GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.149
ANSWERED ON 29.01.2026

PROMOTION OF GREEN TOURISM IN HIMACHAL PRADESH

149   DR. SIKANDER KUMAR:

Will the Minister of **TOURISM** be pleased to state:

(a)   the details of specific Central schemes in place to manage the environmental impact of mass tourism, especially in places like Manali, Shimla, and Dharamshala;

(b)   the manner in which the Central Government helps in marketing cultural tourism and spiritual circuits more effectively on a global stage;

(c)   whether any Central assistance is planned for enhancing disaster preparedness and developing resilient tourism infrastructure in Himachal Pradesh and if so, the details thereof; and

(d)   the initiatives taken to develop robust digital infrastructure in emerging tourist spots in the State?

ANSWER

THE MINISTER OF TOURISM   (SHRI GAJENDRA SINGH SHEKHAWAT)

(a):   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 (SD)' 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 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.

(b):   The Ministry of Tourism endeavours to position India as a preferred tourism destination in the tourism generating markets to promote various tourism products and destinations including cultural tourism and spiritual circuits to increase India's share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas.The promotional activities include participation in Travel Fairs and Exhibitions; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian food and cultural festivals; offering brochure support to tour operators, global media campaigns and joint advertising/joint promotions with airlines, tour operators and other organizations etc. The Government continuously engages with industry experts and other relevant stakeholders and takes their suggestions and feedback for promotion of varied tourism products of India.

(c):   The schemes of SD 2.0 also incorporate disaster- resilient features including improved Access, Drainage System, Way-side amenities with emergency vehicle breakdown, repair and refuel facilities informatory/direction signage, Improvement in communication through telephone booths, Mobile services and Internet connectivity, First Aid Centre, CCTV, Last mile road connectivity, helipads and safety infrastructures.

(d):   The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) as a comprehensive resource for travelers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. The IIDP uses an AI-powered tool that personalizes visitor experiences by offering real-time weather updates, city exploration, and essential travel services. The portal has also partnered with several OTAs (Online Travel Agents) and stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.

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