

- Development of core infrastructure (airways, railways, roadways, waterways, etc.) as well as Tourism Infrastructure.
- Developing quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation.
- Creating an enabling environment for investment in tourism and tourism-related infrastructure.
- Emphasis on technology enabled development in tourism.
- Focus on domestic tourism as a major driver of tourism growth.
- Focus on promotions in established source markets and potential markets, which are contributing significantly to global tourist traffic, with targeted and country specific campaigns.
- Emphasis on Tourism as the fulcrum of multi-sectoral activities and dovetailing of activities of the Ministry with important/flagship schemes of the Government of India.

Development of tourism circuits in Maharashtra

627. SHRI SAMBHAJI CHHATRAPATI: Will the Minister of TOURISM be pleased to state:

(a) whether Government has any plan to develop tourism circuits connecting places of immense tourist interest comprising rock-cut caves other than Ajanta, Ellora and Elephanta and forts of Marathas also in Maharashtra; and

(b) if not, the reasons for lack of initiative for promotion of rock-cut caves at Junnar, Pitalkhora, Karle, Bhaja, Bedsa, Lenyadri, etc. and a number of major Maratha forts including Raigad from tourism point of view which may generate employment for large number of unemployed youth locally?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) The Ministry of Tourism is developing theme based tourist circuits in the country under its Scheme of Swadesh Darshan. All the tourist sites/destinations in the country including rock-cut caves and forts in Maharashtra are covered under the Scheme. The Ministry has sanctioned the project 'Development of Sindhudurg Coastal Circuit in Maharashtra under Swadesh Darshan Scheme' in 2015-16 for ₹ 82.17 crore.

(b) The Ministry of Tourism, Government of India, undertakes several promotional activities in the domestic and international markets for promotion of the varied tourism

products and destinations of the country. The Ministry produces publicity material and collaterals in English and foreign languages for domestic and international markets; media campaigns in the print and electronic media are undertaken in the domestic and international markets; familiarisation tours for trade, media and opinion makers is organized under the Hospitality Scheme of the Ministry.

Adopt a Heritage scheme

628. SHRI D. KUPENDRA REDDY: Will the Minister of TOURISM be pleased to state:

(a) whether a number of historical monuments in the country are being adopted by private companies in the country under 'Adopt a Heritage scheme' of the Ministry;

(b) if so, the details thereof along with the monuments identified for adoption, State-wise;

(c) whether the historical monuments in Karnataka have also been identified for such adoption;

(d) if so, the details thereof; and

(e) if not, the reasons therefor and the steps taken/being taken by the Government for identification and adoption of such monuments in Karnataka?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRI K. J. ALPHONS): (a) As on date, Expression of Interest for adoption for 76 Heritage sites/monuments have been received under Adopt a Heritage Project. MoU of 2 (two) Natural Heritage sites have been signed for adoption under this Project.

(b) Monuments/Heritage sites adopted under the project as on date are:—

(i) Gangotri Temple Area and Trail to Gaumukh, Uttarakhand.

(ii) Mt. Stok Kangri Trek, Laddakh, Jammu Kashmir.

(c) Three ASI ticketed sites have been identified in the State of Karnataka under Adopt a Heritage Project.

(d) List of Heritage Sites/Monuments identified in the State of Karnataka is given in the Statement (*See below*).

(e) Does not arise.