

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2188
ANSWERED ON 02.08.2021**

ADOPTION OF NEW STRATEGIES TO BOOST TOURISM

2188. MS. RAMYA HARIDAS:

Will the Minister of TOURISM be pleased to state:

- (a) whether there are estimates and/or projections for revenue losses incurred by tourism sector in the year 2020-21;**
- (b) if so, the details thereof;**
- (c) whether the Ministry plans to adopt new strategies to boost tourism and if so, details thereof; and**
- (d) if not, the reasons therefor?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): Ministry of Tourism, Government of India does not maintain data on revenue generated from tourism.

(c) & (d): The details of the steps taken by the Ministry of Tourism to boost tourism are given below:

- (i) In present scenario, the International travelling has been restricted which has affected the global economy at large hence the Ministry is focusing in big way on promotion of Domestic Tourism sites in the country under “Dekho Apna Desh” campaign which has become the prime focus of the Ministry of Tourism to rebuild the trust among the tourist and tourism fraternity. Series of Webinars have been carried out regularly on uncovered themes identified as domestic tourism products like**

lesser known heritage sites, stories on tradition, culture, history and heritage of our country as local landing.

- (ii) Aerial photography of key cities and cultural/heritage assets (Delhi, Chennai, Kolkata, Mumbai, Bengaluru, Udupi, Aurangabad, Iconic Tourist sites) across the country during lockdown.**
- (iii) Social Media has also been used extensively to promote domestic Tourism.**
- (iv) Roadshows have also been held at number of locations including Kevadia (Gujarat), Srinagar, Goa etc. to promote domestic tourism.**
- (v) Creating awareness on protocols of safety & security among the tourists as well as service providers in terms of India being safe destination to travel in post Covid Scenario.**
- (vi) Ministry is in a continuous process in encouraging the travellers through various platform to maintain the travelling protocols, at the same time has introduced an well-intended initiative for the hospitality industry under NIDHI and SAATHI schemes to assist the hospitality industry in their preparedness to continue operations safely and mitigate risks arising out of the COVID pandemic.**
