

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:1076

ANSWERED ON:27.07.2015

Formulation of New Tourism Policy

Koshyari Shri Bhagat Singh;Nete Shri Ashok Mahadeorao;Ninama Shri Manshankar;Rai Shri Prem Das;Simha Shri Prathap;Vasava Shri Parbhubhai Nagarbhai;Venkatesh Babu Shri T.G.;Yadav Shri Jay Prakash Narayan

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has formulated a new tourism policy along with infrastructure development to promote tourism industry in the country and improve India's share in global tourism;
- (b) if so, the details and the salient features of the said policy;
- (c) the funds allocated by the Government in this regard during the last three years;
- (d) whether the Government has received any proposals from the various State Governments to promote tourism industry in ancient/historical/religious cities in their respective States; and
- (e) if so, the details thereof and the present status of the said proposals, State-wise including Bihar, Rajasthan, Maharashtra and North-East Region?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (c): The Ministry of Tourism is currently in the process of formulating a National Tourism Policy 2015 with the aim of positioning India as a "Must Experience" and "Must Revisit" destination for Global Travellers, encouraging Indians to explore their own country and realising the potential of tourism as a major engine for economic growth, employment generation and poverty alleviation in a responsible framework.

(d) and (e): The Ministry of Tourism has launched the following new schemes pursuant to the Budget 2014-15 announcements:

- 1) Swadesh Darshan for integrated Development of Tourist Circuits around specific Themes.
- 2) National Mission on Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) to beautify and improve the amenities and infrastructure at pilgrimage centres of all faiths.

Details of projects sanctioned under the above Schemes are at annexure.
