

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.179
ANSWERED ON 04.12.2023**

PROMOTION OF VILLAGE TOURISM

179. SHRI DUSHYANT SINGH:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has taken any action on formulation of dedicated schemes, destination, and product development and other initiatives for promoting Sustainable Tourism and if so, the details thereof;**
- (b) whether the Ministry has the data with regards to the Indian villages which have so far been selected by the UNWTO in its best tourism villages list and the impact of such selection on the village tourism; and**
- (c) the details and status of village tourism in the State of Rajasthan?**

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Ministry of Tourism has formulated National Strategy for Sustainable Tourism to position India as a preferred global destination for sustainable and responsible tourism. To assist the Ministry in implementation of the strategy, Ministry has designated Indian Institute of Tourism & Travel Management (IITTM) as the Central Nodal Agency – Sustainable Tourism (CNA-ST).

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 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 order to create mass awareness, Ministry of Tourism in collaboration with IITTM (Central Nodal Agency- Sustainable Tourism) releases a Sustainable Tourism Monthly Newsletter, conducts fortnightly webinar on YouTube. Social Media handles in the name of “Sustainable Tourism India” have been created on various social media platforms for sensitization.

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

(b): Yes, Pochampally village in Telangana and Dhordo village in Gujarat were selected into the list of Best Tourism Villages announced by UNWTO in 2021 and 2023, respectively. The selected villages gain visibility and international recognition as an outstanding example of a rural tourism destination.

(c): Ministry of Tourism launched in collaboration with IITTM launched the Best Tourism Village Competition, 2023. The final evaluation brought out 35 Best Tourism Villages of India including two villages of Rajasthan viz. Menar and Naurangabad-Shree Mahaveerji.
