

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

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UNSTARRED QUESTION NO.951#
ANSWERED ON 09.02.2021

LOSS TO TOURISM INDUSTRY

951#. SHRI BRIJLAL:

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

- (a) the details of direct and indirect loss incurred to Indian tourism business which was first to have been affected after the Corona virus disaster;
- (b) whether any scheme is under consideration to improve Indian tourism business and the business of associated entrepreneurs; and
- (c) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a): Sir, since the situation is still evolving, the final impact in numerical terms can only be ascertained in due course. However, the Ministry has recently engaged National Council for Applied Economic Research (NCAER) to conduct a study on “India and the Coronavirus Pandemic: Economic Losses for Households Engaged in Tourism and Policies for Recovery”.

(b) & (c): Realising that Domestic Tourism is the answer to the crisis being faced by the tourism industry to survive and for sustaining jobs at the local level, the Ministry of Tourism has launched the Dekho Apna Desh initiative, under which a series of webinars focus on the diverse culture, heritage, destinations and tourism products of the country.

The Ministry of Tourism has prepared protocols for COVID-19 Safety and Hygiene in consultation with all the industry associations and concerned ministries of Government of India as well as the States/UTs and in order to ensure effective implementation of these protocols, Ministry of Tourism has undertaken an initiative called **SAATHI** (System for Assessment, Awareness & Training for Hospitality Industry). The initiative has helped in boosting the confidence of the customers/ business units/ entrepreneurs to deal with the pandemic.

In addition, the Ministry has planned the following activities to improve Indian tourism business and the business of associated entrepreneurs:

- Develop content for short duration inter-state and intra-state itineraries and their promotion.
- Road shows (virtual to begin with and thereafter physical) in major cities for promotion of Domestic Tourism.
