

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.2556#**  
ANSWERED ON 10.08.2021

**LOSS IN TOURISM SECTOR**

2556 #. SHRI AJAY PRATAP SINGH:

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

- (a) the extent of loss caused to the State of Madhya Pradesh in the context of Government's loss in tourism sector due to lockdown and closed activities in wake of COVID-19; and
- (b) whether Government proposes any plan to promote tourism?

**ANSWER**

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism, Government of India has not undertaken any formal study to assess State-wise extent of loss caused in tourism sector due to lockdown and closed activities in wake of COVID-19 including in State of Madhya Pradesh. However, as per the information received from State of Madhya Pradesh, "As all the travel and tourism activities came to a standstill during lockdown period that certainly affected the sector financially in a major way."

(b): The details of the steps taken by the Ministry of Tourism, Government of India to promote 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 continuous process for 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.

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