

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:3640
ANSWERED ON:18.04.2005
PROMOTION OF ANCIENT HERITAGE CITIES AS TOURIST DESTINATIONS
Ponnuswamy Shri Mohan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any steps to promote ancient heritage cities in the country as tourist destinations;
- (b) if so, the details thereof, State-wise;
- (c) the funds allocated /released during the last three years for such cities, city- wise, year-wise; and
- (d) the steps taken to show-case Madurai Meenakshiamman Temple as one of the wonders of the World?

Answer

MINISTER OF STATE FOR TOURISM(INDEPENDENT CHARGE) (SMT. RENUKA CHOWDHURY)

(a),(b)and (c): Identification, Development and Promotion of Tourist destinations is primarily the responsibility of State Governments. However, Ministry of Tourism also helps in promotion of the destinations through its Incredible India Campaign in Domestic and Overseas Markets. It also assists the State Governments to improve the infrastructure of selected circuits and destinations which include important heritage cities and monuments. The assistance is given on the basis of project proposals received from the State Governments.

(d): Meenakshi Temple at Madurai is a of the popular tourist destination. Due to the steps taken to promote Mennakshiamman temple at Madurai by the State Government and the Ministry of Tourism, it has become one of the most popular tourism centers in the world.