

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.†3485
ANSWERED ON 23.07.2019

PROMOTION OF RURAL TOURISM

†3485. SHRI AMAR SHANKAR SABLE:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether tourism is very essential for rural economy, keeping in view that the present share of rural tourism is only 0.38 per cent and hotel rooms in these areas are also only 10 per cent in comparison to China, also the market of rural tourism is scattered and it is not being promoted effectively;
- (b) if so, the plans made by Government to enhance basic amenities like road transport, airport management and electricity in order to promote rural tourism;
- (c) whether acute shortage of funds is being witnessed for rural tourism; and
- (d) if so, the details thereof?

ANSWER

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

(a) to (d): 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. Recognising 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

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.
