

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.944
ANSWERED ON 09.02.2023

WATER TOURISM IN ODISHA

944 SHRI MUZIBULLA KHAN:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government proposes to promote 'Water Based Tourism' such as houseboats, yachts, cruises, etc., in the country;
- (b) if so, the details thereof and if not, the reasons therefor; and
- (c) whether Government further intends to take measures in this regard in States such as Odisha, if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism, inter- alia, promotes India in a holistic manner, through various initiatives under its Schemes of "Domestic Promotion & Publicity including Hospitality" (DPPH) and "Overseas Promotion & Publicity (OPP)" including State of Odisha. As part of its on-going activities; it regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India with the objective of increasing foreign tourist arrivals to the Country. The Ministry of Tourism also regularly promotes various tourism destinations and products through its website and social media promotions.

Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers.

A Task Force has been constituted with Secretary (Tourism) as the Chairman and Secretary (Shipping) as the Co-chairman for coordinated efforts to create an enabling eco-system for cruise tourism in India. The Task Force consists of representatives from the ports, Ministries of Health, Home Affairs, External Affairs, Customs, CISF, Coastal States, etc.

Ministry of tourism partnered with Ministry of Ports, Shipping and Waterways for the first Incredible India International Cruise Conference held on 14 to 15th May, 2022 in Mumbai.

Ministry of Tourism has launched National Integrated Database of Hospitality Industry (NIDHI) Portal as a common repository of data in respect of accommodation units, travel agents, tour operators and other tourism service providers. House Boat is one of the categories under which House Boat units can register and showcase themselves on the Portal.
