

# Prevention of over-Tourism in Sensitive Areas

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Development and promotion of tourism in the country is primarily undertaken by the concerned State Governments (SGs)/Union Territory Administrations (UTs). The Ministry of Tourism complements the development efforts by providing financial assistance under its 'Swadesh Darshan' and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' for development of tourism amenities. This assistance is provided on receipt of project proposals from SGs/UTs in line with the relevant scheme guidelines, availability of funds under relevant schemes etc. The Ministry has now revamped the 'Swadesh Darshan' Scheme as 'Swadesh Darshan 2.0 (SD 2.0)', with the objective to develop sustainable and responsible tourism destinations in the country.

The scheme guidelines of Swadesh Darshan emphasis on development of sustainable and responsible tourism at the core of future development and encourage adoption of principles of sustainable tourism which encourages the State Governments/UT Administrations to ensure due consultation with local communities and stakeholders while preparing the projects for development of destinations.

The Ministry of Tourism is also encouraging the State Governments/ Union Territory Administrations to explore the possibilities of promoting alternate destinations in order to decongest existing destinations as a sustainable tourism measure. In addition, the Ministry of Tourism has envisaged 'Travel for LiFE (TFL)', a program for tourism sector under 'Mission LiFE', to create awareness about sustainable tourism and to nudge the tourists and tourism businesses to adopt sustainable practices synchronous with nature. The Ministry of Tourism has also formulated 'National Strategy on Sustainable Tourism' and 'National Strategy on Eco-Tourism' with the vision to position India as a preferred destination for sustainable & responsible tourism and eco-tourism globally.

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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