

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2505
ANSWERED ON 13.12.2021**

REWARD TO DOMESTIC TOURISTS

†2505. SHRI VINOD L. CHAVDA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has decided to reward the passengers visiting 15 domestic tourist spots in a year sponsoring their travelling expenses as stimulus; and**
- (b) if so, the details thereof and the objective behind this?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): No, Sir. The Ministry of Tourism has launched the Dekho Apna Desh initiative in January 2020 with the objective of creating awareness among the citizens about the rich heritage and culture of the country, encouraging citizens to travel widely within the country and enhancing tourist footfalls, leading to development of local economy and creation of jobs at the local level. This initiative is in line with the 15 August 2020 address of the Honourable Prime Minister asking every citizen to visit at least 15 destinations by the year 2022 to promote domestic tourism.

Under this initiative Ministry is organizing a series of webinars under the overall theme of Dekho Apna Desh, showcasing the diverse culture, heritage, destinations and tourism products of the country. As on date 112 webinars covering different States/Union Territories have been organized as part of the initiative.

To create mass awareness, the Ministry has also launched an online Dekho Apna Desh pledge and Quiz on the MyGov.in platform. The online pledge and Quiz are open to all for participation.

Dekho Apna Desh initiative is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices.
