

Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit.

Under Buddhist Circuit theme, Ministry has sanctioned the project “Construction of Cultural Centre at Bodhgaya, Bihar” for ₹ 33.17 crore in 2014-15.

New proposals for promotion of tourism from Uttarakhand

1264. SHRI TARUN VIJAY: Will the Minister of TOURISM be pleased to state:

(a) whether Government of Uttarakhand has sent any new scheme for the promotion of tourism in the State;

(b) if so, the details thereof and the status of those schemes;

(c) whether Government has new proposals for Centrally assisted tourism promotion schemes in Uttarakhand; and

(d) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) to (d) The development and promotion of tourism infrastructure projects are primarily the responsibility of the State Governments/Union Territory Administrations. The Ministry of Tourism (MOT) provides Central Financial Assistance (CFA) to State Governments/Union Territory Administrations for various tourism projects on receipt of proposals from them subject to availability of funds, *inter-se* priority, liquidation of pending utilization certificates against the funds released earlier and adherence to the relevant scheme guidelines.

The Ministry of Tourism also promotes India as a holistic destination in the international markets. As part of its promotional activities, the Ministry releases campaigns in the international markets under the Incredible India brand-line to showcase various tourism destinations and products including its cultural heritage.

The Ministry of Tourism has launched the following two new plan schemes during 2014-15:

(1) Swadesh Darshan for Integrated Development of Tourist Circuits around Specific Themes including the State of Uttarakhand.

Thirteen theme based circuits *i.e.* North East Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit have been identified for development under “Swadesh Darshan”.

- (2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Under PRASAD, thirteen cities have been identified namely Ajmer, Amritsar, Amravati, Dwarka, Gaya, Kamakhya, Kanchipuram, Kedarnath, Mathura, Patna, Puri, Varanasi and Vellankanni.

Under Swadesh Darshan Scheme, an amount of ₹ 80.37 crore has been sanctioned for the State of Uttarakhand during 2015-16 for “Integrated Development of Eco-Tourism, Adventure Sports, Associated Tourism related Infrastructure for Development of Tehri Lake and Surroundings as New Destination-District Tehri, Uttarakhand” under the theme ‘Eco-Circuit’.

India's share in foreign tourist arrivals

1265. SHRI A. U. SINGH DEO: Will the Minister of TOURISM be pleased to state:

(a) India's share in global foreign tourist arrivals and whether measures have been undertaken to increase the same, if so, the details thereof, if not, the reasons therefor;

(b) whether the multi-lingual tourist helpline has been launched, if so, the details thereof and number of calls received since its launch, if not, the reasons therefor;

(c) the measures undertaken to make foreign tourists aware of the helpline;

(d) whether measures have been undertaken to curb illegal promotional activities under the ‘Incredible India’ brand-line in international market, if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) Share of Foreign Tourist Arrivals in India in the International Tourist Arrivals around the world during 2015 were 0.68%.

Initiatives undertaken by the Ministry of Tourism in the recent past for development and promotion of tourism and attract more tourists in the country are as below:

- (i) **E-Tourist Visa (e-TV):** The Government of India has introduced the facility of e-TV for the citizens of 150 countries at 16 airports. Introduction of e-TV is a path breaking measure by the Government in easing entry formalities in the country.