

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.4187  
ANSWERED ON 22.03.2021**

**SCHEME FOR DIVERSIFICATION OF TOURISM PRODUCTS**

**4187. SHRI P RAVINDHRANATH:**

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

- (a) whether the Government has formulated any scheme for the diversification of tourism products and thereby making India as a 365 day destination country and if so, the details thereof;**
- (b) whether the Government has assessed the potential of adventure tourism in the country;**
- (c) if so, the details of projects focusing on adventure tourism sanctioned along with the funds sanctioned and released thereunder, during each of the last three years and the current year, State/UT-wise; and**
- (d) the steps, if any, taken by the Government to promote adventure tourism in the country?**

**ANSWER**

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)**

**(SHRI PRAHLAD SINGH PATEL)**

**(a) to (d): The Ministry of Tourism has recognized Adventure Tourism, as a “Niche” tourism product in order to promote India as a 365 days’ destination and attract tourists with specific interest.**

**The Ministry has issued guidelines for the approval of Adventure Tour Operators, open to all bona-fide Adventure Tour Operators.**

**A Task Force on Adventure Tourism has been set up to act as a forum for resolving issues related to development and promotion of Adventure Tourism in the country.**

**The Ministry of Tourism has formulated ‘Indian Adventure Tourism Guidelines’ (Version 2.0) on Safety and Quality Norms on Adventure Tourism as Basic Minimum Standards for Adventure Tourism Activities**

**covering 31 verticals involving land, air and water in respect of adventure tourism activities. These Guidelines have been forwarded to the State Governments and Union Territory Administrations for compliance. The Central Financial Assistance is being extended to various State Governments / Union Territory Administrations for development of Tourism Infrastructure in destinations including Adventure Tourism destinations.**

**Central Government has opened 340 Mountain Peaks located in the 4 states viz. Uttarakhand (106 Peaks), Sikkim (10 Peaks), Jammu & Kashmir (133 Peaks), & Himachal Pradesh (91 Peaks) for mountaineering/trekking expeditions.**

**Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its on-going activities, the Ministry releases print, electronic, online and outdoor media campaigns in the international and domestic markets, to promote various tourism destinations and products of the country. Promotions are also undertaken through the website and Social Media accounts of the Ministry. In addition, the Indiatourism Offices in India and overseas disseminate information and undertake various promotional activities with the objective of showcasing the varied tourist destinations and products of the country.**

**Identification & development of tourist places/centres etc. is primarily the responsibility of the concerned State Government / Union Territory Administration. Ministry of Tourism had launched the Swadesh Darshan Scheme in 2014-15 for integrated development of theme based tourist circuits in the country. Under the scheme 15 thematic circuits have been identified for development. The projects under the scheme are identified for development in consultation with the State Government/UT and are sanctioned subject to availability of funds, submission of suitable Detailed Project Reports, adherence to scheme guidelines and utilization of funds released earlier.**

**Since its launch in January 2015 the Ministry as on date has sanctioned 76 projects worth projects for Rs.5667.39 Crores to 30 States and UTs covering the thematic circuits under the Swadesh Darshan Scheme.**

**A list of projects with Adventure Tourism components sanctioned under Swadesh Darshan Schemes since 2014-15 is Annexed.**

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**ANNEXURE****STATEMENT IN REPLY TO PARTS (a) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.4187 ANSWERED ON 22.03.2021 REGARDING SCHEME FOR DIVERSIFICATION OF TOURISM PRODUCTS****LIST OF PROJECTS WITH ADVENTURE TOURISM COMPONENTS SANCTIONED UNDER SWADESH DARSHAN SCHEME SINCE 2014-15.**

<b>Sr.</b>	<b>State / UT / (No of Projects)</b>	<b>Name of the Project</b>
<b>1</b>	<b>Chhattisgarh (1)</b>	<b>Development of Jashpur- Kunkuri- Mainpat- Ambikapur- Maheshpur -Ratanpur- Kurdar- Sarodadadar- Gangrel- Kondagaon- Nathiya Nawagaon- Jagdalpur- Chitrakote- Tirthgarh</b>
<b>2</b>	<b>Mizoram (2)</b>	<b>Integrated Development of Thenzawl &amp; South Zote, District Serchhip and Reiek in Mizoram</b>  <b>Development of Eco-Adventure Circuit at Aizawl - Rawpuichhip - Khawhphawp - Lengpui - Durtlang - Chatlang- Sakawrhmutuaitlang - Muthee - Beratlawnng -Tuirial Airfield - Hmuifang in Mizoram</b>
<b>3</b>	<b>J&amp;K (5)</b>	<b>Development of Heritage Circuit in Kumaon Region - Katarmal -Jogeshwar-Baijnath-Devidhura</b>  <b>Development of Sidhra Golf Course - Bagh E Bahu - Suchetgarh - Katra - SKICC - Srinagar - Bijhbehara - Salamabad - Uri - Panikhar - Shergole</b>  <b>Integrated development of tourist Facilities at Anantnag-Kishtwar-Pahalgam-Daksum-Ranjit Sagar dam</b>  <b>Integrated Development of Tourist Facilities at Jammu-Rajouri-Shopian-Pulwama</b>  <b>Integrated Development of Tourist Facilities at Gulmarg-Baramulla-Kupwara-Leh</b>
<b>4</b>	<b>Himachal Pradesh (1)</b>	<b>Integrated Development of Himalayan Circuit in Himachal Pradesh</b>
<b>5</b>	<b>Uttarakhand (1)</b>	<b>Development of Circuit at Tehri-Chamba- Sarain around Tehri Lake</b>
<b>6</b>	<b>Uttar Pradesh (1)</b>	<b>Development of Kalinjar Fort (Banda)- MarharDham (SantKabir Nagar)- ChauriChaura, Shaheed Sthal</b>

		<b>(Fatehpur)- Mavahar Sthal (Ghosi)- Shaheed Smarak (Meerut) as Heritage Circuit in Uttar Pradesh under Swadesh Darshan Scheme</b>
<b>7</b>	<b>Andhra Pradesh (1)</b>	<b>Development of Coastal Circuit in SPS Nellore-Andhra</b>
<b>8</b>	<b>Telangana (2)</b>	<b>Development of Tribal Circuit in Mulugu- Telangana Development of Eco Circuit in Mahaboobnagar-Telangana</b>
<b>9</b>	<b>Odisha (2)</b>	<b>Development of Coastal Circuit: Gopalpur, Barkul, Satapada and Tampara Development of Beach Circuit: Udaipur- Digha-Shankarpur- Tajpur- Mandarmani- Fraserganj-Bakhlai-Henry Island</b>
<b>10</b>	<b>Arunachal Pradesh (1)</b>	<b>New Adventure Tourism in Arunachal Pradesh Wildlife circuit Manas,Pobitora,Nameri,Kaziranga,Pani Dihing,Dibru Saikhowa</b>
<b>11</b>	<b>Nagaland (2)</b>	<b>Development of Peren, Kohima and Wokha in Nagaland Development of Mokokchung, Tuensang and Mon in Nagaland</b>
<b>12</b>	<b>Tripura (1)</b>	<b>Development of North East Circuit: Agartala - Sipahijala - Melaghar - Udaipur - Amarpur-Tirthamukh- Mandirghat- Dumboor- Narikel Kunja-Gandachara- Ambassa</b>
<b>13</b>	<b>West Bengal (1)</b>	<b>Development of Beach Circuit: Udaipur- Digha-Shankarpur- Tajpur- Mandarmani- Fraserganj-Bakhlai-Henry Island</b>
<b>14</b>	<b>Assam (1)</b>	<b>Development of Tezpur – Majuli – Sibsagar</b>
<b>15</b>	<b>Maharashtra (1)</b>	<b>Development of Sindhudurg Coastal Circuit (Shiroda Beach, Sagarshwar, Tarkarli, Vijaydurg (Beach &amp; Creek), Devgad (Fort &amp; Beach), Mitbhav, Tondavali, Mochemad and Nivati Fort)</b>
<b>16</b>	<b>Madhya Pradesh (4)</b>	<b>Development of Wildlife Circuit at Panna-Mukundpur- Sanjay- Dubri-Bandhavgarh- Kanha-Mukki- Pench Development of Sanchi-Satna-Rewa-Mandsaur-Dhar</b>

		<p><b>Development of Gwalior – Orchha – Khajuraho – Chanderi – Bhimbetka – Mandu</b></p> <p><b>Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River</b></p>
<b>17</b>	<b>Goa (1)</b>	<b>Development of Coastal Circuit II: Rua De Orum Creek - Don Paula -Colva - Benaulim</b>
<b>18</b>	<b>A &amp; N Islands (1)</b>	<b>Development of Long Island-Ross Smith Island- Neil Island- Havelock Island- Baratang Island-Port Blair</b>
<b>19</b>	<b>Meghalaya (1)</b>	<b>Development of NE circuit in Meghalaya</b>
<b>20</b>	<b>Kerala (1)</b>	<b>Development of Pathanamthitta- Gavi -Vagamon Ecotourism circuit Kerala</b>
<b>21</b>	<b>Sikkim (2)</b>	<p><b>Development of Rorathang- Aritar- Phadamchen-Nathang- Sherathang–Tsogmo -Gangtok -Phodong-Mangan- Lachung-Yumthang-Lachen-Thangu-Gurudongmar-Mangan-Gangtok-Tumin Lingee-Singtam in Sikkim as tourist circuit</b></p> <p><b>Development of Singtam– Maka- sra-Bermoik Tokel-Phongia- Namchi –Jorthang- Okharey- Sombaria-Daramdin- Jorethang- Melli in Sikkim as tourist circuit</b></p>
<b>22</b>	<b>Pondicherry (1)</b>	<b>Development of Dubrayapet, Arikamedu China Veerampattinam, Chunnabmar, Nallavadu, Manapet, Kalapet, French Quarter, Tamil Quarter and Yanam in Pondicherry</b>

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