

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.5076
ANSWERED ON 03.04.2023**

PROMOTION OF TOURISM IN TAMIL NADU

5076. SHRI DAYANIDHI MARAN:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has any report or audit of the disruptions faced by tourism industry in Tamil Nadu due to COVID-19 pandemic and the steps taken in the budget to resolve these issues;**
- (b) whether the Government has any report or analysis on the closure of businesses linked to tourism in Tamil Nadu and if so, the steps being taken for its revival; and**
- (c) whether the Ministry has taken action to promote tourism in Tamil Nadu during the last two years and if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) & (b): To assess the extent of losses to the sector, the Ministry of Tourism engaged National Council of Applied Economic Research (NCAER) to conduct study on “India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery”. The key findings are placed at Annexure-I.

The Ministry of Tourism, Government of India has not conducted any formal study to assess the State/UT wise impact of Covid-19 pandemic on tourism industry.

The details of various relief measures announced by the Government for re-developing post-COVID Industry including tourism sector of the country including Tamil Nadu are placed in Annexure-II.

The tourism sector has bounced back with 6.19 million Foreign Tourist Arrivals (FTAs) to India in 2022 as compared to 2.74 million in 2020 and 1.52 million in 2021. The hotel industry occupancy rate in November 2022 stood at around 68-70 per cent, completely recovering the average pre-pandemic level of 2019-20.

(c): The Ministry of Tourism has revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible destinations following a tourist and destination centric approach. Till now, 48 destinations across 27 States/UTs have been identified for development under Swadesh Darshan 2.0 scheme, including Mamallapuram and the Nilgiris in Tamil Nadu.

The Ministry of Tourism has provided financial assistance to the State Government of Tamil Nadu for organizing fairs/ festivals and tourism related events. The details of the financial assistance released during the last two years under the scheme are given below:

(Rs. in lakh)

Year	Name of the Fair/Festival	Amount Sanctioned	Amount Released
2019-20	(i) Indian Dance Festival (ii) Kumari Festival (iii) Tourism Cultural Festival	50.00	50.00
2021-22	Indian Dance Festival at Mamallapuram	25.00	25.00

Besides the above, the Ministry of Tourism has extended financial assistance to Ministry of Railways for joint development of tourist amenities & facilities at 22 identified railway stations under the Scheme of “Assistance to Central Agencies for Tourism Infrastructure Development”. Under this scheme 2 railway stations viz. Rameshwaram and Madurai have been identified in the state of Tamil Nadu. Amounts of Rs.4.48 crore and Rs.4.70 crore were sanctioned for development of tourist amenities & facilities at Madurai and Rameshwaram Railway Stations, respectively, on 50:50 cost sharing basis with the Ministry of Railways. Out of this sanctioned amount, Rs.3.56 crore and Rs.3.76 crore have already been disbursed for development of tourist amenities at Madurai and Rameshwaram Railway Stations, respectively to Ministry of Railways.

Ministry of Tourism promotes the tourist destinations of India, including those in Tamil Nadu, in a holistic manner. The promotions are undertaken through various initiatives under its Schemes of “Domestic Promotion and Publicity including Hospitality” (DPPH) and “Overseas Promotion Publicity” (OPP). As a part of its ongoing activities, it regularly releases print, electronic, online and outdoor media campaigns in international market, under the “Incredible India” brand-line, to promote various tourism destinations and products of India. Promotions of tourism destinations and products are also undertaken through the official website of the Ministry through social media.

STATEMENT IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO.5076 ANSWERED ON 03.04.2023 REGARDING PROMOTION OF TOURISM IN TAMIL NADU

The key findings of the study “India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery” are as follows:

- (i) Due to overall economic slowdown during 2020-21, tourism economy or Tourism Direct Gross Value Added (TDGVA) saw a fall of 42.8 percent in Quarter 1 (Q1); 15.5 percent in Q2 and fall of 1.1 percent in Q3.**
- (ii) Due to significant drop in tourist arrivals and hence tourism expenditure, during the pandemic, it is estimated that TDGVA plummeted by as much as 93.3 percent in Q1 of 2020-21 over its level in the same quarter of previous year. It picked up slightly to post a fall of 79.5 percent in Q2 and that of 64.3 percent in Q3.**
- (iii) A significant number of direct jobs were lost in the tourism sector once the lockdown was implemented. 14.5 million direct jobs during Q1, 5.2 million during Q2 and 1.8 million direct jobs during Q3 are expected to have lost as compared to estimated 34.8 million direct jobs in tourism sector in the pre-pandemic period of 2019-20.**

STATEMENT IN REPLY TO PARTS (a) & (b) OF LOK SABHA UNSTARRED QUESTION NO.5076 ANSWERED ON 03.04.2023 REGARDING PROMOTION OF TOURISM IN TAMIL NADU

Following are the various relief measures announced by the Government for redeveloping post-COVID tourism sector of the country including Tamil Nadu:

- (i) The Government announced Atmanirbhar Bharat Package vide which Rs.3.00 lakh crore collateral free automatic loan was made available for Micro, Small and Medium Enterprises (MSMEs). The loan will have 4-year tenure and 12-month moratorium.**
- (ii) Under Atmanirbhar Bharat package, Provident Fund contribution of both employer and employee was reduced to 10% each from existing 12% each for all establishments covered by Employees' Provident Fund Organization (EPFO) for three months.**
- (iii) Return filing deferred for three months with no penal interest for companies up to Rs.5.00 Crore, rest @ 9% penal interest.**
- (iv) The Government waived off PF contribution for three months for organizations with less than 100 pax and 90% of their employees earn below Rs.15000.**
- (v) Deferment of Tax Collected at Source (TCS) up to October 2020.**
- (vi) The Central government also gave relief from various regulatory compliances under Income Tax Act, companies Act and Goods and Service Tax (GST) Act for varying period in the wake of COVID-19 crisis to ensure business continuity and survival.**
- (vii) Emergency Credit Line Guarantee Scheme (ECLGS) was launched in May, 2020 as part of Aatmanirbhar Bharat Abhiyaan to support eligible Micro, Small and Medium Enterprises (MSMEs) and business enterprises in meeting their operational liabilities and restarting their businesses. Under the scheme, 100% credit guarantee is extended to the lending institutions for loans extended by them under the scheme to eligible borrowers. The admissible guarantee limit under the scheme has been increased from Rs.4.5 lakh crore to Rs.5 lakh crore, with the additional guarantee cover of Rs.50,000 crore earmarked exclusively for the Hospitality and related enterprises including Civil Aviation sector.**
- (viii) On 28th June 2021, the Government announced a stimulus package to boost diverse sectors of economy affected by COVID-19 pandemic and provide impetus for growth and employment measures. The package**

comprises a total of 17 measures in three broad categories, which included 'Economic relief from Pandemic, with special focus on health and reviving travel and tourism sectors' and 'Impetus for Growth and employment'.

- (ix) Ministry of Tourism launched 'Loan Guarantee Scheme for COVID Affected Tourism Service Sector (LGSCATSS)', which aims at extending collateral free loan to the distressed tourism sector to help them discharge their liabilities and restart their business affected due to Covid-19 pandemic under this scheme, collateral free Loan upto Rs.10.00 lakh each may be availed by Ministry of Tourism approved Tour operator/Travel Agents/Tourist Transport Operators and upto Rs.1.00 lakh each may be availed by RLGs/IITGs approved by Ministry of Tourism and Tourist Guides approved by State Government/UT Administration. The scheme is already operational through 18 Scheduled Commercial Banks. Validity of the scheme has been extended by one more year i.e. till 31st March, 2023 or till the guarantee of Rs. 250.00 crore are issued under the scheme.**
- (x) 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.**
- (xi) 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.**
- (xii) 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. 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.**

- (xiii) For the purpose of restarting inbound tourism and attracting foreign tourists in the country, Government of India extended first 5 lakh visas to the foreign tourists from potential tourism markets, free of cost. The benefit of free of charge visa will be available only once per tourist during the issuance of the first 5 lakh tourist visas.**
- (xiv) Owing to the situation which arose out of COVID-19 pandemic, Ministry of Tourism in consultation with Ministry of Health & Family Welfare issues guidelines/directions to the Tourism Stakeholders, Hotels and Restaurants to facilitate smooth resumption of business.**
- (xv) Ministry of Home Affairs restored e-Tourist Visa for foreign nationals of 166 countries as on date.**
