



There is an enormous potential of Eco-Tourism in Bihar as Bihar's rich natural scenery and wildlife make it an important destination for ecological tourism.”

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India ranked 34th on the World Travel and Tourism Competitiveness Index in a 2019 report published by the World Economic Forum. How is the Govt. of Bihar preparing for 'explosive growth' in tourism in the post-pandemic era?

Bihar is a land of many religions, such as, Hinduism, Buddhism, Sikhism and Sufism with their pilgrimage centers in diverse parts throughout the land. In Bihar many major tourist destinations have developed due to their religious and historical links to sanctified places, persons, and events. Growth of domestic tourism depends largely on pilgrimage tourism. Recognizing Bihar's vast pilgrimage tourism potential, the Department of Tourism, Government of Bihar has initiated various projects.

Department of Tourism (DOT) had launched its state-of-the-art website and marked its presence on social media platforms such as Facebook, Twitter, Instagram and YouTube.



This initiative has created a buzz in the market about various products and offerings of Bihar Tourism. Bihar Tourism had tied up with the railways to promote Bihar Tourism through vinyl branding initiative. Vinyl Branding on trains garners eyeballs for promotion of Bihar Tourism.

To boost adventure tourism and establishing adventure tourism products in the state, the department has tied up with a leading Adventure Tour operator who is helping the state design tourism products, identify and train local operators and organize events to showcase these products.

Apart from this DOT is undertaking MICE development initiatives in Bodhgaya and Valmiki Nagar Tiger Reserve.

DOT is taking initiative to have a world class Operation and maintenance in place for various tourism assets across the state. The State's tourism destinations encompass a wealth of tourism products across a range of themes including heritage, culture, eco-tourism, spiritual, adventure, river, wellness, rural, and urban. Thus, giving various opportunities for tourism development in the State.

Connectivity has been an area of focus which will promote tourist inflows only to tourist destinations. Multi-modal focus on air, road and rail will significantly improve last mile connectivity.

The resurgence of national/ local tourism in post-pandemic India has been encouraging. How is the Hon'ble PM's clarion call for local tourism being heeded to promote national and local tourism?

Bihar government is working at a rapid pace to promote tourism in the state and is providing support to tourism just like any other industry in the state. The Department has formulated a comprehensive protocol for hygiene and safety and to ensure preparedness for the risks posed by COVID-19.

Tourism and hospitality are a part of the industrial promotion policy of the State. The State Government is providing all the facilities like interest subvention, electricity duty subvention, and support in registration duties to the tourism sector as well.

The State's tourism department also plans to go big on promoting Bihar's rich cultural heritage. In a bid to promote destinations innovative ads and campaigns by the department is being initiated. The department has also planned some events in Delhi & Mumbai in order to promote national and local tourism.

Besides, some tourism projects in the state have also been taken up under the Centre's '**Swadesh Darshan**' scheme.

A robust digital ecosystem built on IoT, AI and technologies to facilitate ease of information access, hassle-free payment mechanisms, improved safety and security as well as provide unique insights on behavior and preferences of tourists has been undertaken by the department.

Bihar tourism shall adopt a 360° marketing strategy to promote Bihar in domestic and key international markets to attract higher tourist footfalls and position Bihar as a most preferred destination.

The Department of Tourism, Bihar has revamped the Bihar tourism website, and department's social media campaigns are running on our Twitter, Facebook and Instagram handles and the number of followers in last one year also has increased by many folds. Department is trying to focus on the strategy to promote destinations which are not much known because there is a segment of tourists which are always looking for new things.

Responsible Tourism' has taken a new meaning in the post-pandemic world. What preventive and precautionary policies are being adopted and a sense of collective responsibility promoted in the State?

In order to provide economic, social, and environmental benefits to the State through development and management in coordinated manners with other line departments, non-government organizations and other private service providers in

the sector for responsible and sustainable tourism is being initiated.

A responsible tourism in Bihar means that the State's tourism activities shall be beneficial and inclusive and as best possible, accessible to all the people in the State both as visitors and participants of the tourism industry and that everyone takes ownership in tourism.

The State tourism initiatives follows a sustainable development strategy, coordination, strengthening institutional mechanism, and skill development.

The following are the focus areas of the department of Tourism with responsible tourism at its center:

- Creation of income and employment
- Infrastructure development
- Creating source of foreign exchange incomes
- Conservation of national heritage and environment
- Encouraging peace and stability
- Promotion of Sustainable Tourism

How is the Govt. of Bihar promoting eco-tourism to balance the needs of people, planet and prosperity?

There is an enormous potential of Eco- Tourism in Bihar. Bihar's rich natural scenery and wildlife make it an important destination for ecological tourism. Whether it is getting a glimpse of the magnificent tigers or observing the natural wonders in Bihar, the Eco-circuit covers it all.

Bihar Government is betting big on Eco-tourism especially in Valmiki Tiger Reserve, Rajgir, Kaimur and other Eco-tourism sites in the state.

The government intends to implement draft eco-tourism Policy with the following action items to promote eco-tourism in the state:

- A well-designed policy framework for the Eco-tourism development.
- Establishment of education and training institutes for eco-tourism studies.
- Preparing tourism products to attract specific categories of tourists in consonance with the carrying capacity of a tourist location.
- Declare and develop circuits for eco-tourism.
- Develop general as well as tourism infrastructure.
- Adopt an effective eco-tourism publicity drive involving local as well as outside media to bring to the limelight the eco-tourism destinations in Bihar.

WTO Secretary-General Mr. Zurab Pololikashvili has said, “Sustainability must no longer be a niche part of tourism but must be the new norm for every part of our sector.” What sustainable tourism strategies are being adopted by the Govt. of Bihar?

The Department of Tourism, Government of Bihar is taking various initiatives to promote sustainable tourism.

- Tourism development and promotion in the state is in line with the National Tourism Policy as the State priority.
- Promoting sustainable management of tourism in quality infrastructure:
 - Investment in new circuits and destinations is on the basis of its strength and weakness on tourism angle and its sustainability aspect.
- Promotion of the brand - ‘**Bihar**’
 - The complete visitor experience reflects on the tourism products and experiences that are traditional in character as well as on the market demands and expectation of visitors with an interest in supporting responsible and sustainable tourism development through the brand.
- Local entrepreneurs, business, service providers and transport providers to be protected and incentives.
- Bihar's tourism development to be community-based:
 - Communities are to be actively engaged in responsible tourism in planning and decision-making process. They are to be integrated in tourism development and investment activities.
- Skill development and capacity building for quality service delivery through human resource development:

- Training and capacity development to be through human resource development on tourism related services for the personnel in the service sectors and development of tour guides with active engagement of women self-help groups.

What strategies are being adopted by the Govt. of Bihar for nature promotion & conservation, and job creation into its tourism policy?

To make Bihar a top destination for both domestic and international tourists and leverage tourism's potential for socio-economic growth; the draft tourism Policy has identified the following strategies:

- Tourism Marketing and Promotion
- Tourism Infrastructure
- Tourism Products
- Skill Development
- Tourist Comfort and Safety
- Making Tourism everyone's business
- Sustainable Tourism
- IT and Digital Initiatives
- Investment Facilitation

The upturn in the Tourism economy while avoiding another wave of infections makes Bihar a sui generis case in strategic policy-making amidst a once in-a-century pandemic.

Through the recent impetus to promote tourism and significant increase in annual budget expenditure the focus of the Government of Bihar is to promote the brand “Bihar”.

From its bustling cities to tranquil wilderness,
Bihar has something for everyone.

Visit this culturally rich and diverse state of India.

Explore Bihar

