

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3181
ANSWERED ON 19.03.2026

GROWTH OF TOURISM SECTOR

3181 SHRI MUKUL BALKRISHNA WASNIK:

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

- (a) whether Government has identified the key structural and environmental challenges hindering the growth of tourism sector, including issues related to "last-mile" connectivity, skilled manpower shortages and the ecological carrying capacity of popular destinations;
- (b) if so, the details thereof and the steps taken by Government to attract both domestic and foreign tourists, particularly through the development of archaeological sites, improvements in infrastructure in coastal/hilly destinations and conservation of national parks;
- (c) the status of ongoing schemes and their specific impacts; and
- (d) whether Government proposes any new policy for certification of destinations to ensure global standards of cleanliness and sustainability?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): Development and promotion of tourist destinations and tourism products is primarily undertaken by the concerned State Governments/UT Administrations. However, the Ministry of Tourism through its central sector schemes of 'Swadesh Darshan (SD)', 'Swadesh Darshan 2.0 (SD2.0)', 'Challenge Based Destination Development (CBDD)' – a sub-scheme of Swadesh Darshan and 'Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive (PRASHAD)' complements the efforts of State Governments/UT Administrations in their tourism infrastructure development including last-mile connectivity to destinations and amenities across the country at tourist destinations including coastal/hilly destination by extending financial assistance to the State Governments/UT Administrations. This financial assistance is extended, subject to availability of funds, adherence to scheme guidelines and other instructions issued from time to time, submission of Detailed Project Reports (DPRs) by the concerned State Governments /UT Administrations, etc.

In addition to these, following efforts have also been taken as under: -

- (i) The Ministry of Tourism had 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 in consultation with the State Governments/UT Administrations. The Ministry of Tourism has issued guidelines for 'Challenge Based Destination Development'(CBDD), a sub-scheme under Swadesh Darshan 2.0. This sub-scheme aims for holistic development of destination to enhance tourist experience across all of tourist value chain to transform our tourist destinations as sustainable and responsible destinations. In addition to this the Ministry of Tourism has

issued Operational Guidelines and template for Detailed Project Report for Special assistance to States for capital investment (SASCI)- Development of Iconic Tourist Centres to Global Scale to the State Governments.

- (ii) The Central Financial Assistance scheme provides support to Central Agencies such as India Tourism Development Corporation (ITDC), Archaeological Survey of India (ASI), Port trust of India, M/o Railways etc. for tourism infrastructure development. The scheme focuses on developing tourist attractions, such as Illumination, preservation of monuments, development of cruise terminals, Improvement, and upgradation of existing tourism products to world class standards.
- (iii) The Ministry of Tourism conducts hospitality and tourism related short-term training certificate courses for skilling, up skilling and re skilling of trainees of both genders, local communities, tribal areas, etc. across the country under its “Capacity Building for Service Providers (CBSP)” scheme. The Ministry of Tourism has conducted a third party evaluation of the scheme through Quality Council of India in 2025. The evaluation confirms that the CBSP scheme has significantly strengthened India’s tourism and hospitality workforce by training over 1.68 lakh individuals and placing more than 36,000 across multiple segments from FY 2020-21 to 2024-25.
- (iv) The Ministry of Tourism promotes various tourist destinations and products of India holistically to position India as a preferred tourism destination in the tourism generating markets and to increase India’s share in the global tourism market. The objectives are met through an integrated marketing and promotional strategy and a synergized campaign in association with the Travel Trade, State Governments and Indian Missions overseas. The promotional activities include participation in Travel Fairs and Exhibitions; organizing Road Shows, India Evenings, Seminars & workshops; organizing and supporting Indian food and cultural festivals; offering brochure support to tour operators, global media campaigns and joint advertising/joint promotions with airlines, tour operators and other organizations etc.
- (v) Swachhta Action Plan (SAP) has been framed by Ministry of Tourism in coordination with the Department of Drinking Water and Sanitation under the Ministry of Jal Shakti to create awareness about cleanliness around tourist sites. Under SAP, cleanliness awareness programmes and symbolic drives are conducted through institutions such as IITTM, CIHMs, SIHMs and FCIs etc. for tourists, students and stakeholders. The Ministry also undertakes nationwide cleanliness activities under Swachhta Pakhwada and Swachhta Hi Seva every year. During the last financial year, 173 activities were conducted under SAP, 350 under Swachhta Pakhwada and 375 under Swachhta Hi Seva to promote cleanliness at tourist destinations.
