

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2542
ANSWERED ON 24.03.2022

REVIVAL OF TOURISM POST COVID-19 IN UTTAR PRADESH

2542. SHRI SANJAY SETH:

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

- (a) whether the Government has observed World Tourism day recently and if so, the details thereof along with the aims and objectives;
- (b) whether foreign and domestic tourism has been on decline due to COVID-19 pandemic during the last two years and current year; and
- (c) if so, the steps taken to revive foreign and domestic tourism in the country, specially in Uttar Pradesh?

ANSWER

MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Ministry of Tourism has observed World Tourism Day on 27th September 2021. Theme for this year's World Tourism Day was "Tourism for Inclusive Growth". World Tourism day is observed with aims and objectives to foster awareness among the communities on the importance of tourism and its social, cultural, political and economic values.

The major activities organised by Ministry to celebrate the World Tourism Day 2021 are as follows:

- Seminar on 27th September, 2021 on the occasion of World Tourism Day on the theme "Tourism for Inclusive Growth".
- Delhi Darshan trip for 25 underprivileged children of an Orphanage "Prem Dham Ashram" in Najafgarh, Delhi.
- Organised two workshops, one for the Home Stay owners from Bastar District and another for the Youth in Jagdalpur on the Incredible India Tourist Facilitators Certification Programme.
- Celebrated World Tourism Day, with an online industry - student interface, titled, 'Leave No One Behind: Tourism's role in Inclusive Recovery', in association with the Department of Tourism Studies, Central University of Kerala on September 27th 2021.

(b): Foreign Tourist Arrivals and Domestic Tourist Visits in the country registered a decline due to pandemic as per details given below:

Sl. No.	Foreign (FTAs)	Domestic (DTVs)
2019		
1	10.93 Million	2321.98 Million

2020		
2	2.74 Million	610.21 Million
2021		
3	1.41 Million (Provisional)	

(c): The Ministry of Tourism promotes India as a holistic tourism destination including the various tourism sites and products of every State/Union Territory of the country in the domestic and international markets. Additionally, the Ministry of Tourism has taken the following initiatives to promote/revive foreign and domestic tourism in the country including Uttar Pradesh.

- Ministry of Tourism has launched “The National Integrated Database of Hospitality Industry (NIDHI) portal to register accommodation units in the country.
- Ministry of Tourism has launched System for Assessment, Awareness and Training for Hospitality Industry (SAATHI) with aims to sensitize the industry on the COVID and instil confidence amongst the staff and guests.
- Market Development Assistance (MDA) Guidelines for promotion of India as a tourism destination in the overseas markets and promotion of domestic tourism have been revised to increase the scope and reach of these guidelines to benefit larger number of tourism stakeholders.
- The Ministry of Tourism had launched the Dekho Apna Desh initiative, under this initiative Ministry has been organizing webinars, quiz, pledge, discussions, road shows to keep connected with the stakeholders and to encourage citizens to travel within the country. More than 100 Webinars under the Dekho Apna Desh brand line have been organized by the Ministry, since its launch.
- Ministry of Tourism has effectively used its social media handles to raise Social Awareness through its messages on sensitizing, social distancing, safe and responsible travel, use of mask while travelling, downloading Arogya Setu App, promoting the initiatives undertaken for the industry.
- The Ministry of Tourism and the Regional Offices are regularly communicating with the Travel Industry and other stakeholders on issues related to opening up of tourism sector.
- The Ministry of Tourism in collaboration with IRCTC organized a Buddhist Circuit Fam Tour and Conference from 4th - 8th October 2021 at Bodhgaya and Varanasi.
- Ministry of Tourism organized a two-day conference on ‘Tourism in Buddhist Circuits – A way forward’ in Kushinagar highlighting Buddhist Circuit and its potential to draw Buddhist pilgrims and scholars around the world.
