

**GOVERNMENT OF INDIA  
MINISTRY OF TOURISM**

**LOK SABHA  
UNSTARRED QUESTION NO.29  
ANSWERED ON 04.12.2023**

**OVERCROWDING AT POPULAR TOURIST DESTINATIONS**

**29. DR. A. CHELLAKUMAR:  
SHRI BENNY BEHANAN:  
SHRI KUMBAKUDI SUDHAKARAN:  
SHRI K. MURALEEDHARAN:**

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

- (a) whether the Government is aware of crises caused by overcrowding in popular tourist destinations;**
- (b) if so, the reasons for overcrowding;**
- (c) whether the Government has taken any steps to improve infrastructure and overcome overcrowding; and**
- (d) whether the funds allocated to the Ministry include funding for educational campaigns and information dissemination initiatives aimed at promoting responsible tourism behaviour and if so, the details thereof?**

**ANSWER**

**THE MINISTER OF TOURISM**

**(SHRI G. KISHAN REDDY)**

**(a) to (d): Yes, Sir. The Government has taken various steps in improving infrastructure and overcome overcrowding through Swadesh Darshan, PRASHAD and Assistance to Central Agencies Schemes. The Ministry of Tourism is also developing new destination and lesser known destination of India.**

**The Ministry of Tourism has formulated National Strategy for Sustainable 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.**

**The Ministry is funding such initiatives under the Domestic Promotion and Publicity including Hospitality (DPPH) scheme.**

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