

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.68
ANSWERED ON 19.07.2021**

SUPPORT TO TRAVEL AGENCIES AND BUSINESSES

68. DR. SHASHI THAROOR:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Ministry of Tourism is planning any targeted programmes in order to boost domestic tourism throughout the country;**
- (b) if so, the details thereof;**
- (c) whether there will be specific plans made for tourist sites that will enable them to function and attract more visitors and if so, the details thereof;**
- (d) whether there are particular areas of the country that are under consideration by the Central Government to be used as centres to attract tourists and boost the sector in the country; and**
- (e) whether the Ministry will provide support to travel agencies and businesses, many of which are not registered as MSMEs and if so, the details thereof and if not, the reasons thereof?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): The Ministry has undertaken the following activities/ initiatives to promote Domestic Tourism:

- i. Dekho Apna Desh Webinars.**
- ii. Ek Bharat Shrestha Bharat: various activities like road shows, Fam trips, B2B Meetings, Quiz programmes, webinars between paired States / UTs to promote Ek Bharat Shrestha Bharat.**
- iii. Aerial photography of key cities and cultural assets (Delhi, Chennai, Kolkata, Mumbai, Bengaluru, Udupi, Aurangabad, Iconic Tourist sites) across the country during lockdown.**

- iv. **Regular consultations with industry stakeholders on issues related to opening up of Tourism sector.**
- v. **Handling of tourists, protocols of safety and security, services standards etc.**
- vi. **Domestic Tourism Promotion Campaign through Webinars, social media and other digital platforms.**
- vii. **Dekho Apna Desh Campaign has been the mainstay of Domestic Promotion. The main focus is to rebuild the trust of the domestic & international travellers in terms of India being safe destination to travel in post Covid Scenario.**
- viii. **The Ministry of Tourism has revised the Guidelines for Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the scheme. As per the guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced. Tourism Departments of State Governments / UT Administrations are also now eligible for obtaining financial support under the scheme.**

(c) & (d): Development and promotion of Tourist Sites/Destinations is primarily the responsibility of State Governments/UT Administrations. However, Ministry of Tourism provides financial assistance to States/UTs for development of tourist destinations based on detailed project reports submitted by them.

(e): Ministry of Finance, GoI has recently announced new loan guarantee to more than 11,000 registered Tourist Guide/Travel and Tourism Stakeholders, so that they could discharge their liabilities and restart business impacted due to COVID-19. Loan will be provided with 100% guarantee upto the following limits:

- **Rs. 10,00,000 for TTS (per agency)**
- **Rs. 1,00,000 for tourist guides licensed at Regional or State Level**
