

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1804
ANSWERED ON 31.07.2023**

DEVELOPMENT OF COUNTRY AS 365 DAYS TOURIST DESTINATION

1804. SHRI E.T. MOHAMMED BASHEER:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government proposes to develop the country as a 365 days tourist destination and promotion of sustainable tourism;**
- (b) if so, the details thereof;**
- (c) whether the Government proposes to make a policy in this regard; and**
- (d) if so, the details of action taken in this regard?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): Promotion and development of Tourism is primarily the responsibility of the State Governments/UT Administrations.

However, Ministry of Tourism is supporting State Governments/UT Administrations to develop India as a 365 days tourist destination. Ministry of Tourism provides Central Financial Assistance (CFA) to State Governments/UT Administrations through its Swadesh Darshan and PRASHAD schemes for development of tourism infrastructure. CFA is also provided to Central Agencies under the scheme Assistance to Central Agencies for Tourism Infrastructure Development.

As part of its on-going activities, Ministry of Tourism releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country. Ministry of Tourism is developing the country as a 365 days tourist destination.

To position India as a preferred global destination for sustainable and responsible tourism. Ministry of Tourism has formulated National Strategy for Sustainable Tourism. Following strategic pillars have been identified for the development of sustainable tourism in the strategy document:-

- i. Promoting Environmental Sustainability**
- ii. Protecting Biodiversity**
- iii. Promoting Economic Sustainability**
- iv. Promoting Socio-Cultural Sustainability**
- v. Scheme for Certification of Sustainable Tourism**
- vi. IEC and Capacity Building**
- vii. Governance**

A National Board for Sustainable Tourism has been constituted under the Chairpersonship of Secretary (T), comprising of representatives from identified Central Ministries/organizations, State Governments/UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for development of sustainable tourism in the Country.

In order to promote sustainable and responsible tourist destinations and promote sustainable tourism in the country, Ministry of Tourism in association with IITTM, UNEP and RTSOI has organised Regional Workshops covering States/UTs of different regions in the country.

In line with the National Strategy for Sustainable Tourism, Ministry of Tourism has launched the Travel for LiFE Initiative. Travel for LiFE aims to promote sustainable tourism in the country, through mindful and deliberate actions mobilized toward tourists and tourism businesses in the consumption of tourism resources.

In addition to the above, Ministry of Tourism has now revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.
