

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2683
ANSWERED ON 17.03.2025**

PROMOTION OF SUSTAINABLE TOURISM

2683. SHRI BALRAM NAIK PORIKA:

Will the Minister of TOURISM be pleased to state:

- (a) the details of the initiatives taken by the Government to promote sustainable tourism in ecologically sensitive areas;**
- (b) the impact of cultural tourism on local economies during the last five years; and**
- (c) the details of the steps taken by the Government to preserve and promote traditional art forms through tourism?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Development and promotion of tourist destinations and products, including sustainable tourism and traditional art forms is undertaken by the respective State Government/Union Territory (UT) Administration. The Ministry complements the efforts of States/UTs by developing and promoting various tourism products of the country, including sustainable tourism and traditional art forms through various schemes and initiatives.

Environmental Sustainability and Socio-Cultural Sustainability are two key pillars in the National Strategy for Sustainable Tourism formulated by the Ministry. In line with the strategy, Travel for LiFE programme has been initiated to promote sustainable tourism in the country and to encourage tourists and tourism businesses to adopt sustainable tourism practices.

The Swadesh Darshan Scheme of the Ministry has been revamped as Swadesh Darshan 2.0 (SD2.0) with the objective 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.
