

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.1669
ANSWERED ON 10.03.2025**

IMPACT OF AIR POLLUTION ON TOURISM

1669. SHRI GURJEET SINGH AUJLA:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has conducted any assessment of the economic impact on tourism due to deteriorating air quality in major tourist destinations, particularly in North India, if so, the details thereof along with the steps being taken to safeguard Amritsar as the expected tourist will be doubling soon;**
- (b) the details of estimated revenue loss to the tourism sector during the last three years due to travel advisories and cancellations related to air pollution;**
- (c) whether the Government plans to develop alternative tourist circuits and destinations with better air quality metrics;**
- (d) if so, the details thereof and the proposed investment for such development in the next five years as daily tourist increasing from all over the world to visit Amritsar?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (b): No such study has been instituted by Ministry of Tourism, Government of India to assess the impact of air pollution on tourism and revenue loss due to travel advisories and cancellations related to air pollution.

(c) to (d): The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' provides financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism-related

infrastructure and facilities at various tourism destinations in the country.

Ministry of Tourism revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible tourism destinations following a tourist & destination centric approach.

The Ministry of Tourism has sanctioned two projects i.e. “Eco Tourism experience at Kanjli wetland” at Kapurthala, Punjab for Rs.20.06 Crore and “Border Tourism Experience at Attari” at Amritsar, Punjab for Rs.25.90 Crore. The details of projects sanctioned under the SD2.0 is placed at Annexure.

ANNEXURE**STATEMENT IN REPLY TO PARTS (c) TO (d) OF LOK SABHA UNSTARRED QUESTION NO.1669 ANSWERED ON 10.03.2025 REGARDING IMPACT OF AIR POLLUTION ON TOURISM RAISED BY SHRI GURJEET SINGH AUJLA****Details of projects sanctioned under Swadesh Darshan 2.0:**

S. No.	State	Destination	Name of the Experience	Sanctioned Cost (₹ Crore)	Date of Sanction
1	Andhra Pradesh	Araku-Lambasingi	Borra Cave Experience at Araku	29.87	05-03-2024
2	Arunachal Pradesh	Nacho	Unlock Nacho Expedition	14.02	05-03-2024
3	Arunachal Pradesh	Mechuka	Mechuka Cultural Haat	18.48	05-03-2024
4	Arunachal Pradesh	Mechuka	Mechuka Adventure Park	12.75	05-03-2024
5	Assam	Kokrajhar	Kokrajhar Wetland Experience	26.67	05-03-2024
6	Assam	Jorhat	Reimagining Cinnamara Tea Estate	23.91	05-03-2024
7	Goa	Porvorim	Porvorim Creek Experience	23.56	20-08-2024
8	Goa	Colva	Colva Beach Experience	15.65	20-08-2024
9	Karnataka	Hampi	Setting up of 'Traveller nooks'	25.64	29-02-2024
10	Karnataka	Mysuru	Tonga ride Heritage experience zone	2.72	29-02-2024
11	Karnataka	Mysuru	Ecological Experience Zone	18.47	05-03-2024
12	Kerala	Kumarakom	Kumarakom Bird Sanctuary	13.92	05-03-2024

			Experience		
13	Ladakh	Leh	Julley Leh Biodiversity Park	24.89	05-03-2024
14	Ladakh	Kargil	Exploring LOC and Hundarman village Experience	12.01	05-03-2024
15	Madhya Pradesh	Gwalior	Phoolbagh Experience Zone	16.73	29-02-2024
16	Madhya Pradesh	Chitrakoot	Spiritual experience at Chitrakoot	27.21	05-03-2024
17	Maharashtra	Pune	Shivrushti Historical Theme Park- Phase 3	76.22	21-09-2024
18	Meghalaya	Sohra	Waterfall Trails Experience	27.84	05-03-2024
19	Meghalaya	Sohra	Meghalayan Age Cave Experience	32.45	04-03-2024
20	Nagaland	Chumoukedima	Eco-Tourism Exp at Chumoukedima viewpoint	7.87	20-08-2024
21	Nagaland	Chumuoukedima	Tribal Cultural Experience at Midway Retreat	21.56	05-03-2024
22	Puducherry	Karaikal	Karaikal beach and waterfront experience	20.29	05-03-2024
23	Punjab	Kapurthala	Eco Tourism experience at Kanjli wetland	20.06	05-03-2024
24	Punjab	Amritsar	Border Tourism Experience at Attari	25.90	20-08-2024
25	Rajasthan	Bundi	Spiritual Experience, Keshavraipatan	17.37	29-02-2024

26	Sikkim	Gyalshing	Eco-Wellness Experience at Yuksom Cluster	15.40	05-03-2024
27	Sikkim	Gangtok	Gangtok Cultural Village	22.59	29-02-2024
28	Tamil Nadu	Mamallapuram	Immersive experience at Shore Temple	30.02	29-02-2024
29	Telangana	Bhongir	Bhongir Fort Experiential Zone	56.81	29-02-2024
30	Telangana	Ananathagiri	Eco tourism zone at Ananathgiri forest	38.00	05-03-2024
31	Uttar Pradesh	Prayagraj	Azad Park and Dekho Prayagraj Trail Exp	13.02	05-03-2024
32	Uttar Pradesh	Naimisaranya	Vedic- wellness Experience	15.94	05-03-2024
33	Uttarakhand	Pithoragarh	Rural Tourism Cluster Experience at Gunji	32.20	05-03-2024
34	Uttarakhand	Champawat	Tea Garden Experience	11.21	05-03-2024
TOTAL AMOUNT				791.25	
