

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.312
ANSWERED ON 15.09.2020

MEASURES TO BOOST DOMESTIC TOURISM POST COVID-19

312. DR. AMAR PATNAIK:

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

- (a) whether Government is planning to give incentives to the domestic tourists to boost local tourism during FY 20-21;
- (b) if so, the details thereof stating the steps being taken by Government to boost domestic tourism post COVID-19, if not, the reasons thereof; and
- (c) the measures taken by Government to boost tourism in the state of Odisha post COVID?

ANSWER

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

(a) to (c): The Ministry of Tourism is undertaking a series of activities for encouraging citizens to travel within the country. Dekho Apna Desh and Ek Bharat Shrestha Bharat (EBSB) Quiz programmes as well as a Dekho Apna Desh pledge have been launched on the MyGov platform. To incentivise the pledge takers, the Ministry is providing Incredible India souvenirs to participants through lucky dip. Participants of the Quiz programmes are awarded with certificates of participation, paid holidays to the paired State/ Union Territory under EBSB.

The Ministry is regularly interacting with stakeholders on issues related to post COVID revival of the Tourism sector and has issued operational recommendations for different segments of the travel and hospitality industries for safe resumption of business. The Ministry has also had consultations with industry representatives for reviewing the guidelines of the Market Development Assistance Scheme so as to increase the scope and reach of the scheme.

In addition, the Ministry has carried out activities to generate awareness about tourism destinations and products with the objective of boosting domestic tourism in the country including Odisha:

- (i) Webinars are being organised under the overall Dekho Apna Desh theme showcasing the diverse culture, heritage, destinations and tourism products of the country, including Odisha.
- (ii) Articles are being published in popular dailies on various tourist attractions in the country. Interviews/ talks are being organised on Radio Stations /Television channels on popular and lesser known tourism destinations and products in the country.
