

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1115
ANSWERED ON 11.02.2020

DEVELOPMENT OF RURAL TOURISM

1115. SHRI PARIMAL NATHWANI:

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

- (a) whether there is an immense potential for development of rural tourism in the country and if so, the details thereof;
- (b) whether Government has formulated any scheme for the promotion of rural tourism in the country, if so, the details thereof along with status of rural tourism projects implemented in this regard, State/UT-wise;
- (c) whether Government has received any proposals from the States/UTs in this regard, if so, the details thereof; and
- (d) the number of villages identified and developed as rural tourist spots under rural tourism during the last three years, State/UT-wise?

ANSWER

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)

(SHRI PRAHLAD SINGH PATEL)

(a) to (d): Rural tourism has been identified as one of the Niche Tourism areas for development in the country by the Ministry of Tourism.

Under the Swadesh Darshan scheme, the Ministry is developing theme- based tourism circuits in the country. Rural Circuit is one of the fifteen thematic circuits identified for development under the Scheme. Submission of project proposals by the State Governments/Union Territory (UT) Administrations under the Swadesh Darshan Scheme is a continuous process. The projects for development under the scheme are identified in consultation with the State Governments/UT Administrations and are sanctioned subject to availability of funds, submission of suitable detailed project reports, adherence to scheme guidelines and utilization of funds released earlier.

The details of the projects sanctioned by the Ministry of Tourism under the Rural Circuit theme of Swadesh Darshan Scheme are as below:

State/ Year of sanction	Details	Amount Sanctioned (in Rs. Crores)
Bihar 2017-18	Development of Gandhi Circuit: Bhitiharwa- Chandrahia- Turkaulia	44.65
Kerala 2018-19	Development of Malanad Malabar Cruise Tourism Project	80.37

For the promotion of rural tourism in the country, the Ministry of Tourism undertakes several promotional activities in the domestic and international markets. As part of its marketing/promotional activities, the Ministry produces publicity material and collaterals in English and foreign languages and releases print, electronic and online media campaigns in important and potential markets under the 'Incredible India' brand-line. Promotions are also undertaken through the website and social media accounts of the Ministry.

Ministry has also instituted a National Tourism Award in the category of 'Best Rural/Agri/Plantation Tourism Projects' to motivate the stakeholders in the tourism sector for implementing such projects.
