

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.184  
ANSWERED ON 19.07.2021**

**PROMOTION OF DOMESTIC TOURISM**

**184. SHRI KHAGEN MURMU:**

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

- (a) whether the Government is aware that Domestic Tourism will help the hospitality industry bounce back;**
- (b) if so, the measures taken by the Government to tap the potential of the domestic tourism market; and**
- (c) the steps taken by the Government to fully leverage the country's tourism potential to enhance it's soft power globally?**

**ANSWER**

**MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) & (b): Yes, Sir. In present scenario, the travelling has been restricted with in the region which has affected the global economy at large hence the Ministry is focussing in big way on promotion of Domestic Tourism in the country under "Dekho Apna Desh" campaign which has become the prime focus of the Ministry of Tourism to rebuild the trust among the tourist and tourism fraternity.**

- i. Series of Webinars have been carried out regularly on uncovered themes identified as domestic tourism products like lesser known destinations, stories on tradition, culture and history of our country as local landing.**
- ii. Aerial photography of key cities and culture assets (Delhi, Chennai, Kolkata, Mumbai, Bengaluru, Udupi, Aurangabad, Iconic Tourist sites) across the country during lockdown.**

- iii. Creating awareness on protocols of safety & security among the tourists as well as service providers in terms of India being safe destination to travel in post Covid Scenario.**
- iv. Social Media has also been used extensively to promote domestic tourism.**
- v. Roadshows have also been held at number of locations including Kevadia (Gujarat), Srinagar, Goa etc. to promote domestic tourism.**

**(c): Ministry is in a continuous process in encouraging the travellers through various platform to maintain the travelling protocols, at the same time has introduced an well-intended initiative for the hospitality industry under NIDHI and SAATHI schemes to assist the hospitality industry in their preparedness to continue operations safely and mitigate risks arising out of the COVID pandemic. Further, Marketing Development Assistance (MDA) programme has been extended by the Ministry to classified/unclassified hospitality units for marketing and promotion of tourism of India by participating various events in global arcade. The soft power is also being leveraged through Social Media which promotes the tangible and intangible heritage and culture of India. The power of experiential tourism through yoga, cuisine, dance, music, art forms, etc. is extensively promoted.**

**\*\*\*\*\***