

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1408
ANSWERED ON 14.12.2023

CORAL REEF TOURISM IN KERALA

1408. SHRI JOSE K. MANI:

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

- (a) whether Government is planning to expand coral reef tourism in the State of Kerala;
- (b) if so, the details of the identified locations for promoting coral reef plantations;
- (c) the details of funds to be allocated for the development of coral reef tourism in the State;
- (d) whether Government has examined practical measures to be taken for adjusting the climatic and geographic conditions of Kerala coasts for the development of coral reefs; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (c): Ministry of Tourism promotes Indian Tourism in a holistic manner under the 'Incredible India' brand-line, to promote various tourism destinations and products of the country.

(d) to (e): As conveyed by Ministry of Environment Forest & Climate Change Wild Life (Protection) Act, 1972, empowers the States/UTs for conservation and management of wildlife, including coral reefs.

Further, to promote sustainable tourism in the country, through mindful and deliberate actions mobilized toward tourists and tourism businesses in the consumption of tourism resources, Ministry of Tourism has taken the following initiatives:-

- i. Formulated National Strategy for Sustainable Tourism to position India as a preferred global destination for sustainable and responsible tourism.
- ii. 'Travel for LiFE' initiative.
- iii. Organised Regional Workshops covering States/UT's of different regions in the country in association with Indian Institute of Tourism & Travel Management (IITTM), United Nations Environment Program (UNEP) and Responsible Tourism Society of India (RTSOI).
- iv. In collaboration with IITTM releases a Sustainable Tourism Monthly Newsletter, conducts fortnightly webinar on YouTube in order to create mass awareness.
- v. Social Media handles in the name of "Sustainable Tourism India" have been created on various social media platforms for sensitization.
- vi. Revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD 2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination centric approach.
