

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1734
ANSWERED ON 03.08.2023

PROMOTION OF SUSTAINABLE TOURISM

1734 SHRI B. PARTHASARADHI REDDY:

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

- (a) whether Government has any data with respect to the damage being caused to the ecology, environment, and tourist destinations due to over-tourism;
- (b) if so, the details thereof, and if not, the reasons therefor;
- (c) the steps which are being taken by Government to promote sustainable and responsible tourism;
- (d) the total budget allocated towards sustainable tourism, if any; and
- (e) whether there is any policy about the works that will focus on sustainable tourism?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (e): Promotion and development of Tourism is primarily the responsibility of the State Governments/UT Administrations. However, to position India as a preferred global destination for sustainable and responsible tourism. Ministry of Tourism has formulated National Strategy for Sustainable Tourism. Following strategic pillars have been identified for the development of sustainable tourism in the strategy document:-

- (i) Promoting Environmental Sustainability
- (ii) Protecting Biodiversity
- (iii) Promoting Economic Sustainability
- (iv) Promoting Socio-Cultural Sustainability
- (v) Scheme for Certification of Sustainable Tourism
- (vi) Information, Education & Communication (IEC) and Capacity Building
- (vii) Governance

A National Board for Sustainable Tourism has been constituted under the Chairpersonship of Secretary (T), comprising of representatives from identified Central Ministries/Organizations, State Governments/UT Administrations and Industry Stakeholders. The Board shall guide the operationalisation and implementation of various strategic initiatives for development of sustainable tourism in the Country.

In order to promote sustainable and responsible tourist destinations and promote sustainable tourism in the country, Ministry of Tourism in association with Indian Institute of Tourism and Travel Management (IITTM), United Nations Environment Programme (UNEP) and Responsible Tourism Society of India (RTSOI) has organised Regional Workshops covering States/UTs of different regions in the country.

In line with the National Strategy for Sustainable Tourism, Ministry of Tourism has launched the Travel for LiFE Initiative. Travel for LiFE aims to promote sustainable tourism in the country, through mindful and deliberate actions mobilized toward tourists and tourism businesses in the consumption of tourism resources.

In addition to the above, Ministry of Tourism has now revamped its Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.
