

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2127
ANSWERED ON 09.12.2024**

SUSTAINABLE TOURISM PROMOTION

**2127. SHRI BIDYUT BARAN MAHATO:
SHRI LUMBA RAM:**

Will the Minister of TOURISM be pleased to state:

- (a) the details of the steps being taken by the Government to promote sustainable tourism practices, particularly in ecologically sensitive regions and heritage sites, to balance tourism growth with environmental conservation;**
- (b) the details of the progress made in implementing eco-friendly infrastructure in major tourist destinations, such as waste management systems, renewable energy sources, and responsible tourism policies; and**
- (c) the details of the measures that are being taken to ensure the participation of local communities in the tourism value chain, providing them with economic benefits?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): 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.
