

Tourism policy for promotion of tourism in Rajasthan

†300. SHRI BHUPENDER YADAV: Will the Minister of TOURISM be pleased to state:

(a) whether Government has made any tourism policy for promotion of tourism in different States/Union Territories including Rajasthan;

(b) if so, the details thereof; and

(c) the status of implementation of these tourism policies in States/Union Territories?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (c) The current National Tourism Policy of the Government was formulated in 2002 after detailed interactions with the industry associations, concerned Ministries and Departments of Central Government, State Governments and other stakeholders. Some of the States/Union Territories have their individual tourism policies as detailed below:

Andaman and Nicobar Island, Andhra Pradesh, Arunachal Pradesh, Assam, Bihar, Chhattisgarh, Goa, Gujarat, Haryana, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Meghalaya, Nagaland, Odisha, Punjab, Rajasthan, Sikkim, Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand and West Bengal.

Ministry of Tourism offers comments on the draft tourism policies of States/UTs, if referred to it.

Tourism in Lakshadweep Islands

301. SHRI BALWINDER SINGH BHUNDER: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that tourism in Lakshadweep Islands has been affected due to strict implementation of environmental guidelines in the Islands;

(b) if so, the details and the number of tourists visiting Lakshadweep in the last five years both domestic and foreign tourists;

(c) whether the guidelines need to be modified to increase the inflow of tourists in Lakshadweep in view of the peculiar topography of the Islands;

(d) if so, the reaction of Government; and

(e) what efforts are being made to increase the inflow of tourism in Lakshadweep Islands?

†Original notice of the question was received in Hindi.

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (d) Development, promotion and implementation of tourism projects are primarily the responsibility of the respective State Government/Union Territory (UT) Administration including Lakshadweep Islands. The Ministry of Tourism provides Central Financial Assistance (CFA) for tourism projects, identified in consultation with them, subject to availability of funds, *inter-se* priority under its various schemes as per the guidelines. Since the carrying capacity of these Islands has to be kept in mind, any activity related to tourism has to be carried out with utmost care. The Ministry of Tourism has launched a Comprehensive Sustainable Tourism Criterion for India (STCI) for three major segments of tourism industry namely Accommodation, Tour Operators and Beaches, Backwaters, Lakes and Rivers Sectors on 26.08.2014 which is applicable for the entire country including the Union Territory of Lakshadweep. The Criterion addresses need for environment friendly measures like Sewage Treatment Plant (STP), rain water harvesting system, waste management system, pollution control etc.

The details and the number of tourists visiting Lakshadweep in the last five years both domestic and foreign are as follows:

Year	Domestic	Foreign
2009	6553	4309
2010	7705	1512
2011	9424	567
2012	4417	580
2013	4784	371

(e) The Ministry of Tourism promotes India as a holistic destination in the domestic and international markets which includes various tourism destinations and products of States/Union Territories.

As a part of the promotional activities, the Ministry of Tourism has released campaigns in the international and domestic markets as well as produces publicity material under the Incredible India brand-line.

Budgetary allocation of funds for tourism

302. SHRI K.N. BALAGOPAL: Will the Minister of TOURISM be pleased to state:

(a) the State-wise budgetary allocation for tourism for the last five years, including 2015;