

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.455
ANSWERED ON 25.07.2024

PROMOTION OF TOURISM IN TAMIL NADU

455 SHRI R. GIRIRAJAN:

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

- (a) whether Tamil Nadu attracts large number of domestic and international tourists in the country, if so, the details thereof;
- (b) the proactive measures taken by the Government to rejuvenate the tourism, travel and hospitality industry in Tamil Nadu, especially to utilize the large beaches and tourist attractions in the coastal areas;
- (c) the total funds allocated to various tourism development an infrastructure projects in Tamil Nadu during the last five years; and
- (d) whether Government has plans to promote cruise tourism in Tamil Nadu, if so, the steps taken by Government in this regard?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The details of Domestic Tourist Visits (DTVs) and Foreign Tourist Visits (FTVs) in Tamil Nadu during 2018-2023 (figures in Lakh) are given below:

Year	DTVs	FTVs
2018	3859.09	60.74
2019	4948.65	68.66
2020	1406.51	12.28
2021	1153.37	0.58
2022	2185.85	4.07
2023(P)	2860.15	11.75

Source: State Tourism Department

(P): Provisional

(b) & (c): The Ministry of Tourism launched its Swadesh Darshan scheme in the year 2014-15 under which financial assistance is provided to the State/UT Administrations/ Central Agencies etc. for development of Tourism Infrastructure in the country. The financial assistance is provided in consultation with States / UT Administrations etc. Under the said scheme, the identified coastal circuit in Tamil Nadu is- Chennai- Mamamallapuram – Rameshwaram – Kulasekaranpattinam – Kanyakumari. Details of this project is given in the Annexure.

As per the information received from State Government of Tamil Nadu, the Department of Tourism has undertaken beachfront development of various beaches in the state, including Ariyaman Beach & Dhanushkodi at Ramanathapuram District, Poompuhar at Nagapattinam District, Mudaliyarkuppam Beach at Chengalpattu District, Muttom Beach at Kanniyakumari District and Muttukuda Beach at Pudukottai District.

For the year 2024-25 following places have been identified for development.

- i. Thondi Beach in Ramanathapuram.
- ii. Sanguthurai and Sothavilai Beach area and Sun set point in Kanyakumari District.
- iii. Kayalpattinam coastal area in Thoothukudi District.

The Ministry of Tourism under the Schemes of “Swadesh Darshan”, “National Mission on Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)” and ‘Assistance to Central Agencies for Tourism Infrastructure Development’ provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism related infrastructure and facilities at various tourism destinations in the country including Tamil Nadu.

The details of projects sanctioned and funds allocated under the above mentioned Schemes in the State of Tamil Nadu is given in Annexure.

(d): Ministry of Tourism has prepared a draft National Strategy for Cruise Tourism. Following strategic pillars have been identified in the strategy document: -

- (i) Infrastructure & Circuit Enablement
- (ii) Market Development
- (iii) Ease of Doing Business for Cruise Tourism
- (iv) Integrated Tourism around cruise terminals
- (v) Fiscal Support
- (vi) Investment Facilitation and Promotion
- (vii) Skilling Development for Cruise Tourism
- (viii) Institutional Structure and Governance

ANNEXURE

STATEMENT IN REPLY TO PARTS (b) & (c) OF RAJYA SABHA UNSTARRED QUESTION NO.455 ANSWERED ON 25.07.2024 REGARDING PROMOTION OF TOURISM IN TAMIL NADU BY SHRI R. GIRIRAJAN.

Swadesh Darshan Scheme for the state of Tamil Nadu

(Rs. in Crore)

Circuit / Sanction Year	Name of the Project	Amount Sanctioned	Amount Released
Coastal Circuit 2016-17	Development of (Chennai- Mamamallapuram – Rameshwaram – Manpadu – Kanyakumari)	73.13	71.03

List of Projects sanctioned under PRASHAD Scheme in Tamil Nadu

(Rs. in Crore)

S. No.	Project Name	Sanction Year	Approved Cost	Amount Released	Physical Progress %
1	Development of Kanchipuram	2016-17	13.99	13.99	100%
2	Development of Velankanni	2016-17	4.86	4.86	100%

Assistance to Central Agencies for Tourism Infrastructure Development Scheme in Tamil Nadu

(Rs. in Lakh)

Year	Name of Project	Agency	Amount sanctioned	Amount Released	Status
2012-13	Cruise Passenger Facilities Centre in the existing Passenger Terminal at Chennai Port.	Chennai Port Trust	1724.66	1724.66	Completed

List of fairs and festivals under DPPH Scheme in Tamil Nadu

(Rs. in Lakh)

Year	Name of Fairs & Festivals	Amount sanctioned	Amount released
2015-16	Indian Dance Festival at Mamallapuram, Tamil Nadu	8.00	8.00
2016-17	India Dance Festival at Mamallapuram	25.00	25.00
2017-18	India Dance Festival at Mamallapuram	25.00	25.00
2018-19	India Dance Festival at Mamallapuram	25.00	25.00
2019-20	Indian Dance Festival	25.00	25.00
	Kumari Festival	10.00	10.00
	Tourism Cultural Festival	15.00	15.00
2021-22	India Dance Festival at Mamallapuram	25.00	25.00
2022-23	India Dance Festival at Mamallapuram	25.00	25.00
