

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.2429
ANSWERED ON 08.07.2019**

EMPLOYMENT GENERATION IN RURAL TOURISM

**2429. SHRI D.K. SURESH:
SHRI NALIN KUMAR KATEEL:**

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government is aware that rural tourism holds immense promise for India;**
- (b) if so, the details thereof;**
- (c) whether the Government is taking any strong measures to create more job opportunities for young job seekers in the country particularly those from the rural areas; and**
- (d) if so, the details thereof and the response of the Government in this regard?**

ANSWER

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

(a) to (d): The Ministry of Tourism has launched the Swadesh Darshan and PRASHAD Schemes for the development of tourism related infrastructure and facilities in the country. Recognising the huge potential for the development of rural tourism in the country, the Ministry of Tourism has identified 'Rural Circuit' as one of the 15 thematic circuits under the Swadesh Darshan Scheme.

Following projects under the Rural Circuit theme of the Swadesh Darshan Scheme have been sanctioned till date:

Sr. No	State	Name of Circuit / Year	Project Name	Amount sanctioned (Rs. In Crore)
1	Bihar	Rural Circuit	"Development of	44.65

		(2017-18)	Gandhi Circuit: Bhitiharwa - Chandrahia - Turkaulia in Bihar under Rural Circuit theme of Swadesh Darshan Scheme	
2	Kerala	Rural Circuit (2018-19)	Development of Rural Circuit: Malanad Malabar Cruise Tourism Project in Kerala under Swadesh Darshan Scheme	80.37

The projects under the scheme are at various stages of implementation/completion. Further, it is seen that the tourism sector is an important source of employment in the country as it is a labour intensive activity. Ministry of Tourism develops tourism related infrastructure and promotes India as a tourism destination to increase tourist arrivals which in turn creates employment opportunities in the country. The Swadesh Darshan Guidelines have a provision to create employment through active involvement of local communities.

The Ministry also promotes the tourism destinations and products including 'Rural Tourism' through its websites, and publicity and promotional material produced by it from time to time.
