

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1014
ANSWERED ON 29.07.2024**

PROMOTION OF SUSTAINABLE TOURISM

1014 SHRI ANURAG SHARMA:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the initiatives taken/being taken by the Government to promote sustainable tourism and protect our natural and cultural heritage;**
- (b) whether the Government has any plans to support and promote tourism in underdeveloped or less-visited regions in the country; and**
- (c) if so, the details thereof?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a): The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities, promotion of Sustainable Tourism, natural and cultural heritage and lesser-known destinations, is also taken up.

The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism and initiated Travel for LiFE programme to promote sustainable tourism in the country and to encourage the tourists and tourism businesses to adopt sustainable tourism practices.

The Swadesh Darshan 2.0 scheme has been initiated with the objective of developing sustainable and responsible destinations following a tourist & destination centric approach.

(b) to (c): Dekho Apna Desh initiative of the Ministry creates awareness about the rich heritage and culture of the country as well as to promote the lesser-known destinations of the country.

The Ministry of Tourism also regularly promotes various lesser-known tourist destinations through its website and social media promotions, as also events and festivals.
