

Development of medical tourism

1681. SHRI B.J. PANDA:

MS. MABEL REBELLO:

Will the Minister of TOURISM be pleased to state:

- (a) whether Government proposes to develop Ayurveda and medical tourism in a big way to generate additional revenue and additional job opportunities in the country;
- (b) if so, the details thereof;
- (c) what is the current export potential of Ayurveda sector; and
- (d) what is the action plan of Government to exploit this sector, especially in the backward regions of Orissa, Jharkhand, Chhattisgarh and Madhya Pradesh etc.?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) The Ministry of Tourism in collaboration with the Ministry of Health & Family Welfare has already initiated several measures to promote Medical Tourism which include promotion in overseas market and production of publicity materials like brochure, CDs and films etc. and their distribution in target markets. The specific promotion has also been undertaken at various international travel fairs such as World Travel Mart, London and ITB, Berlin etc. All the State Tourism Departments including Orissa, Jharkhand, Chhattisgarh and Madhya Pradesh have also been requested to promote Medical Tourism/Ayurveda through suitable packaging of identified best hospitals and price banding for various specific treatments.

20 mega destinations in Maharashtra

1682. DR. T. SUBBARAMI REDDY: Will the Minister of TOURISM be pleased to state:

- (a) whether Vidarbha region and Aurangabad in Maharashtra are one of the 20 mega destinations, the Ministry will promote under a new initiative;
- (b) whether the destinations have been selected on the basis of the national importance, tourist footfalls and potential arrivals;
- (c) whether according to the officials, Vidarbha and Aurangabad have witnessed a high tourist inflow; and
- (d) if so, what steps the Ministry has taken in this regard and the amount allocated to Vidarbha region for the tourism development?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) Development and promotion of tourism is primarily the responsibility of the State Governments/Union Territory Administrations. Ministry of Tourism has so far identified 22 mega destinations/circuits including Vidarbha region and Aurangabad, on the basis of tourism related data on domestic and foreign tourist visits, future potential and in consultation with the State Governments/Union Territory Administrations.

Project proposals for Aurangabad and Vidarbha region were received from the State Government.

Project proposals received as per guidelines are processed on *inter-se-priority* basis and funds released, subject to availability under the respective heads.

During the 10th Five Year Plan period, projects worth Rs.8267.75 lakh and during 2007-08 an amount of Rs. 1279.24 lakh have been sanctioned for development of tourism in Maharashtra including Vidarbha region.

Identification of tourist places in Jharkhand

1683. SHRI PARIMAL NATHWANI: Will the Minister of TOURISM be pleased to state:

- (a) whether places of tourist interest have been identified in Jharkhand;
- (b) if so, what are the places so identified;
- (c) how much Central fund has been allocated for the development of each such tourist sites; and
- (d) if no fund has been allocated, the reasons therefor?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a) to (d) Development and promotion of tourism is undertaken primarily by the State Governments. The Ministry of Tourism, Government of India, extends financial assistance to the State Governments for tourism related projects which are identified in consultation with them under the scheme 'Product/Infrastructure Development for Destinations and Circuits'.

Ministry of Tourism sanctioned Rs.4478.55 lakh to the Government of Jharkhand as central financial assistance during 10th plan period for 17 projects. Some of the major projects sanctioned during the 10th plan are as under:-

- i) Integrated Development of Jharkhand circuit. – Rs.716.00 Lakh
- ii) Development of Tirthankar Boddhisatwa circuit – Rs.494.57 Lakh
- iii) Development of Massanjore (Dumka District) – Rs.493.25 Lakh
- iv) Integrated Development of Tourist circuit Ranchi-Netarhat-Betla-Ranchi. – Rs.798.00 Lakh.
- v) Integrated Development of Tourist circuit Ranchi-Rajrappa-Hazaribagh- Itkhori, – Rs.775.78 Lakh

In the year 2007-08, Rs.995.70 lakh was sanctioned for the following 3 projects in the State.

- i) Integrated Development of Dasham fall-Panchgag fall (Ranchi) as a tourist circuit – Rs.394.23 Lakh
- ii) Destination Development of Deoghar – Rs.335.26 Lakh
- iii) Destination Development of Hazaribagh – Rs.266.21 Lakh.

Maintenance of tourist places in Delhi

†1684. SHRI JAI PARKASH AGGARWAL: Will the Minister of TOURISM be pleased to state:

- (a) whether with a view to promote tourism, especially in the capital of Delhi, the tourist places are being maintained very well;

†Original notice of the question was received in Hindi