

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1420
ANSWERED ON 31.07.2025

PROMOTION OF TOURISM CIRCUITS AND PROJECTS IN KERALA

1420 SMT. P. T. USHA:

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

- (a) the key initiatives launched by Government to promote tourism circuits, eco-tourism and heritage destinations across the country and the impact of these initiatives on local employment generation and foreign tourist inflow; and
- (b) whether Government has undertaken any specific projects or allocated dedicated funds for the development of tourism infrastructure in Kerala, particularly in relation to backwater tourism, responsible eco-tourism in the Western Ghats, and heritage promotion in regions such as Fort Kochi, Bekal, Sabarimala, and other culturally significant destinations, and if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): Development and promotion of tourist destinations and tourism products is primarily undertaken by the respective State Government/ Union Territory (UT) Administration. However, the Ministry of Tourism through its central sector schemes of ‘Swadesh Darshan(SD)’, ‘Swadesh Darshan 2.0 (SD2.0)’, ‘Challenge Based Destination Development (CBDD)’ – a sub-scheme of Swadesh Darshan and ‘Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)’ schemes complements the efforts of tourism infrastructure development and amenities at tourism destinations across the country by extending financial assistance to the State Governments/UT Administrations. This financial assistance is extended, subject to availability of funds, adherence to scheme guidelines and other instructions issued from time to time, submission of Detailed Project Reports (DPRs) by the State Governments, inter-se priority etc.

In addition, Government of India under its initiative for ‘Special Assistance to States for Capital Investment (SASCI)’ has also provided financial assistance to the States for development of tourism projects.

As per the ‘Third party impact assessment of Central Sector Scheme Swadesh Darshan’ undertaken through National Productivity Council in 2019, the scheme has been able to fillip livelihood opportunities and create employment for the local communities in the construction phase and has robust opportunity of employment in operation and maintenance phase. Further, the details of foreign tourist arrivals in the country during last 3 years is as under:

Year	Number of foreign Tourist Arrivals
2022	6437467
2023	9520928
2024	9951722

Source: Bureau of Immigration.

Details of the projects sanctioned under SD, SD2.0, CBDD, PRASHAD and SASCI in the state of Kerala is **annexed**.

The Ministry of Tourism as part of its ongoing endeavour promotes various tourism destinations and products of India including tourism circuits, eco-tourism and heritage destinations across the country, through various initiatives including promotional events, participation in exhibitions, websites, social media, etc.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (b) OF RAJYA SABHA UNSTARRED QUESTION NO.1420 ANSWERED ON 31.07.2025 REGARDING PROMOTION OF TOURISM CIRCUITS AND PROJECTS IN KERALA RAISED BY SMT. P. T. USHA

The list of the projects sanctioned under Swadesh Darshan scheme:-

S. No.	State/UT	Circuit / Sanction Year	Name of the Project	Amount Sanctioned (in ₹ Crore)
1.	Kerala	Eco Circuit 2015-16	Development of Pathanamthitta- Gavi-Vagamon- Thekkady	64.08
2.	Kerala	Spiritual Circuit 2016-17	Development of Sabarimala - Erumeli-Pampa-Sannidhanam	46.54
3.	Kerala	Spiritual Circuit 2016-17	Development of Sree Padmanabha Arnamula	78.08
4.	Kerala	Rural Circuit 2018-19	Development of Malanad Malabar Cruise Tourism Project	57.35
5.	Kerala	Spiritual Circuit 2018-19	Development Sivagiri Sree Narayana Guru Ashram- Arruvipuram- Kunnumpara Sree Subrahmania- Chembazhanthi Sree Narayana Gurukulam	66.42

List of projects sanctioned under PRASHAD Scheme:-

S. No.	State/UT	Project Name	Sanction Year	Sanction Amount (in ₹ Crores)
1.	Kerala	Development at Guruvayur Temple	2016-17	45.19

List of sanctioned projects under Swadesh Darshan 2.0:-

S No.	State	Year of Sanction	Destination	Name of the Experience	Sanctioned Cost (in ₹ Crores)
1.	Kerala	2023-24	Kumarakom	Kumarakom Bird Sanctuary Experience	13.92
2.	Kerala	2024-25	Alappuzha	Alappuzha: A Global Water Wonderland	93.17
3.	Kerala	2024-25	Malampuzha	Enhancement of Tourist Experience at Malampuzha Garden and Leisure Park	75.87

List of sanctioned projects under Challenge Based Destination Development (CBDD), a sub-scheme of Swadesh Darshan scheme

S. No.	State/UT	Year of Sanction	Name of the Project	Sanctioned Cost (in ₹ Crores)
1.	Kerala	2024-25	Thalassery: The Spiritual Nexus	25.00
2.	Kerala	2024-25	Varkala- Dakshin Kashi	25.00

List of Projects sanctioned under the Special Assistance to States for Capital Investment (SASCI Scheme) - Development of Iconic Tourist Centres to Global Scale

S. No.	State	Year of Sanction	Name of the Project	Sanctioned Cost (in ₹ Crores)
1.	Kerala	2024-25	Ashtamudi Biodiversity and Eco-recreational Hub in Kollam	59.71
2.	Kerala	2024-25	Global Gateway to Malabar's Cultural Crucible in Sargaalayaa	95.34
