

# Promotion of Sustainable Tourism

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Development and promotion of tourist destinations and products, including sustainable tourism and traditional art forms is undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry complements the efforts of States/UTs by developing and promoting various tourism products of the country, including sustainable tourism and traditional art forms through various schemes and initiatives.

Environmental Sustainability and Socio-Cultural Sustainability are two key pillars in the National Strategy for Sustainable Tourism formulated by the Ministry. In line with the strategy, Travel for LiFE programme has been initiated to promote sustainable tourism in the country and to encourage tourists and tourism businesses to adopt sustainable tourism practices.

The Swadesh Darshan Scheme of the Ministry has been revamped as Swadesh Darshan 2.0 (SD2.0) 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.

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