

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1350
ANSWERED ON 19.09.2020**

IDENTIFICATION OF LESS PREFERRED TOURISM SPOTS

1350. SHRI JAGDAMBIKA PAL:

Will the Minister of TOURISM be pleased to state:

- (a) the steps proposed to be taken by the Government for resumption of the robust tourism industry in India, along with its details;**
- (b) whether the Government has identified tourism areas and spots which are less preferred by the tourists due to reasons of safety and/or sanitation and if so, the details thereof; and**
- (c) if not, the reasons therefor?**

ANSWER

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

(a): The Ministry is making all out efforts to ensure resumption of the tourism industry in India and the following activities/initiatives have been undertaken to promote Domestic Tourism:

- i. Regular consultations with industry stakeholders on issues related to opening up of Tourism sector, handling of tourists, protocols of safety and security, service standards etc.**
- ii. Dekho Apna Desh Campaign is undertaken through Webinars, social media and other digital platforms. The main focus is to rebuild the trust of the domestic & international travelers in terms of India being the safe destination to travel in post-Covid scenario.**

- iii. Through the overseas India Tourism Offices, the Ministry proposes to participate in travel fairs and exhibitions, advertise in the local, Print, electronic, outdoor and digital media, organize webinars to highlight success stories around COVID-19 in India, organize road shows, India evenings, Know India seminars and workshops, joint advertising with airlines and joint promotion in collaboration with Indian Missions abroad etc.**

(b) & (c): Ministry of Tourism promotes India as a holistic destination and as part of its on-going activities, releases print, electronic and online media campaigns under the 'Incredible India' brand to promote various tourism destinations and products in the different States/UTs in addition to taking every possible measure to address the concerns pertaining to safety and sanitation etc.
