

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.945**  
ANSWERED ON 27.07.2023

**DEVELOPMENT OF NEW TOURIST LOCATIONS**

945 SHRI K.R. SURESH REDDY:

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

- (a) whether Government has taken any initiatives to identify areas or suggest development of new locations with tourism potential, finance and marketing strategies, governance framework, stakeholder identification, greening conventional tourism, growing niche areas for sustainable tourism and analyse the potential to promote specific type of tourism of combination of different types such as medical, leisure, coastal, wellness, agro, business, cultural, pilgrimage, spiritual, adventure, caravan etc.; and
- (b) if so, the details thereof, and if not, the reasons therefor?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) and (b): Identification and development of tourist places is primarily the responsibility of the State Governments/Union Territory Administrations. However, the Ministry of Tourism under the Schemes of 'Swadesh Darshan' and 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' provides financial assistance to State Governments/Union Territory Administrations for the development of tourism related infrastructure and facilities at various tourism destinations in the country. A total of 76 projects have been sanctioned for a total amount of Rs.5303.64 Crore under the Swadesh Darshan scheme. A total of 46 projects have been sanctioned for a total amount of Rs.1630.15 Crore under the PRASHAD Scheme.

The Ministry of Tourism has 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. Till now, a total of 55 destinations in 32 States/UTs have been identified as destinations for development under SD2.0.

In addition, Ministry of Tourism, inter-alia, undertakes promotion of thematic tourism products viz. wellness tourism, adventure tourism, MICE tourism, spiritual tourism, in a holistic manner. Promotions are undertaken through the social media handles of the Ministry as well as through the official website.

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