

National Strategy for Sustainable Tourism

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The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism and the following strategic pillars have been identified for development of sustainable tourism:

- 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

The Ministry also launched the Travel for LiFE Initiative to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices. 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 of Tourism has also revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective of developing sustainable and responsible destinations following a tourist & destination centric approach. Through these initiatives, the Government seeks to ensure that tourism contributes positively to the economy while safeguarding the environment and benefiting local communities.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Rajya Sabha today.

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