

Sustainable Tourism Promotion

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Development and promotion of tourist destinations and products, including Sustainable tourism, is primarily the responsibility of the respective State Government/Union Territory (UT) Administration.

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities, promotion of Sustainable Tourism and sustainable tourism practices, is also taken up.

The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism. In the strategy, the following strategic pillars have been identified for the 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 has 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 Ministry of Tourism revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations following a tourist & destination centric approach. The Scheme encourages adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability.

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

BY/SKT

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