

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.†1484
ANSWERED ON 01.07.2019**

PROMOTION OF RURAL TOURISM

†1484. SHRI DEVJI M. PATEL:

Will the Minister of TOURISM be pleased to state:

- (a) whether tourism is necessary for the rural economy of the country whereas only 0.38 percentage of the rural areas are involved in rural tourism at present and the hotel rooms in rural areas are only 10 percent as compared to China;**
- (b) whether the markets of rural tourism are very disorganized and its publicity is also not being done effectively;**
- (c) if so, the schemes made by the Government to increase the basic necessities like road transport, airports and electricity to promote rural tourism;**
- (d) whether there is huge scarcity of capital in rural tourism; and**
- (e) if so, the year-wise details of the total amount invested for the rural areas of the country including Rajasthan during the last three years?**

ANSWER

**MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(SHRI PRAHLAD SINGH PATEL)**

(a) to (e): The Ministry of Tourism has launched the Swadesh Darshan Scheme for Integrated Development of theme-based Tourist Circuits for development of tourism infrastructure including last mile connectivity in the country. Recognizing the potential of rural tourism in the country, the Ministry has identified Rural Circuit as one of the thematic circuits identified for development under this scheme and is aimed at leveraging tourism as a force multiplier for revitalizing the rural economy and for giving both domestic and international tourists a glimpse of the rural aspect of the country.

The projects for development of tourism related infrastructure, including rural tourism projects / proposals, are identified for development under the circuit in consultation with the State Governments / UTs and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence of scheme guidelines and utilization of funds released earlier.

Based on the above criteria, the Ministry has sanctioned following projects for development of Rural Circuits under the Swadesh Darshan Scheme which are under different stages of implementation:

(Rs. in Crore)

Sl. No	State / Year of Sanction	Name of Project	Amount Sanctioned
1	Bihar 2017-18	Development of Bhitiharwa - Chandrahia - Turkaulia	44.65
2	Kerala 2018-19	Development of Malanad Malabar Cruise Tourism	80.37

No project has been sanctioned to Rajasthan under Rural Tourism theme of the scheme.

The objectives of the Swadesh Darshan scheme include creating employment through active involvement of local communities and promoting community-based development and pro-poor tourism approach.

The Ministry of Tourism promotes India as a holistic destination including ancient heritage & culture as part of its on-going activities, releases print, electronic, online and outdoor media campaigns in the domestic and international markets, under the Incredible India brand-line, to promote tourism products and destinations of the country including Rural Tourism. The Ministry also promotes the tourism destinations and products through its websites and publicity and promotional material produced by it from time to time.
