

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
STARRED QUESTION NO.205
ANSWERED ON 06.08.2026

GEO-SILENCE AND SUSTAINABLE TOURISM PROMOTION

205 SHRI SANJAY KUMAR JHA:

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

- (a) whether the Ministry has taken note of the emerging global practice of 'geo-silence', whereby tourism authorities, conservation organizations and content creators discourage geotagging of ecologically and culturally sensitive destinations, as encouraged for certain fragile sites in Iceland even as India actively promotes new tourism destinations;
- (b) whether similar measures have been examined for India's environmentally fragile and heritage sites; and
- (c) if so, the findings thereof and whether the Ministry proposes to incorporate responsible digital promotion and geotagging practices into its sustainable tourism strategy?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

- (a) to (c): A statement is laid on the Table of the House.

STATEMENT IN REPLY TO PARTS (A) TO (C) OF RAJYA SABHA STARRED QUESTION NO.205 ANSWERED ON 06.08.2026 REGARDING GEO-SILENCE AND SUSTAINABLE TOURISM PROMOTION RAISED BY SHRI SANJAY KUMAR JHA

(a) to (c): The Ministry of Tourism has not issued any policy or guidelines relating to "geo-silence" or restrictions on geotagging of tourism destinations.

The Ministry of Tourism recognizes the importance of sustainable and responsible tourism and promotes tourism in a manner that is environmentally sustainable and supports the conservation of natural and cultural heritage. In this regard, the Ministry has formulated the National Strategy for Sustainable Tourism, which, inter alia, emphasizes sustainable destination management, environmental sustainability, conservation of natural and cultural heritage, and responsible tourism practices. The Ministry also promotes responsible tourism through initiatives such as 'Travel for LiFE' to encourage environmentally responsible behaviour among tourists and tourism stakeholders.
