

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM

**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1105**  
ANSWERED ON 13.02.2025

**REVENUE GENERATED FROM FOREIGN TOURIST ARRIVALS**

1105 SMT. RANJEET RANJAN:  
SHRI HARIS BEERAN:

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

- (a) the total revenue generated from foreign tourist arrivals under the Swadesh Darshan Scheme in the last five years, year-wise and State-wise;
- (b) whether there has been any independent evaluation of the Swadesh Darshan Scheme and if so, the finding thereof; and
- (c) the steps being taken to promote sustainable and eco-friendly tourism in eco-sensitive zones?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry of Tourism launched its 'Swadesh Darshan Scheme' (SDS) in 2014-15, for providing financial assistance to the State Governments/Union Territory Administrations. Under this scheme, the Ministry sanctioned 76 projects in the country under different identified themes, out of which 75 projects are reported to be physically complete.

The responsibility of Operation & Maintenance of the projects developed under the scheme rests with the concerned State/UT and the Ministry does not keep record of the revenue generated by the respective State/UT through these projects.

The Ministry of Tourism had undertaken a third party impact assessment of Swadesh Darshan (Integrated Development of Theme-Based Tourist Circuits) through National Productivity Council in 2019. The study states that 'Swadesh Darshan Scheme' has been able to give a fillip to livelihood opportunities and create employment for the local communities in construction phase.

The Ministry of Tourism after a comprehensive review has now revamped this scheme as Swadesh Darshan 2.0 with the objective to develop sustainable and responsible tourism destinations and the scheme guidelines have identified areas for improvement including impact assessment.

Ministry of Tourism has formulated a National Strategy for Sustainable Tourism. In line with the strategy, Ministry of Tourism, launched the 'Travel for LiFE', a sectoral program under Mission Lifestyle for Environment (LiFE). The objective of Travel for LiFE is to promote mainstreaming of sustainability in the tourism sector, create awareness and nudge tourists and tourism businesses to adopt sustainable practices synchronous with nature.

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