

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.3012 #
ANSWERED ON 13.08.2026

SUSTAINABLE TOURISM MANAGEMENT

3012 # SHRI MITHLESH KUMAR:

SHRI SADANAND MHALU SHET TANAVADE:

SHRI SHAMBHU SHARAN PATEL:

SHRI NAVEEN JAIN:

SMT. MAYA NAROLIYA:

SHRI KESRIDEVSINH JHALA:

DR. PARMAR JASHVANTSINH SALAMSINH:

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

- (a) whether Government has undertaken any measures to promote sustainable tourism and address the challenges arising from increasing tourist footfall at popular destinations;
- (b) if so, the details thereof;
- (c) the initiatives undertaken to encourage diversification of tourism through niche tourism products and development of lesser-known destinations;
- (d) whether any institutional framework has been established for promoting environmentally sustainable tourism practices, community participation and responsible visitor management at tourism destinations; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of on-going activities; the Ministry regularly promotes sustainable tourism, lesser known destinations and niche tourism products through various initiatives, to diversify tourism.

Environmental Sustainability and Socio-Cultural Sustainability are two key pillars in the National Strategy for Sustainable Tourism formulated by the Ministry and circulated to all States/ UTs for necessary action. The Ministry also launched Travel for LiFE initiative to mainstream sustainability in the tourism sector and to encourage tourists and tourism businesses to adopt sustainable tourism practices.

Central financial assistance is being extended to State Governments/Union Territory (UT) Administrations through central sector schemes according to guidelines and based on proposals / detailed project reports received from the States and UT Governments.

A major objective of Swadesh Darshan 2.0 (SD2.0) Scheme is to develop sustainable and responsible tourism destinations following a tourist & destination centric approach. The Scheme encourages adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability. Incorporation of strategies for visitor management and local community participation, in the project proposals is also encouraged.

A national responsible tourism initiative by the name of 'Paryatan Mitra' and 'Paryatan Didi' has also been launched.
