



# Bihar Tourism and Market Policy-2024

## Why in News?

Recently, Bihar has approved the [Bihar Tourism and Market Policy-2024](#) to boost **tourism infrastructure and market integration** in the state, making it a hub for cultural, ecological, and heritage tourism.

## Key Points

- **Objective:**
  - To promote sustainable tourism development in Bihar, enhancing its appeal as a **tourist destination**.
  - To boost local economies and **create job opportunities** through tourism-related activities.
- **Key Features:**
  - **Infrastructural Development:** Focus on improving transportation, accommodation, and **amenities to support tourists**.
  - **Heritage Promotion:** Emphasis on showcasing Bihar's rich cultural and historical heritage, including sites like [Bodh Gaya](#), [Nalanda](#), and [Rajgir](#).
  - **Public-Private Partnerships:** It promotes private investments in tourism infrastructure and services.
    - It provides financial support and subsidies for tourism-related businesses and startups.
- **Marketing and Promotion:**
  - Launch of **aggressive marketing campaigns** to highlight Bihar's unique attractions.
  - Utilization of [digital platforms](#) and social media for broader outreach.
- **Famous Tourist Places in Bihar:**
  - Mahabodhi Temple Complex in Bodhgaya
  - Vishwa Shanti Stupa in Rajgir
  - Nalanda, Ancient city of Patliputra
  - Valmiki Nagar Tiger Reserve in the West Champaran
  -

PDF Reference URL: <https://www.drishtias.com/printpdf/bihar-tourism-and-market-policy-2024>