

1	2	3	4
2.	2008	63.58	0.44
3.	2009	68.92	0.46
4.	2010	75.92	0.50
5.	2011 (Provisional)	82.71	0.61

### **Promotion of Sri Nanda Raj Yatra in Uttarakhand**

†1216. SHRI TARUN VIJAY: Will the Minister of TOURISM be pleased to state:

(a) whether any assistance being given by the Ministry to the world famous Sri Nanda Raj Yatra held in Uttarakhand after every 12 years;

(b) if so, the details thereof;

(c) whether the Ministry has considered for the national and international publicity and promotion of this great yatra;

(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. K. CHIRANJEEVI): (a) and (b) The State Government of Uttarakhand has prioritized the projects for development of Sri Nanda Raj Yatra for Central Financial Assistance in the current financial year.

Development, Promotion and implementation of tourism projects at identified tourism spots is primarily undertaken by the State Governments/Union Territory Administrations. However, Ministry of Tourism provides Central Financial Assistance for tourism projects which are prioritized in consultation with the State Governments/Union Territories. The projects which are in accordance with the scheme guidelines are sanctioned subject to availability of funds and *inter-se* priority.

(c) to (e) The Ministry of Tourism, as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the international and domestic

†Original notice of the question was received in Hindi.

markets, under the Incredible India brand-line. Besides, the Ministry through its overseas offices, *inter-alia*, organises Road Shows, Know India Seminars, Workshops; participates in various Fairs/festivals, Exhibitions and Events to promote various Indian tourist destinations and products. The campaigns include holistic promotion of various Indian tourism products and destinations of the country.

#### **Launch of film tourism**

1217. SHRI JAI PRAKASH NARAYAN SINGH: Will the Minister of TOURISM be pleased to state:

- (a) whether it is a fact that tourism schemes like beach tourism, pilgrimage tourism, desert tourism, etc. have failed to attract tourist in the country;
- (b) if so, the details and reasons for failure to attract domestic and foreign tourist to such destinations;
- (c) whether Government now propose to launch film tourism which is never heard of anywhere in the world; and
- (d) if so, at what level this concept have been visualized/proposed and to what extent the film tourism would prove to be useful?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. K. CHIRANJEEVI): (a) and (b) The Ministry of Tourism does not have any report which indicates that the products like beach tourism, pilgrimage tourism and desert tourism have failed to attract foreign and domestic tourists.

(c) and (d) Yes, Sir. The Ministry of Tourism has recognised films as a powerful tool for the development and promotion of destinations under Niche Tourism Product. Several destinations have gained in terms of tourist inflow by being the venue/location of popular domestic and international films.

The Ministry of Tourism has taken following steps to promote Film Tourism in the country:—

- Signing of a Memorandum of Understanding with the Ministry of Information and Broadcasting in 2012;
- Joint participation with the Ministry of Information and Broadcasting in the Cannes Film Festival and Market, International Film Festival of India (IFFI, Goa), and European film Market, Berlin;