

तरह का फ्रॉड करके - जो प्राइवेट कम्पनीज और कारपोरेट्स हैं, वे इससे निकल जाएंगे, तो इस देश में सरकार का कोई अर्थ ही नहीं रह जाएगा। मैं आपके माध्यम से मंत्री जी से यह पूछना चाहता हूँ कि माननीय मंत्री जी इस मामले में क्या पहल करने वाले हैं? जो दूसरे प्राइवेट कारपोरेट्स हैं, उनके ऊपर भी यह दो परसेंट लगाने का जो प्रोफिट का मामला है, इस बारे में आप क्या करेंगे?

श्री मुरली देवरा: सर, यह जो कॉरपोरेट सोशल रेस्पॉसिबिलिटी की बात है, हम इसमें आने वाले सालों में मिनिमम दो परसेंट खर्चा करेंगे। जो पब्लिक सेक्टर की PSUs कम्पनियां हमारे साथ काम कर रही हैं और आपने जिनका नाम लिया है, मैं उनके लिए यह कह सकता हूँ कि उनको डायरेक्ट सेंड करना हमारा काम नहीं है। जहाँ तक इसका सवाल है, हमने सुना है कि वे लोग भी CSR के अंदर कुछ कर हैं, लेकिन मुझे नहीं लगता कि कोई भी प्राइवेट सेक्टर की कम्पनी दो परसेंट तक करेगी।...(व्यवधान)...

MR. CHAIRMAN: One question, please, तिवारी जी, आप बैठिए।

श्री शरद यादव: सभापति जी, मैंने तो सीधा सवाल पूछा है कि देश में लोगों के जो खेत, खलिहान और सम्पत्ति डूब गई है और इन लोगों ने सब जगह पेट्रोल पम्प लगा दिए हैं, उनके बारे में सरकार क्या करेगी, आप क्या पहल करेंगे?

श्री मुरली देवरा: सर, यह इस सवाल से संबंधित नहीं है। यदि आप कहेंगे, तो मैं आपको इसके बारे में चिट्ठी लिखकर जवाब भिजवा दूंगा।

Tourist spots in the country

*103. SHRI SABIR ALI: Will the Minister of TOURISM be pleased to state:

- (a) the details of tourist spots in the country;
- (b) the details of income accrued from them and expenditure incurred thereon during the last three years;
- (c) the places which are being demanded to be developed as tourist spots; and
- (d) what are the plans in this regard?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) A Statement is laid on the Table of the Sabha.

Statement

(a) to (d) Identification and development of tourist spots is primarily undertaken by the State Governments/Union Territory Administrations. The Ministry of Tourism however, provides financial assistance to States/Union Territories for tourism projects on the basis of proposals received from them subject to availability of funds and *inter se* priority.

The Ministry of Tourism had also identified 22 destinations/ circuits based on their national importance, tourism footfalls and future potential, in consultation with the concerned State Governments for development of tourist infrastructure through mega projects. Projects for 20 destinations/circuits have been sanctioned. Out of these, Rs.37829.57 lakh have been sanctioned for 16 projects during the current financial year. Details are given in the Statement-I (See below).

In addition, the following six destinations/circuits have also now been identified for development through mega projects:

Sl. No.	Destinations/Circuits
1	Desert Circuit (Jodhpur-Bikaner-Jaisalmer) in Rajasthan
2	The Heritage and Culture Circuit (Trissur and Emakulam Districts) in Kerala
3	Pilgrimage Circuit (Madurai-Rameshwaram-Kanyakumari) in Tamil Nadu
4	Eco and Adventure Circuit (Kullu-Katrai-Manali) in Himachal Pradesh
5	Spiritual Destination of Leh-Ladakh in J&K
6	Spiritual and Wellness Destination of Chitrakoot in Madhya Pradesh

The estimated Foreign Exchange Earnings from Tourism during the last three years are as under:

(Rs.in crore)

Sl. No.	Year	Foreign Exchange Earnings
1.	2006	39025
2.	2007	44360
3.	2008	50730 *

* Advance Estimates

The expenditure incurred by the Ministry of Tourism on Plan Schemes for development and promotion of tourism including human resource development during the last three years are as under:

(Rs. in crore)

Sl.No.	Year	Expenditure
1.	2005-06	768.24
2.	2006-07	797.05
3.	2007-08	951.82

Statement-I

List of destinations/circuits identified for Mega Projects during current financial year

(Rs. in lakh)

Sl.No.	Destinations/Circuits	Amount Sanctioned
1	2	3
1	Agra-Revitalisation of Taj (Uttar Pradesh)	1525.00
2	Varanasi-Samath (Uttar Pradesh)	2202.30
3	Bodhgaya-Rajgir-Nalanda (Bihar)	1922.42
4	Illumination of monuments of Delhi (Delhi)	2375.09

1	2	3
5	Mahabalipuram (Tamil Nadu)	1312.69
6	Puri-Bhubaneswar-Konark-Chilka (Orissa)	3022.80
7	Haridwar-Rishikesh (Uttarakhand)	2874.86
8	Hampi (Karnataka)	3283.58
9	Gangtok (Sikkim)	2390.70
10	Ajmer (Rajasthan)	1069.00
11	Panipat-Kurukshetra-Pinjore (Haryana)	3175.25
12	Charminar area of Hyderabad (Andhra Pradesh)	994.75
13	Jagdalpur-Tirathgarh-Chitrakote-Barsur (Chhattisgarh)	1133.82
14	Dwarka (Gujarat)	798.90
15	Tirupati (Andhra Pradesh)	4652.49
16	Churches of Goa	4309.91
17	Ganga Heritage River Cruise Circuit (West Bengal)	2042.35
18	Vidarbha Circuit (Maharashtra)	3738.19
19	Aurangabad (Maharashtra)	—
20	Amritsar (Punjab)	1585.53
21	Puduchery	—
22	Kadapa Heritage Circuit (Andhra Pradesh)	3692.89

SHRI SABIR ALI: Thank you very much, Sir. There are a number of tourist spots in various States including Bihar, Uttar Pradesh, Rajasthan and Delhi which are not being taken care of properly and are being neglected. These are income-generating spots and if we develop them properly and take proper care of them, they can boost our tourism industry. I would, therefore, like to know from the hon. Minister as to what the plans in this regard are.

SHRIMATI AMBIKA SONI: Sir, as I said before, tourism is developed at the behest and initiative of the State Governments which identify their own cultural and tourist sites and send proposals to us for financial support to the extent that we can give. This is the practice. We have given so far upto Rs.5 crores for destination development and upto Rs.8 crores for circuit development to all the States without any discrimination depending on the capacity of each State Government to send proposals, prioritise them and then implement them within the given period. Having said that, in the monitoring which was done by the Ministry over the last couple of years, we found that all this money was not visible after the passage of time. We brought a new proposal, which would make possible more holistic development of our tourism destinations. We have decided, with the approval of the

Cabinet, to provide upto Rs. 25 crores for destinations and up to Rs. 50 crores for circuit development. There were no large projects coming from the State Governments to begin with. So the Union Ministry of Tourism took the initiative of interacting with the State Governments and we, as the first phase trial projects, proposed 22 destinations from the North to the South, covering the whole country. We have been able to successfully clear 20 of those 22 destinations. This year we have already sanctioned Rs. 378 crores for these 16 mega destinations. I am happy to inform the House that this process is now on and even in the present year we have six very interesting mega projects - Eco and Adventure Circuit, Spiritual and Wellness Destination, Heritage and Culture Circuit, Desert Circuit and another Spiritual Destination of Leh-Ladakh, which have been identified.

SHRI SABIR ALI: Sir, I would like to know about the budget allocation for Bihar. Bihar has one of the most biggest and known tourist places as Bodhgaya. I would like to know about the budget of Bihar. Is there anything specific done by the Government?

SHRIMATI AMBIKA SONI: Sir, Bihar has been one of the major beneficiaries of financial support, not only from the Union Government, but also from our drive to get international assistance. The Japan Bank for International Cooperation has helped enormously with large resources to develop Bodhgaya-Rajgir-Nalanda Circuit. Roads of that particular circuit are almost showpiece roads in the State of Bihar. Sir, I have got all the details. I can send the details of individual projects to the hon. Member. My colleague who comes from Bihar has been personally monitoring the proposals from Bihar. So I don't see why Bihar should, at all, be neglected. A special Buddha Mahaparinirvan tourist train was launched in 2007, primarily, for Bihar and for covering other destinations. It really depends on how well this work synergises between the State Government and the Central Government. But several projects have been sanctioned for Bihar, covering the whole State of Bihar.

SHRI MANOHAR JOSHI: Sir, in Pune, Maharashtra, a proposal for a museum has been approved by the Government. The museum contains historically important articles. The proposal has been sanctioned. The Government of Maharashtra has also given them a plot of land. But unfortunately the required money has not been delivered. Will the Government see to it that the necessary amount is delivered to them as early as possible?

SHRIMATI AMBIKA SONI: Sir, I happen to be the Minister of Culture. So I know what the hon. Member is asking about. But this question is regarding the Ministry of Tourism and has nothing to do with the museum in Pune. But I must put it on record that museum is an outstanding example of personal collections. We are being as proactive as the Union Ministry can be to not only give them financial help from our meagre resources, but also involve other parties, private players interested in that so that the private museum can really be a destination for tourists to visit as well.

DR. CHANDAN MITRA : Sir, I notice that the foreign exchange earnings, through international tourism in India, have registered a very, very impressive growth over the last few years, and India has

become a major international tourist destination. The Tourism Ministry, under the hon. Minister, has done very well in terms of attracting foreign tourists to this country. However, since the third quarter of the last year, there has been an economic downturn throughout the world, and there has been a decline in the number of foreign tourists coming to this country. In view of this reality and the fact that the tourism and hospitality sector has been affected worldwide, I would like to know from the hon. Minister as to what steps the Ministry is contemplating to shore up the foreign exchange earnings so that we do not drop precariously, more so, in view of all the infrastructure developments that have taken place so far.

SHRIMATI AMBIKA SONI: Sir, I thank the hon. Member for appreciating our meagre efforts. It is a fact, as I mentioned before, that the number of tourists has increased; thereby, there have been high-end tourists, spending a lot, and we had earned almost 11 billion US dollars from the 5 million tourists who came in 2007. There is no doubt that there is a drop in the foreign exchange earnings, between October and January, 2009, this year. As the hon. Member is aware, we had an in-depth meeting with the private players of the hospitality sector, that is, hoteliers, travel trade and tour operators, in the month of December, in order to identify and chalk out a road map for preventing the downside, that was taking place on account of factors beyond our control. We have taken this 'Incredible India Campaign, 2009' whereby we are not trying to lure tourists but we are trying to promote new areas of our country, new destinations of cultural strengths, and also giving them add-ons in terms of tourism products that we have developed, like, rural tourism. Here, I would like to inform the hon. Member that all the private players are on board with the Ministry. So, if we are giving some add-ons, it is not from the Government funds, but the hoteliers give benefits, say, you are staying for four days, then, one day is given free, of, if we are travelling to two destinations, then, the travel operators are willing to add another destination promoted by us. Also, every year, we invite more than 150 people under the FAM, familiarisation tours, and we synergise with the Civil Aviation Ministry who sometimes give us free tickets. Now we have decided to increase that number from April, 2009, so that more people coming from different destinations of the world will write about India, and they will enjoy our hospitality and go out. Besides that, there are a lot of private players who organise Travel Trade Marts. We are promoting, like, the Great Indian Travel Bazar that took place in Rajasthan last year, and it is going to take place again. Also, the Kerala Tourism Mart has a very big success story of attracting tour operators from across the world. I would also like to inform the House that since the last year-and-a-half, we have had tour operators from as far off areas like Brazil, Venezuela and other continents across the globe.

श्रीमती विप्लव ठाकुर: माननीय सभापति जी, पहले तो मैं आपके माध्यम से मंत्री जी को धन्यवाद देती हूँ कि उन्होंने eco-adventure tourism के अंदर कुल्लु, कटराइन और मनाली को एक mega destination में लाया है। लेकिन उन्होंने जो 22 और mega projects के लिए proposal दिया है, destination बताया है, मैं उनसे यह जानना चाहती हूँ कि क्या उनमें हिमाचल प्रदेश को कोई स्थान दिया गया है? उन्होंने लेह-लद्दाख को spiritual wellness के लिए लिया है। हिमाचल प्रदेश में भी ताबो मोनेस्ट्री है, की मोनेस्ट्री है और नैना देवी मन्दिर है,

चिन्दपूरनी मन्दिर है, ज्वालामुखी मन्दिर है। मैं उनसे यह जानना चाहती हूँ कि क्या वे इनको भी mega project में लाने की कोशिश करेंगी या इनके बारे में भी सोचेंगी?

श्रीमती अम्बिका सोनी: सर, मैं माननीय सदस्या को बताना चाहूंगी कि हमने पिछले साल 2007 के आखिर से जो 22 mega projects शुरू किए थे, वे trial projects के तौर पर किए गए थे। असल में यह काम स्टेट गवर्नमेंट का है कि वह temple circuit promote करना चाहती है या cultural circuit या कोई और adventure tourism circuit करना चाहती है। यह स्टेट गवर्नमेंट का अधिकार और दायित्व है। लेकिन जैसा कि हमने कहा कि पहले 22 प्रोजेक्ट्स हुए, इस बार 6 और हो रहे हैं, जिनमें से एक का जिक्र माननीय सदस्या ने किया है, लेकिन ये मैगा प्रोजेक्ट्स हैं। ऐसे प्रोजेक्ट्स अगर एक स्टेट में एक भी हो जाएं, तो बहुत बड़ी उपलब्धि होगी। जब तक एक मैगा प्रोजेक्ट पूरे तौर पर, अच्छी तरह से मुकम्मल नहीं हो जाता और हमें यह फीडबैक नहीं मिलता कि वह कितना सक्सेसफुल हुआ, उसके कारण वहां कितने लोग गए, तक तक एक ही स्टेट में दो-तीन स्थानों पर इतना पैसा डालना शायद उचित भी नहीं होगा। अभी हम ट्रायल प्रॉसेस में हैं। कुल्लु-कटरन-मनाली वाला प्रोजेक्ट, जो हमने हिमाचल में शुरू किया है, अगर यह भी पूरी तरह सफल रहा, तो मुझे पूरा विश्वास है कि आने वाले कुछ सालों में इस प्रकार के और भी कुछ प्रोजेक्ट्स लिए जा सकते हैं।

Tourism Scenario in the country

*104. MS. MABEL REBELLO:††

SHRI B. J. PANDA:

Will the Minister of TOURISM be pleased to state:

- (a) whether Government has worked out a new action plan to declare 2009 as the 'Visit India Year';
- (b) if so, the details of such a boost;
- (c) the status of foreign tourist arrivals in India in 2008;
- (d) the action plan of Government to give a boost to medical tourism in the country; and
- (e) the status of 'Incredible India' campaign in foreign lands and how far it has helped to add to our foreign exchange kitty during 2008?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (e) A Statement is laid on the Table of the Sabha.

Statement

(a) to (e) A "Visit India 2009" Scheme has been announced by the Ministry of Tourism, in collaboration with all stakeholders including airlines, hotels, tour operators, State Governments for incentivising travel to India during the period April to December 2009.

The Incredible India Campaign is an ongoing activity in the print and electronic media and on the internet, in key source markets overseas for promoting India as a preferred tourist destination.

††The question was actually asked on the floor of the House by Ms. Mabel Rebello.