

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.936
ANSWERED ON 27.07.2023

PROMOTION OF ECO-TOURISM

936 SHRI RAJEEV SHUKLA:

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

- (a) whether Government is taking measures to promote Eco-Tourism in the country especially in the State of Chhattisgarh;
- (b) if so, the details of such measures;
- (c) the effects realised thereof along with the total number of visitors engaged in the same;
- (d) the details of the features along with the progress made with respect to the National Digital Tourism Mission (NDTM) which intended to connect stakeholders in the tourism eco-system digitally; and
- (e) the proposed measures to be taken in this respect?

ANSWER

THE MINISTER OF TOURISM

SHRI G. KISHAN REDDY)

(a) to (c): Promotion and development of Tourism, including Eco-Tourism, is primarily the responsibility of the State Governments/UT Administrations.

However, Ministry of Tourism, promotes India in a holistic manner. As part of its on-going activities, it releases global print, electronic and online media campaigns in important and potential markets overseas, under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.

To position India as a preferred destination for ecotourism globally, Ministry of Tourism has formulated a National Strategy for Eco-Tourism. Following strategic pillars have been identified for development of ecotourism in the strategy document:

- (i) State Assessment and Ranking
- (ii) State Strategy for Eco Tourism
- (iii) IEC, Capacity Building and Certification
- (iv) Marketing and Promotion
- (v) Destination and Product Development
- (vi) Public Private and Community Partnerships
- (vii) Governance and Institutional Framework

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 and Eco-tourism in the Country.

Eco-circuit was identified as one of the themes for development of tourism infrastructure under Swadesh Darshan Scheme of the Ministry. Details of projects sanctioned under Eco- circuit are at Annexure.

Further, Government of Chhattisgarh has informed that it is taking the following measures to promote and encourage eco-tourism:-

- Training, workshops and capacity building of Tourism Stakeholders.
- Awareness generation about cleanliness and eco-tourism through Yuva Tourism Clubs, NCC, NSS.
- Development of oxy zones and Nature cure centres at various locations.
- Community sensitization and involvement of locals through Self Help Groups for various eco-tourism activities such as trekking, boating/rafting, camping, star gazing, local haat visits, tribal festivities and performances, and promotion of local traditional healers.
- Development of nature trails in an around the resorts of the tribal tourism circuit.

The following effects has been realized by Govt. of Chhattisgarh:-

- Increased product and tourism offerings through local experiences.
- Resulted in better positioning of Chhattisgarh in the tourism map of India.
- Increased employment and involvement of locals in the tourism sector.
- Substantial increase in tourism footfall of the State.

(d) to (e): Ministry of Tourism has published a report on National Digital Tourism Mission (NDTM).

The National Digital Tourism Mission envisages achieving the objective of harnessing the full potential of digitization in tourism sector by facilitating exchange of information and services in tourism sector spreading across national and state tourism organizations, tourism service providers, tourism destinations, products, experiences and tourists.

The vision of National Digital Tourism Mission is to bridge the existing information gap amongst different stakeholders of tourism ecosystem through a digital highway.

ANNEXURE

STATEMENT IN REPLY TO PARTS (a) TO (c) OF RAJYA SABHA UNSTARRED QUESTION NO.936 ANSWERED ON 27.07.2023 REGARDING PROMOTION OF ECO-TOURISM

Details of project sanctioned under the Eco Circuit theme of Swadesh Darshan Scheme in the country

(Amount in ₹ Crore)					
S. No.	Name of State	Year	Project Name	Amount Sanctioned	Amount Released
1.	Uttarakhand	(2015-16)	Development of Circuit at Tehri-Chamba- Sarain around Tehri Lake.	69.17	69.17
2.	Telangana	(2015-16)	Development of Circuit in Mahaboobnagar districts (Somasila, Singotam, Kadalaiwanam, Akkamahadevi, Egalanpanta, Farahabad, Uma Maheshwaram, Mallelatheertham)	91.62	91.25
3.	Kerala	(2015-16)	Development of Pathanamthitta- Gavi-Vagamon- Thekkady.	64.08	64.08
4.	Mizoram	(2016-17)	Development of Eco-Adventure Circuit at Aizawl -Rawpuichhip - Khawhphawp - Lengpui - - Chatlang- Sakawrhmutuaitlang - Muthee - Beratlawng -Tuirial Airfield - Hmuifang	66.37	49.53
5.	Madhya Pradesh	(2017-18)	Development of Gandhisagar Dam- Mandleshwar Dam- Omkareshwar Dam- Indira Sagar Dam- Tawa Dam- Bargi Dam- Bheda Ghat- Bansagar Dam- Ken River	93.76	89.07
6.	Jharkhand	(2018-19)	Development of Eco Tourism circuit: Dalma- Betla National park- Mirchaiya- Netarhat	30.11	26.37
Total				415.11	389.47
