

# National Tourism Policy

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The Ministry of Tourism has prepared a draft of the National Tourism Policy incorporating suggestions received from Central Ministries, State Governments/UT Administrations and Industry Stakeholders. The draft focuses on the following key objectives:

- (i) Enhancing the contribution of tourism to the Indian economy by increasing visitation, length of stay, and visitor spending, and establishing India as a year-round tourist destination.
- (ii) Creating jobs and entrepreneurial opportunities in the tourism sector while ensuring a skilled workforce supply.
- (iii) Enhancing the competitiveness of the tourism sector and attracting private sector investment.
- (iv) Preserving and enhancing the country's cultural and natural resources.
- (v) Ensuring sustainable, responsible, and inclusive development of tourism across the country.

Ministry of Tourism has revamped the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible tourism destinations, following a destination & tourist-centric approach. The central financial assistance is being extended according to guidelines and based on proposals/detailed project reports received from the States and UT Governments.

Additionally, the Ministry has formulated National Strategies for Sustainable Tourism, Rural Tourism, Rural Homestays, MICE, Adventure Tourism and Eco-Tourism for focused promotion and development of these areas.

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

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**BY/SKT**

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