

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO. +760
ANSWERED ON 07.02.2022**

**PARTNERSHIP WITH COMPANIES TO STRENGTHEN THE TOURISM
INDUSTRY**

**+760.SHRI NARANBHAI KACHHADIYA:
SHRI PARBATBHAI SAVABHAI PATEL:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has entered into partnership with any companies to strengthen the hospitality and tourism industry in the country especially during pandemic;**
- (b) if so, the details thereof; and**
- (c) the measures taken by the Government so that the tourism industry of Gujarat gets maximum benefits?**

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): The Ministry of Tourism has signed MoUs with three Online Travel Companies namely EaseMyTrip.com, Cleartrip Pvt. Ltd. and Yatra Online Pvt. Ltd. to get a clear picture on the geographical spread of the Hospitality Sector, its size, structure and existing capacity so as to offer relevant services to the Hospitality Industry [like assistance in COVID-19 preparedness through SAATHI (System for Assessment, Awareness & Training for Hospitality Industry), Star Classification etc.], under National Integrated Database of the Hospitality Industry (NIDHI).

Further, the 'Adopt A Heritage: Apni Dharohar, Apni Pehchaan', initiative is a collaborative effort by Ministry of Tourism, Ministry of Culture and Archaeological Survey of India (ASI), State/UTs Governments for promotion of Heritage Tourism which aims to encourage public sector companies, private sector companies and corporate citizens/NGOs/ individuals to take up the responsibility of developing and upgrading tourist amenities at tourist sites.

(c): The measures taken by the Ministry of Tourism, Government of India for the benefit of the tourism industry in the country, including that of Gujarat, are given at Annexure.

ANNEXURE

STATEMENT IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION NO. +760 ANSWERED ON 07.02.2022 REGARDING PARTNERSHIP WITH COMPANIES TO STRENGTHEN THE TOURISM INDUSTRY

The following are the measures taken by the Ministry of Tourism, Government of India for the benefit of the tourism industry in the country:

- (i) Operational Recommendations for safe resumption of business with easing of lockdown restrictions have been issued for various segments of the travel and hospitality industry and circulated amongst all stakeholders.**
- (ii) With a view to prepare for a post-COVID 19 revival, the Ministry has formulated and issued detailed operational guidelines for Covid safety and hygiene for hotels, restaurants, B&Bs/Homestays and Tourism Service Providers on 08.06.2020 to facilitate smooth resumption of business.**
- (iii) An initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) has been developed for effective implementation of Guidelines/SOPs issued with reference to COVID-19 and beyond for safe operations of Hotels, restaurants, B&Bs and other units.**
- (iv) With an aim to incentivize stakeholders in the Tourism industry, the Guidelines for the scheme of Market Development Assistance (MDA) for providing financial support to stakeholders for the promotion of Domestic Tourism have been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders. Additional promotional activities have been incorporated including online promotions and the extent of financial assistance permissible has been enhanced.**
- (v) Validity of approval or certification of hotels and other accommodation units whose project approval/re-approval and classification/re-classification have expired/were likely to expire has been extended up to 31st March 2022.**
- (vi) The Guidelines of the Marketing Development Assistance Programme under the Overseas Promotion and Publicity Scheme has been modified to enhance the scope and reach of the scheme, so as to provide maximum benefits to the stakeholders in the tourism industry.**

- (vii) Free Tourist Visa to 5 Lakh: As per the announcement, once Visa issuance is restarted, the first 5 Lakh Tourists Visas will be issued free of charge. The benefit of free of charge visa will be available only once per tourist during the issuance of the first 5 Lakh tourist visas (free of charge visas). The scheme will be applicable till 31st March 2022 or till 5,00,000 visas are issued, whichever is earlier.**
- (viii) Financial support under the “Loan Guarantee Scheme for Covid Affected Tourism Service Sector (LGSCATSS)”. The scheme will cover Regional Level Tourist Guides recognised by the Ministry of Tourism and Tourist Guides recognised by the State Governments/ UT Administrations and Travel and Tourism Stakeholders (TTS) recognized by the Ministry of Tourism. TTS’s will be eligible to get a loan upto Rs.10 Lakh each while tourist guides can avail loan upto Rs.1 Lakh each. There will be no processing charges, waiver of foreclosure/prepayment charges and no requirement of additional collateral. Scheme to be administered by the Ministry of Tourism through NCGTC.**
- (ix) Recognising the fact that revival in the tourism sector will be largely spearheaded by Domestic tourism, the Ministry initiated arranging a series of webinars under the overall theme of Dekho Apna Desh. The objective is to generate awareness and at the same time sustain interest amongst stakeholders, students and the general public.**
