

Development of tourism in the country

951. SHRI RAM KUMAR KASHYAP: Will the Minister of TOURISM be pleased to state:

- (a) the details of measures taken to develop tourism in India;
- (b) the details of plans formulated to organize and develop tourism destinations scattered all over the country;
- (c) the steps taken to boost direct as well as indirect investment in tourism; and
- (d) the action taken to preserve cultural heritage and environment at tourist destinations to attract more tourists?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) and (b) The Ministry of Tourism has taken various initiatives to develop tourism in the country which *inter-alia* include the following:

- (i) Launching theme based tourist circuits under the Swadesh Darshan Scheme for integrated development of tourism infrastructure and facilities.
- (ii) Launching the National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.
- (iii) Promoting India as a holistic tourism destination including the various tourism sites and products of every State/Union Territory of the country in the domestic and international markets.
- (iv) Other initiatives taken to develop tourism in India are:
 - 1. Launch of e-Tourist Visa for citizens of 150 countries.
 - 2. Development and promotion of 'Niche Tourism' products.
 - 3. Generating sufficient manpower to meet the requirements of the tourism and hospitality industry.
 - 4. Launch of 24x7 toll free Multi-Lingual Tourist Helpline.
 - 5. Providing Central Financial Assistance (CFA) to State Governments/ Union Territory Administrations for various tourism projects including fairs, festivals and tourism related events as per the relevant scheme guidelines.

(c) The Ministry of Tourism organized 'Incredible India Tourism Investor Summit' from 21st to 23rd September, 2016 at Vigyan Bhawan, New Delhi with the objective of positioning the India tourism sector for attracting large investors. The summit showcased the investment opportunities in the tourism sector in India by presenting a bouquet of investment-ready projects from the States/Union Territories. A number of MoUs were signed by various States at the end of the summit for attracting investments.

(d) The themes of heritage and eco-tourism have been identified for development of tourism circuits under the Swadesh Darshan Scheme. In addition to this, the Ministry of Tourism has launched Mobile App 'Swachh Paryatan' at identified Archaeological Survey of India monuments for public to communicate complaints about any unclean area/garbage piles and for its redressal.

The Ministry of Tourism has also laid down guidelines for approval of hotel projects and classification incorporating various eco-friendly measures. The Sustainable Tourism Criteria for the accommodation and the tour operator sector has also been formulated for promoting sustainable tourism in the country.

Tourism projects for Uttar Pradesh

†952. SHRI VISHAMBHAR PRASAD NISHAD: Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that a project from tourism point of view has been announced by Government in Faizabad district of Uttar Pradesh;

(b) details of projects started by Government in Uttar Pradesh to boost tourism during the last three years;

(c) the current status of the said projects, and the extent of economic development and employment opportunities expected to be generated in the State by such projects;

(d) names of projects along with their Heads pending disbursement in Uttar Pradesh during the last three years which may result in cost escalation; and

(e) the actual status thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (DR. MAHESH SHARMA): (a) During 2013-14 Ministry of Tourism sanctioned a project regarding development of Ayodhya as tourist destination in Faizabad. An amount of ₹ 125.09 lakh was sanctioned with a release of ₹ 5.00 lakh.

†Original notice of the question was received in Hindi.