

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2719
ANSWERED ON 17.03.2020

MEASURES TO BOOST DOMESTIC TOURISM

2719. SHRI SUSHIL KUMAR GUPTA:

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

- (a) whether it is a fact that the Ministry will fund the travel expenses of tourists who visit 15 destinations in the country in a year and submit the photos on the website of the Ministry;
- (b) if so, the details in this regard; and
- (c) the other measures Government is proposing to take to encourage people to visit more domestic destinations boosting local as well as national economy?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)

(a) & (b): The Ministry of Tourism has no scheme for funding the travel expenses of tourists for visiting destinations in the country. However, the Ministry of Tourism has launched 'Dekho Apna Desh' initiative on MyGov platform to promote Domestic Tourism in the country. The 'Dekho Apna Desh' initiative encourages the citizens to take a pledge to visit at least 15 tourist places by the year 2022 to witness India's amazing diversity and realize the mission of 'Ék Bharat Shrestha Bharat'. Ministry of Tourism is providing small souvenirs, framed certificates of the pledge taken, etc to those registering on the MYGOV platform to provide an impetus to the initiative.

(c): Ministry of Tourism undertakes promotional activities in domestic markets through its scheme of "Domestic Promotion & Publicity including Hospitality (DPPH). Under this scheme, Ministry of Tourism promotes India as a holistic destination under the Incredible India brand-line. As part of its ongoing activities, the Ministry releases print, electronic, online and outdoor media campaigns in the domestic markets, to promote various tourism destinations and products of the country. In addition, the Ministry of Tourism under its schemes of Swadesh Darshan, PRASHAD, and Assistance to Central Agencies provides Central Financial Assistance to State Governments/UT Administrations/ Central agencies for development of tourism infrastructure in the country.
