

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1385

ANSWERED ON:30.11.2006

VILLAGE MEDICAL AND SHIPPING TOURISM PROJECT

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Will the Minister of TOURISM be pleased to state:

- (a) Whether the Government has formulated any project whereby village, medical and shipping tourism will be promoted and given a new shape ;
- (b) If so, the details thereof ;
- (c) The total cost involved in the project; and
- (d) The time by which it would be made operational ?

Answer

THE MINISTER OF THE STATE IN THE MINISTRY OF TOURISM AND CULTURE(SMT. AMBIKA SONI)

(a): Ministry of Tourism is giving special thrust to tourism product development in niche areas such as Rural tourism, Medical tourism and Cruise tourism.

(b) & (c): Ministry of Tourism's promotional activities in these areas are as follows:-

(i) Rural Tourism:- The creation of infrastructure in Rural areas having tourism potential is being supported under the existing scheme of Product/Infrastructure Development for Destination and Circuit of Ministry of Tourism, while community participation and the capacity building including up gradation of skill in rural areas are being supported through GOI-UNDP Endogenous Tourism Project and Capacity Building for Service Providers scheme of the Ministry.

(ii) Medical Tourism:- A Task Force, headed by Secretary (Health) with Senior Officials of Ministry of health & Family Welfare, Ministry of Tourism and experts in the medical field has brought out the opportunities for promoting India as a health tourism destination. The Sub-Committee on accreditation and price banding constituted by Ministry of Tourism has submitted its reports for consideration. Indian Healthcare Federation, a Non-Governmental Organization affiliated to the Confederation of Indian Industry, on the advice by Ministry of Tourism, has prepared a Guide on select Indian hospitals of the country.

(iii) Cruise Tourism:- Ministry of Tourism extends financial assistance for tourism infrastructure development of specified tourism projects in coastal areas such as beautification of beaches, monuments and tourist spots of States/Union Territories and procurement of cruise vessels, boats etc. as well as issuing No Objection Certificate to private operators to operate their cruise vessels for the purpose of cruise tourism promotion.

(d): In addition Ministry of Tourism does promotion in overseas market and produces brochure, CDs, films and other publicity materials. Besides specific promotion at various international travel fairs such as World Travel Mart, London and ITB, Berlin etc. is undertaken. The above information has been placed on Ministry of Tourism's website www.incredibleindia.org for wider publicity.