

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO. †3503  
ANSWERED ON 20.12.2021**

**INFLOW OF DOMESTIC TOURISTS**

**†3503. SHRI VINOD L. CHAVDA:**

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

- (a) the estimate of the domestic tourist inflow targetted by the Government for this year and the steps taken to achieve this target;**
- (b) whether it is likely to boost domestic tourism in the country;**
- (c) whether the Government has determined any norms for the identification of such tourists; and**
- (d) if so, the details thereof?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) & (b): No formal assessment has been made by Ministry of Tourism, Government of India to set the target for domestic tourist. However, Ministry of Tourism, Government of India has taken several steps to boost domestic tourism in the country which are at Annexure.**

**(c) & (d): Does not arise.**

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## **ANNEXURE**

### **STATEMENT IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO. †3503 ANSWERED ON 20.12.2021 REGARDING INFLOW OF DOMESTIC TOURISTS**

**Ministry of Tourism has taken following steps to boost domestic tourism in the country:**

- (i) Dekho Apna Desh: The Ministry had launched the Dekho Apna Desh initiative in January 2020, which is being promoted extensively on social media accounts and website of the Ministry and by Domestic India Tourism offices. Under this initiative Ministry has been organizing webinars, quiz, pledge, discussions, road shows to keep connected with the stake-holders and to encourage citizens to travel within the country. A total of 112 Webinars under the Dekho Apna Desh brand line have been organized by the Ministry, since its launch.**
- (ii) Ek Bharat Shrestha Bharat: The Ministry organizes various activities like road shows, Fam trips, B2B Meetings, Quiz programmes, webinars between paired States / UTs to promote Ek Bharat Shrestha Bharat.**
- (iii) Quiz/ Essay Competitions at Schools and institutions: The Ministry through its field offices organises quiz programmes, poster making and Essays competitions at IHMs, IITMs, Schools to create awareness about history, heritage, tourism products and destinations in the country.**
- (iv) Domestic Tourism promotion on Social Media and website: Promotional campaigns are carried out on social media handles of the Ministry and Domestic Offices promoting destinations, products, festivals, cuisines etc. of the country.**
- (v) Bharat Parv and Paryatan Parv: The Ministry organizes Bharat Parv and Paryatan Parv in collaboration with the States/ UTs and other Central Ministries / Departments for last four years to showcase the rich culture, history, heritage to the citizens. The objective of these events is to draw focus on the benefits of Tourism and reinforcing the principle of tourism for all.**

- (vi) **Promotion of Fairs/ festivals/Events – To create awareness among the masses the Ministry celebrates special events / days with citizen’s participation like International Day of Yoga, World Tourism Day, Constitution Day, Independence day, commemoration of 125 years of Birth of Netaji Subhas Chandra Bose, Azad ka Amrit Mahotsav and other regional festivals.**
- (vii) **Communication with Industry Stake Holders: The Ministry and the Regional offices are regularly communicating with the Travel Industry and other stakeholders on issues related to opening up of Tourism sector, handling of tourists, protocols of safety and security, service standards etc. The Ministry has also been coordination with the Stakeholders and States / UTs for promoting itineraries to nearby destinations from the major cities.**
- (viii) **Market Development Scheme (MDA) for promotion of Domestic Tourism: The Ministry of Tourism has revised the Guidelines for Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the scheme. As per the guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced. Tourism Departments of State Governments / UT Administrations are also now eligible for obtaining financial support under the scheme.**

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