

‘Incredible India’ brand-line, to promote various tourism destinations and products of the country and to increase the foreign tourist arrivals to the country. In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with objective of showcasing India’s tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising road shows, seminars and workshops; organizing and supporting Indian food and cultural festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality programme of the Ministry.

China is an important source market for India and the Ministry of Tourism would continue to undertake the above mentioned activities during the “Visit India Year” in China with a view to creating widespread awareness of India as a tourism destination in the Chinese market. These efforts of the Ministry of Tourism and the Visit India Year 2015 would help in increasing foreign tourist arrivals from China.

Development of tourist circuits in Tamil Nadu

2802. DR. R. LAKSHMANAN: Will the Minister of TOURISM be pleased to state:

- (a) whether National Level Consultant (NLC) appointed by the Ministry has identified any tourism circuits in the State of Tamil Nadu;
- (b) if so, the details thereof;
- (c) whether Government has prioritized development of tourist circuits in the State during 2014-15; and
- (d) if so, the details thereof ?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) and (b) Yes, Sir. The circuits in the State of Tamil Nadu identified by National Level Consultant (NLC) engaged by the Ministry of Tourism are given below:

- (i) Trichy - Thanjavur - Kumbakonam - Mayiladuthurai - Vaitheswarankoil - Sirkhazi - Chidambaram - Virudachalam - Tholudur
- (ii) Chennai - Trichy (Chennai, Kanchipuram, Thiruvannamalai, Vellore, Dharmapuri, Salem, Namakkal - Trichy)

(iii) Trichy - Pudukkottai - Shivganga - Rameshwaram - Thoothukudi - Tiruchendur - Tirunelveli - Kanyakumari

(iv) Madurai - Dindigul - Coimbatore - Ooty

(c) and (d) Yes, Sir.

The Circuit and Mega Circuit prioritized during 2014-15 for the State of Tamil Nadu, in consultation of the State Government, are as below:

Mega Circuit: Development of Trichy - Thanjavur - Kumbhakonam - Mayiladuthurai - Vaitheeswarankoil - Sirkazhi - Chidambaram - Virudhachalam - Thozhuthur.

Circuit: Development of Nava - Tirupathigal and Naval Kailayam in Thoothukudi and Tirunelveli Districts.

Development of 21 beaches in Karnataka

2803. SHRI RAJEEV CHANDRASEKHAR: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that Government has sanctioned 50 crore rupees for developing 21 beaches in Karnataka;

(b) if so, the details and the objectives thereof;

(c) whether the committee which visited Karnataka, Maharashtra and Kerala beaches submitted its report on the relaxation of Coastal Regulation Zone (CRZ) rules up to 90 metres in 44 beaches in coastal Karnataka; and

(d) if so, the details thereof and if not, the reasons therefor ?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) Yes, Sir.

(b) Details of the components sanctioned for Development of Coastal Tourism Circuit in Karnataka are given in Statement (*See* below). The major objective of this project is development of Beach Infrastructure facilities like, Pedestrian Seating, Landscape Walkway, High Mast Lighting, Life Guard Watch Tower, Solid Waste Management Garbage Bins, Parking Facilities, Provision of signages information on Public Convenience Facilities, Shelter Sheds, rescue Boats, Improvements in Approach Roads Re-laying, Improvement in Approach Roads Re-surfacing, Reception Centre (Pre-Fab), Netrani Island Interpretation Centre, Solar Lighting & Pathway etc. to boost Tourism and local economy in the Coastal Region of Karnataka.

(c) and (d) No such report has been submitted to the Ministry of Tourism.