

Projects on development of tourism

†2935. SHRIMATI KAMLA MANHAR: Will the Minister of TOURISM be pleased to state:

(a) the number of States that get deprived of taking the benefit of Central assistance for not submitting project reports on time to her Ministry and as a result thereof development of a number of prominent tourist places is not done properly and tourists avoid visiting these places;

(b) whether Government have taken any steps to provide basic amenities at such tourist places; and

(c) if so, the details of funds provided for the development of tourism projects during the last two years, State-wise?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) The Ministry of Tourism prioritise projects for development of tourist infrastructure in close consultation with the State Governments. They are advised to send specific proposals of projects identified during mutual consultation. The State Governments are provided Central financial assistance for creating and improving of tourist infrastructure which include basic amenities also. Based on the request from the State Governments assistance is also provided to some of them for preparation of project report.

(c) Details of funds sanctioned for development of tourism projects State-wise during the last three years is placed at the Statement.

[Refer to the Statement appended to the Answer to Unstarred Question 2934 Part (a)].

Ropeway to Nandi hills

2936. DR. VIJAY MALLYA: Will the Minister of TOURISM be pleased to state:

(a) whether there is any proposal with Government to set up a ropeway at the Nandi Hills outside Bangalore;

(b) whether an expert committee has been constituted to study and submit a feasibility report to Government;

†Original notice of the question was received in Hindi.

(c) whether there is any proposal with Government to constitute a Nandi Hills Development Authority; and

(d) what will be the estimated cost of the project and how much funds are allocated by the Centre?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) No, Sir. However the State Government of Karnataka has got a feasibility report prepared.

(c) No, Sir.

(d) The proposal for integrated Development of Nandi Hills (including Ropeway) was submitted by the State Government of Karnataka in 2004-05 for an amount of Rs. 33.46 crores. However, the proposal was not complete as per guidelines. Hence, it was not approved.

Incredible India Campaign

2937. SHRI BALAVANT ALIAS BALAPTE:

SHRI KRIPAL PARMAR:

Will the Minister of TOURISM be pleased to state:

(a) whether Government are launching Incredible India Campaign in order to attract foreign tourists to India; and

(b) if so, the number of countries where this campaign has been launched and the results achieved as a result thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Yes, Sir.

(b) The Incredible India Campaign in global print and electronic media covered countries in Central Europe, U.K., Australasia, South-East Asia, Middle-East. A separate campaign for promotion of India was also undertaken in the US market. As a result of Incredible India Campaigns the foreign tourist arrival figures increased from (—)6% in 2002 to 23.5% in 2004.

The foreign exchange earnings in 2004 in terms of rupees registered a growth of 32.9%. In absolute terms, the foreign exchange earnings increased from Rs. 16,429 crores to Rs. 21,828 crores.