

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2120
ANSWERED ON 05.08.2024**

KAILASH YATRA

2120 SMT. MALVIKA DEVI:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the steps being taken for promoting east India's coastline tourism specially in the State of Odisha;**
- (b) the details of the rules and regulations for visiting Kailash Yatra including the steps taken by the Government to make the Yatra safer and convenient for the pilgrims; and**
- (c) the details of the steps taken by the Government to encourage travel agencies and Government companies to promote tourism in the country?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism promotes tourism destinations and products of India including coastline of Odisha both in domestic and global markets. Promotion is carried out through various initiatives including events and Social Media.

The Ministry of Tourism provides Central Financial Assistance (CFA) to the State Governments/UT Administrations/Central Government Agencies for development of Tourism including Cruise Tourism and Cruising along rivers.

Ministry of Tourism under Swadesh Darshan Scheme has sanctioned Rs.70.82 crore for development of Gopalpur, Barkul, Satapada and Tampara as Coastal Circuit.

(b): The Ministry of External Affairs has been organising the Kailash Manasarovar Yatra every year between June and September, through the two official routes of Lipulekh Pass in Uttarakhand and Nathu La Pass in

Sikkim, in pursuance of the protocol signed in May 2013 and Memorandum of Understanding signed in September 2014 between the two countries for the two routes, respectively. The Yatra has been taking place in cooperation with the state governments of Delhi, Uttarakhand and Sikkim and also the Indo-Tibetan Border Police.

The Kailash Manasarovar Yatra did not take place in 2020, 2021, 2022, 2023 and 2024 due to the COVID-19 outbreak, the consequent international travel restrictions and also the primary conditions involving safety and security of the Yatris that need to be ensured for resumption of the Yatra.

(c): Ministry of Tourism has revised the guidelines for the Scheme of Market Development Assistance (MDA) for promotion of Domestic Tourism in November 2020 to enhance the scope and reach of the Scheme, so as to provide maximum benefits to the stakeholders. As per the revised MDA guidelines, the stakeholders are provided with financial support for the promotion of Domestic Tourism. Tourism Departments of State Governments/UT Administrations are now also eligible for obtaining financial support under the scheme. Ministry of Tourism participates in major travel trade fairs in India and overseas along with State Governments, Travel agencies, tour operators, hoteliers etc. for engaging in meetings with various stakeholders and business organizations.
