive' (PRASAD) has been launched by the Ministry of Tourism as a Central Sector Scheme with the objective of integrated development of identified pilgrimage and heritage destinations. Since its launch in January 2015 and as on date the Ministry has sanctioned 48 projects in the country with approved cost of Rs.1646.99 Crore. 23 projects are reported physically complete.

- Under ‘Scheme for Special Assistance to States/Union Territories for Capital Investment (SASCI)’ Government of India has recently sanctioned 40 Projects in the country for Rs.3295.76 Crore.
- Launched Dekho Apna Desh Campaign to promote lesser known destinations, keep connected with stakeholders and encourage citizens to travel within the country.
- Launch of 'Paryatan Mitra' and 'Paryatan Didi' initiative.

The Ministry of Tourism under its scheme of “Capacity Building for Service Providers (CBSP)” conducts short term skill certification training programmes through various institutes across the country in order to capitalize the vast tourism potential to the fullest and provide professional expertise to the local populace for fresh as well as existing service providers thus making the locals more employable.

The various training programmes conducted under the CBSP scheme includes Hunar Se Rozgar Tak (Capacity Building), Skill Testing & Certification (Re-Skilling), Entrepreneurship Programme, Tourism Awareness Programme etc. The detail of candidates trained under the CBSP scheme in the country during the last three years is as under:

Financial Year (FY)	Number of persons trained
2021-22	22034
2022-23	21641
2023-24	24153
2024-25*	30230*

* Provisional figures for the FY 2024-25

To enhance the overall experience of tourists by making available a pool of local, trained professionals at tourist sites across the country, Ministry launched the Incredible India Tourist Facilitator (IITF) Certification Programme – a Pan-India online learning program.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

Sunil Kumar Tiwari/

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