



GOVERNMENT OF KERALA

Abstract

Tourism Department - Crisis in the tourism industry due to the outbreak of COVID-19 - Tourism Guides Support Scheme- One time financial assistance to licensed tourist guides - Sanctioned - Orders issued.

TOURISM (C) DEPARTMENT

G.O.(Rt)No.282/2020/TSM Dated,Thiruvananthapuram, 28/08/2020

- Read 1) Letters No. ATIO3-4461/2020 dated 20.05.2020, 30.07.2020 and 25.08.2020 from the Director, Department of Tourism.
- 2 G.O.(Rt) No. 269/2020/TSM dated 14.08.2020.
 - 3 G.O.(Rt) No. 270/2020/TSM dated 14.08.2020.

ORDER

Kerala Tourism has been a significant contributor to the economy of Kerala for decades with revenue of Rs. 45,019 crores to the sector in 2019 and providing employment to approximately 1.5 million people, directly or indirectly. The tourism industry in Kerala is facing unprecedented challenge by the COVID-19 virus pandemic which brought the entire tourism industry to a grinding halt with an estimated loss of Rs. 20,000 crores. This effect of COVID-19 is expected to affect the tourism industry for more than 6 months before the tourists get enough confidence to travel. Like all other segments in the tourism industry, the tourist guides are also facing severe setback as a result of the COVID-19 pandemic. As the entire tourism destinations remain stand still for almost five months, the tourist guides find it very difficult to make their livelihood.

2) As per the Government Orders read as 2nd and 3rd papers above, Government have already approved two loan support schemes for employers and employees in the tourism sector to provide support to tide over the crisis due to COVID-19. But, those two schemes do not cover licensed guides in the tourism sector in Kerala.

3) In order to provide some support to the tourist guides working in the tourism industry in Kerala during COVID 19, the Director of Tourism, as

per the letters read as 1st paper above, proposed to extend one time financial assistance of Rs. 10,000 to each of the 251 tourist guides approved by Kerala Tourism and the 77 tourist guides approved by India Tourism working in Kerala region.

4) Government have examined the matter in detail and are pleased to approve the Tourism Guides Support Scheme to sanction one time financial assistance of Rs. 10,000/- to 328 licensed tourist guides working in the tourism industry in Kerala as per the Guidelines appended to this order. Sanction is also accorded to meet the total expenses of Rs. 32,80,000/- (Thirty Two Lakhs and Eighty Thousand Rupees only) in this regard from the Head of Account "3452-80-800-90(26)-33 Incentives for Creation of Infrastructure Facilities and Tourism Products in Private Sector-Subsidies". Validity period for applying for this scheme will be up to 30.09.2020. Detailed guidelines regarding this relief scheme is appended to this order.

5) Director of Tourism shall prepare an online portal for implementation of this scheme and shall ensure that no duplication of assistance through other similar government programmes are extended to the beneficiaries.

(By order of the Governor)
RANI GEORGE
SECRETARY

The Director, Department of Tourism, Park View, Thiruvananthapuram.
The Principal Accountant General (A&E) Kerala, Thiruvananthapuram.
The Accountant General (Audit-I & Audit-II) Kerala, Thiruvananthapuram.
Finance Department (vide U.O.(F) No.1552146/EXP.B3/215/2020/FIN dated 24.08.2020).

Planning & Economic Affairs Department (vide U.O.(F) No.PLGEA-A1/98/2020-PLGEA dated 26.08.2020).

Information & Public Relations (Web & New Media) Department

(for publishing in the Government Website).

Stock File / Office Copy.

Copy to :- PS to Minister (Tourism).

PA to Secretary (Tourism).

CA to Additional Secretary (Tourism).

Forwarded / By order
[Signature]
Section Officer

Guide Lines in respect of COVID 19 Relief Scheme- Financial Assistance to Approved Tourist Guides

Kerala Tourism has been a significant contributor to the economy of Kerala for decades with revenue of Rs 45,019 crores to the sector in 2019 and providing employment to 1.5 million people (directly or indirectly). Kerala received more than 1.19 million foreign tourists and 18.4 million domestic tourists last year with an impressive annual growth of 8.52% and 17.81% respectively. However, COVID-19 virus pandemic has brought the entire Tourism industry to a grinding halt with an estimated loss of Rs 20,000 crores. The ban of all domestic and international flights, cancellation of trains and all local transport has made the Tourism industry bookings to almost zero. All the stakeholders – Tour operators, Hotels/resorts, Ayurveda centres, Home stays, Houseboats, restaurants, tourist guides, transport providers etc – are losing their daily bread due to this problem. This effect of COVID-19 is expected to hit Tourism industry for more than 6 months before the tourists get enough confidence to travel. Many of the staff in these tourism establishments are facing lay off/unpaid leave/reduced wages due to nil business and they are facing lot of hardships.

Tourist Guides are an inevitable part of tourism industry and act as a bridge in between the destination and the visiting tourists. It is through them that the tourists come to know about the destinations and like many other stakeholders; they also played a very vital role in making the 'Destination Kerala' a famous tourism brand. Like all other segments in the tourism industry, tourist guides are also facing severe setback as a result of the Covid 19 pandemic. As the entire tourism destinations remain stand still for almost five months, the tourists guides find it very difficult to make their livelihood. In this context, the Government of Kerala decided to extend a Financial Assistance to the Tourist Guides working in Kerala.

1. Purpose:-

The travel and tourism industry is one among the worst affected sectors as a result of the Covid 19 pandemic and the subsequent lockdown. In order to provide them a relief at a time when they are going through unparallel crisis, the Department of Tourism has initiated several schemes. The Tourist Guides are one segment in the travel & tourism industry who have been severely affected due to the pandemic. This scheme intends to provide a Financial Assistance to the Tourist Guides until the tourism field bounces back into normalcy.

2. Eligibility:-

Following category of Tourist Guides are eligible for the Financial Assistance under this scheme.

- a. Regional Level Tourist Guides approved by Ministry of Tourism Government of India whose residential address is in Kerala.
- b. State Level Tourist Guides approved by Department of Tourism Government of Kerala.
- c. Local Level Tourist Guides approved by Department of Tourism Government of Kerala.
- d. A person can apply only once even if they are holding more than one State license
- e. A person should not be having an alternate employment in state government or private firms

3. Financial Assistance from Government

The Department of Tourism will be providing a onetime nonrefundable Financial Assistance to the above categories of guides @ Rs.10,000/- per head.

4. Documents to be submitted along with the application.

- a. Copy of valid Guide License issued by the Ministry of Tourism, Govt of India/ Department of Tourism, Govt of Kerala.
- b. A copy of the Aadhar. In the absence of Aadhar, copy of Driving License or Passport.
- c. Certificate from a Tour Operator accredited with the Department of Tourism, Govt of Kerala/ Ministry of Tourism, Govt of India to the effect that the particular tourist guide has actively been working in the industry until 29.02.2020.

5. Procedure of implementation

- The Tourist Guides, as detailed in clause 2 above, shall file a formal application along with the required documents online to the Director, Department of Tourism. The applicant should submit the formal application in the online platform hosted in www.keralatourism.org along with the required documents.
- The applicant will get a notification by email/SMS once the application is approved by the Director, Department of Tourism.
- Deficiencies, if any, would be communicated to the applicant within a period of seven days by the Director and the applicant should be given sufficient time to rectify the deficiencies.
- Sanctioning of Financial Assistance under this scheme will be the sole discretion of the Department of Tourism, Government of Kerala, Thiruvananthapuram.

6. Appeals

Appeals, if any, shall be filed before the Director, Department of Tourism, Thiruvananthapuram within a period of 15 days from the date of declining of the application. The appeal shall be disposed off as early as possible within one month of receipt of the appeal after giving the appellant an opportunity of being heard, if necessary.

7. Recovery & Penalty

a. Any assistance under this scheme shall be liable to be refunded by the beneficiary concerned with interest @ 14% p.a from the date of receipt of the same, on account of obtaining the assistance by any misrepresentation, forgery or deception.

b. Legal action will also be initiated against the applicant/beneficiary in the event of proving that the Financial Assistance is received on account of any misrepresentation, forgery or deception.

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**COVID 19 Relief Scheme- Financial Assistance to Approved Tourist
Guides
Application Form**

1	Name of the Applicant	
2	Address	
3	Telephone No	
4	Email ID	
5	Guide License No and date (Copy to be uploaded)	
6	Certificate issued by a tour operator accredited by Ministry of Tourism, Govt of India/ Department of Tourism, Govt of Kerala	
7	Bank Account details	
	Account Holder's Name	
	Account No	
	Name of Bank & Branch	
	IFS Code	

- *Documents as mentioned in clause 4 are to be uploaded in the portal along with the online application.*

I/We hereby certify that the above facts are true to the best of my/our knowledge. Further certify that I/We have neither availed any assistance under this scheme nor applied for assistance before.

Place:

Date:

Signature:

Name:

Designation: