

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.2381#
ANSWERED ON 20.03.2025

INDIA AS A LEADING GLOBAL TOURIST DESTINATION

2381# SHRI MITHLESH KUMAR:
SHRI NARHARI AMIN:

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

- (a) the manner in which the revised Swadesh Darshan 2.0 scheme is different from the original scheme, and details of specific steps being taken under this scheme to make tourism development sustainable and responsible;
- (b) the measures being implemented to improve road and air connectivity to both prominent and lesser-known tourist destinations in the country; and
- (c) the manner whereby the Ministry is planning to integrate emerging technologies like virtual reality (VR) with the Incredible India Content Hub to provide more engaging and immersive tourism experiences?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): The Ministry of Tourism launched its Swadesh Darshan scheme in 2014-15 with the objective to develop tourism facilities under identified thematic circuits and sanctioned 76 projects in the country for Rs.5287.90 Crore. The Ministry revamped the Swadesh Darshan scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations and has sanctioned 34 projects for Rs.791.25 Crore under SD2.0.

Ministry of Tourism regularly co-ordinates with the concerned line Ministries and State Governments in order to improve connectivity including road and air to both prominent and lesser known tourist destinations in the country.

The Ministry has launched the revamped version of Incredible India Digital Platform (IIDP) on September 27, 2024 as a comprehensive resource for travellers and stakeholders interested in exploring the country's rich cultural heritage, natural beauty, and diverse attractions. One of the new feature of the IIDP is the Incredible India Content Hub - a comprehensive digital repository, featuring rich collection of high-quality images, films, brochures, and newsletters related to tourism in India. This repository is intended for the use of a diverse range of stakeholders, including tour operators, journalists, students, researchers, film makers, authors, influencers, content creators etc. The IIDP would provide personalized visitor experiences by offering real-time weather updates, city exploration, and essential travel services. The portal has partnered with several OTAs (Online Travel Agents) and Stakeholders for seamless booking of flights, hotels, cabs, and buses and tickets for ASI monuments.
