

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1419
ANSWERED ON 14.12.2023

OVERCROWDING AT POPULAR TOURIST DESTINATIONS

1419 SHRI IMRAN PRATAPGARHI:
SHRI DIGVIJAYA SINGH:
SMT. RAJANI ASHOKRAO PATIL:

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

- (a) whether Government is aware of crises caused by overcrowding at popular tourist destinations;
- (b) if so, the reasons for overcrowding and other crises at these destinations;
- (c) the steps Government has taken to improve infrastructure and overcome overcrowding; and
- (d) whether the funds allocated to the Ministry include funding for educational campaigns and information dissemination initiatives aimed at promoting responsible tourism behaviour, if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): Yes, Sir. The Government has taken various steps in improving infrastructure through Swadesh Darshan, PRASHAD and Assistance to Central Agencies Schemes. Ministry of Tourism is also developing newer destinations.

Ministry of Tourism has formulated National Strategy for Sustainable Tourism. To assist the Ministry in implementation of the strategy, Ministry has designated Indian Institute of Tourism & Travel Management (IITTM) as the Central Nodal Agency – Sustainable Tourism (CNA-ST).

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.

The Ministry is funding such initiatives under the Domestic Promotion and Publicity including Hospitality (DPPH) scheme.
