



Bihar Tourism and Market Policy-2024

Why in News?

Recently, Bihar has approved the [Bihar Tourism and Market Policy-2024](https://www.drishtiias.com/printpdf/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
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