

GOVERNMENT OF INDIA  
MINISTRY OF TOURISM  
  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO.1261**  
ANSWERED ON 05.12.2024

**ECO-TOURISM**

1261 SHRI SANJAY SETH:

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

- (a) the key components of the National Strategy for Development of Ecotourism and how it aims to enhance ecotourism initiatives across States and Union Territories;
- (b) the specific steps being taken to promote ecotourism in States like Uttar Pradesh and their expected outcomes;
- (c) the manner in which the Ministry plans to leverage digital platforms, including its website and social media, to promote ecotourism effectively;
- (d) what measures are in place to ensure sustainable practices in ecotourism development, particularly in sensitive ecological regions; and
- (e) the expected impact of these initiatives on local communities and conservation efforts across the country?

**ANSWER**

THE MINISTER OF TOURISM

(SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (e): In order to position India as a preferred global destination for Eco Tourism, Ministry of Tourism has formulated National Strategy for Eco Tourism. Following strategic pillars have been identified for the development of Ecotourism:

- (i) State Assessment and Ranking
- (ii) State Strategy for Ecotourism
- (iii) IEC, Capacity Building and Certification
- (iv) Marketing and Promotion
- (v) Destination and Product Development
- (vi) Public-Private and Community
- (vii) Partnerships Governance and Institutional Framework

The Ministry of Tourism promotes India in a holistic manner, through various initiatives. As part of the on-going activities, promotion of various tourism destinations and products including Eco Tourism are taken up. The Ministry of Tourism also regularly promotes various tourism destinations and products of Eco Tourism through its website and social media promotions.

Ministry of Tourism has identified Eco-Circuit as one of the themes for development of tourism infrastructure under Swadesh Darshan scheme.

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 Scheme encourages adoption of principles of sustainable tourism including environmental sustainability, socio-cultural sustainability and economic sustainability.

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