

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. 2911  
ANSWERED ON 21.03.2022**

**MOU WITH IRCTC**

**2911. SHRI GAUTAM GAMBHIR:**

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

- (a) the Key features of the Memorandum of Understanding (MoU) signed with IRCTC;**
- (b) whether other such MOUs have been signed with entities to promote strategic and technical cooperation in the tourism sector; and**
- (c) if so, the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a): The Ministry of Tourism, Government of India has signed two Memorandum of Understanding (MoU) with Indian Railway Catering Tourism Corporation Ltd (IRCTC).**

**The Key features of the First MoU signed by the Ministry of Tourism with Indian Railway Catering Tourism Corporation Ltd (IRCTC) on 13.09.2021 are as under:**

- i. To develop synergy in the efforts to promote domestic tourism.**
- ii. Development of new tourism products.**
- iii. Jointly promoting in domestic & international markets.**
- iv. To organise Educational Tours for the University, Schools and Collages with special focus to North Eastern Region and Jammu & Kashmir.**

**Further, the Ministry of Tourism has signed second Memorandum of Understanding (MoU) with IRCTC on 10th November 2021 with the following objectives:-**

- a. The primary objective of this MOU is to provide extensive visibility to accommodation units which have self-certified themselves on System for Assessment, Awareness & Training for Hospitality Industry (SAATHI) on IRCTC's platform.**
- b. Those who are on IRCTC platform and have yet not registered on National Integrated Database of Hospitality Industry (NIDHI) and thereby on SAATHI will be encouraged to do so in a time bound manner.**
- c. To gather more information on accommodation units in order to gain actionable insights & designing evidence based & targeted policy measures.**
- d. To promote safe, honourable and sustainable tourism.**
- e. To encourage local tourism Industry with appropriate safeguards for curbing spread of COVID-19, Provide marketing support to connect, contact, encourage and register units to register on NIDHI and follow SAATHI.**

**(b) & (c): The details of other such Memorandum of Understanding (MoU) signed by the Ministry of Tourism for the promote strategic and technical cooperation in the tourism sector are as under:**

**Ministry of Tourism has signed Memorandum of Understanding (MoU) with Alliance Air Aviation Limited on 17.02.2022 for Cooperation for promotion and Marketing of India Tourism. The details are as under:**

**A. Role of Alliance Air Aviation Limited (AAAL)**

- a. Alliance Air Aviation Limited offices /Booking Counters at Airports & other places having a Window Display shall display /distribute promotional material/collaterals of the Ministry of Tourism (MoT).**
- b. Alliance Air Aviation Limited (AAAL) may screen Incredible India promotional films on their flights. The flims will be provided by the Ministry of Tourism.**
- c. Alliance Air Aviation Limited (AAAL) shall provide 50 economy class complimentary air tickets on domestic routes inclusive of taxes on yearly basis during the validity of the MoU. These air tickets may be used for the purpose of Media, Bloggers, Tour Operators/Travel Agents, Road shows, Events, Contest Winners etc.**

- d. Alliance Air Aviation Limited (AAAL) shall promote Incredible India and other branding provided by Ministry of Tourism (MoT) in its promotional content viz. Advertisements, Mailers, Billboards etc.**
- e. Provide hyperlink of the official website of Ministry of Tourism on the website of the Alliance Air Aviation Limited (AAAL).**

#### **B. Role of Ministry of Tourism (MoT)**

- a. Provide complimentary booth space to Alliance Air Aviation Limited (AAAL) in the Events/Exhibitions/Road Shows/Fair & Festivals organised or sponsored by Ministry of Tourism within India.**
- b. Provide Alliance Air Aviation Limited (AAAL) with permission and space wherever required to participate in the stand alone Incredible India Road Shows being organized by Ministry of Tourism with in India, or in Road shows organized in collaboration with Trade Associations such as Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI) etc.**
- c. Extend non-financial support to Alliance Air Aviation Limited (AAAL) for promoting new routes of Alliance Air Aviation Limited (AAAL) in domestic and international market, wherever feasible.**
- d. Include Alliance Air Aviation Limited (AAAL) logo in publicity material printed for identified promotional events/road shows organized/sponsored by Ministry of Tourism.**
- e. India Tourism officers will display promotion material and other information pertaining to Alliance Air Aviation Limited (AAAL) in their offices.**
- f. Provide hyperlink of the Alliance Air Aviation Limited (AAAL) on the website of the Ministry.**

**Apart from above, the Ministry has signed a Memorandum of Understanding (MoU) with the United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) on 27th September 2021 on the occasion of World Tourism Day. The purpose of the MoU is to undertake measures to actively promote and support 'sustainability initiatives' in the tourism sector of each other and work in a collaborative manner wherever possible.**

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